

An Image of Distinction

Publications Guide

Tarleton State University



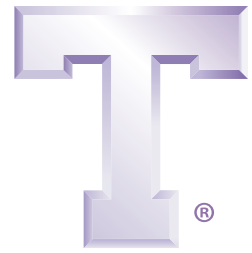
*Tarleton State
University*

www.tarleton.edu

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What are university publications?

University publications are electronic and printed brochures, newsletters, leaflets, fliers, display advertisements, journals, magazines, books and booklets, information sheets, programs, official university Web pages (all pages located on the www.tarleton.edu domain) and other similar materials.

The guidelines apply to university publications directed to all types of audiences.

The guidelines exclude internal office materials, e-mails, faculty works, textbooks and classroom material such as handouts and notes.

Publications help from Marketing & Communications

The Department of Marketing & Communications can:

- Build professional quality electronic publication files from your edited electronic text and suitable image files. (We do not key in or edit copy.)
- Coordinate print production as dictated by the university Purchasing Department's Request to Purchase process.
- Review digital electronic publication component files (graphics, photos), design concepts and copy for print publication suitability and suggest solutions to potential problems. We do not repair problems in desktop publishing files.
- Arrange for photographic support. Photographs can come from a number of on-campus sources, and there may be images currently available that are suitable for a project. In some cases, it may be necessary for you to pay for a photographer's services.
- Provide university identity graphics and images. Because we market the university as a whole, we do not design logos or identity for departments or programs.
- Provide direction on broad marketing tactics and strategies. By looking at how you and your efforts fit into and enhance the larger picture, we may be able to help you reap image and cost benefits.
- Publicize your program or department on an ongoing basis. The Media Relations staff welcomes news items about university programs and activities. Stories we post gain wide exposure by inclusion on the Tarleton Today Web page.

Requirements for all publications

1. The university's complete name, Tarleton State University, should appear on the front cover of all university publications. Guidelines regarding individual departmental logos will be released soon.
2. Tarleton should communicate its affiliation with The Texas A&M University System by adding the phrase "a member of The Texas A&M University System" to external publications, business cards and stationery.
3. The official affirmative action statement (see page 3) must appear on all university publications except stationery, display advertising (with the exception of job postings), event invitations, posters, Web pages and other materials at the discretion of the Associate Vice President for Marketing & Communications or the Director of Human Resources/Affirmative Action Officer.

This requirement can be combined with the second requirement by using the following sentence:

A member of The Texas A&M University System since 1917, Tarleton State University, an Equal Employment Opportunity and Affirmative Action Employer and Educator, is committed to excellence through diversity.

4. The university logo (see page 2) should appear on all external publications in a location of your choosing.

Official university identity elements

Official university identity elements include the university name, several graphic elements, the affirmative action statement and the mission statement.

✓ The university name

The university's proper name is **Tarleton State University**. The proper name should be used in any written or printed first reference to the university. Subsequent references should be Tarleton. TSU is an informal abbreviation that should be avoided when referring to Tarleton in publications.

The university's complete name, Tarleton State University, should appear on the front cover of all university publications.

According to [The Texas A&M University System Written Style Guidelines \(http://www.tamus.edu/offices/communications/style/system.html\)](http://www.tamus.edu/offices/communications/style/system.html), Tarleton should communicate its affiliation with the system as follows:

- System institutions without the A&M affiliation in their name should add the phrase “a member of The Texas A&M University System” to their stationery, business cards and other external publications.
- All A&M system universities, agencies and health science center institutions should be referred to as “members” of the system, not parts or components.
- All universities, agencies or health science center institutions should reference their affiliation with the A&M System in text in the following manner: Tarleton State University, a member of The Texas A&M University System,

Remember, these requirements can easily be completed by combining the affiliation statement with Tarleton's affirmative action statement when it is required (see page 1).

✓ Graphic elements

Graphic elements include the university logo, seal and other symbols that visually represent Tarleton.

The university seal

The Tarleton State University seal identifies the university for formal and official purposes only. Use of the Tarleton State University seal is approved by the Office of the President or the President's designee.



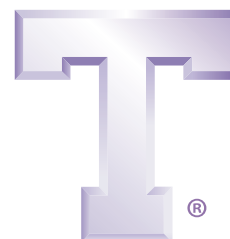
The university logo

The Tarleton State University logo may be used as a graphic identifier on any university publication. Electronic files of the logo in various file formats are available at <http://www.tarleton.edu/marketingandcommunications/graphics.html>. The interim logo currently in use combines a beveled block T with specific letter forms spelling “Tarleton State University.” Use of the purple or white beveled Ts on items that will be sold must reflect the registered symbol (®) on all merchandise available for purchase. Contact the Office of Finance & Administration at (254) 968-9877 for more information on the commercial use of University logos, marks and names. The registered symbol is encouraged, but not required on publications materials. A permanent logo is expected to be adopted in the near future.



The beveled T graphic element

The “beveled T” is a registered trademark graphic element that can be used as a graphic identifier. Please see above for proper usage. Electronic files of the beveled T with various color gradations in various file formats are available at <http://www.tarleton.edu/marketingandcommunications/graphics.html>



Departmental logos

Guidelines are being developed for the appropriate use of departmental and other individual logos.

The university mascot

The university mascot is the Texan Rider and is represented pictorially by the horse and rider icon graphic element.



University colors

The university colors are purple and white. The PANTONE color matching system definition for purple is solid color (also known as “spot color”) 268. In the PANTONE Color Bridge system, the process (four-color) printing formula for 268 on coated paper stock is C86 M100 Y0 K12. (For calibrated monitors, PANTONE’s RGB and HTML formulas for this color are R79 G45 B127 and 4F2D7F.) Tarleton’s Department of Marketing & Communications and most print and specialty advertising vendors have reference copies of PANTONE color books.

✓ Affirmative action statement

The official affirmative action statement must appear on all university publications except stationery, advertising, event invitations, posters, Web pages and other materials at the discretion of the Associate Vice President for Marketing & Communications or the Director of Human Resources/Affirmative Action Officer.

The affirmative action statement is:

Tarleton State University, an Equal Employment Opportunity and Affirmative Action Employer and Educator, is committed to excellence through diversity.

This may be combined with the A&M System affiliation statement as follows:

A member of The Texas A&M University System since 1917, Tarleton State University, an Equal Employment Opportunity and Affirmative Action Employer and Educator, is committed to excellence through diversity.

✓ Mission statement

Tarleton State University provides an academically challenging education where learning is grounded in real-world experiences and effective teaching, research, scholarship, and service. As a member of The Texas A&M University System, Tarleton is rich in history and tradition while being committed to student success and diversity. Tarleton strives to develop moral and ethical thinkers, scholars, and leaders who contribute meaningfully and responsibly to a global society.

Licensing and use of university names, logos and trademarks

Please refer to [Standard Administrative Procedure 09.02.99.T1](http://www.tarleton.edu/policy/documents/09.02.99.T1.pdf) (<http://www.tarleton.edu/policy/documents/09.02.99.T1.pdf>) for policies regarding the licensing and use of university names, logos and trademarks.

University stationery and business cards

Uniform stationery and business card design promotes a consistent image of all departments and offices of Tarleton State University. The Department of Marketing & Communications provides official university stationery templates to an approved contracted printer. You must order stationery items and business cards online at: <https://www.marfield.com/login.asp>

If you do not already have an account, enter the client password “tarleton,” submit and choose “I am a first time user.” Follow the ensuing instructions. Obtaining an account involves an authorization process.

For emergency use, a PDF file with editable fields for desktop printing of university business cards is at <http://www.tarleton.edu/marketingandcommunications/BusinessCardTemplate.pdf>. A PDF file with editable fields for desktop printing of university letterhead is at:

<http://www.tarleton.edu/marketingandcommunications/LetterheadTemplate.pdf>.

An updated standardized design is expected to be adopted in the near future.

Publication production and design services

Effective steps to produce attractive publications

The Department of Marketing & Communications can build professional quality electronic publication files from your edited electronic text and suitable image files and coordinate the process of getting your publication printed. While the Department of Marketing & Communications produces a wide range of publications, student publications such as “The J-TAC” newspaper, “The Grassburr” yearbook and the Student Handbook/Planner are products of the Office of Student Publications.

Tarleton’s Marketing & Communications staff prepares publications following generally accepted electronic publication production practices. Text, also referred to as “copy,” follows [The Associated Press Stylebook](http://www.apstylebook.com/) (<http://www.apstylebook.com/>) and additional guidelines from The Texas A&M University System (<http://www.tamus.edu/offices/communications/style/general.html>).

Tarleton’s publications are intended for an audience that expects professionally written and designed print pieces of the highest quality. Publications that are derived from commonly available clip art and pre-fabricated templates in business utility software will not likely meet that expectation. The Department of Marketing & Communications can assist in designing publications that build positive images and perceptions. The department does not charge for its design services, but you will incur charges for printing and other outside services that may be involved in completing your project. The Department of Marketing & Communications staff cannot undertake the production of all printed materials on campus, but we will work with you to determine priorities and advise you in finding other resources when necessary.

Help us help you

Planning and scheduling

Because the print production process involves obtaining competitive bids from vendors, vendor scheduling and production time as well as design time (often including illustration and photography efforts), all design and print projects require substantial lead time. A complex document may take three working weeks for a print vendor to produce. Design and layout may take several weeks before that and includes a review process. The content production (writing, photography, etc.) process should take place before print and design. The Department of Marketing & Communications will anticipate project timelines for seasonally recurring jobs and contact you with a request for information and content and propose a schedule.

- Consider the production timeline as soon as you begin to define the project.
- Identify the audience to determine the print quantity and means of distribution.
- Identify who will manage the content and review of the publication.

Text preparation

Working together to produce attractive and effective publications, we offer these suggestions and tips for preparing written content:

- Enter text in conventional upper and lower case with only basic formatting as stylistically necessary. (We do not key in or edit copy.) (It is helpful to graphic designers when you use Microsoft Word Character Styles for italicizing and boldfacing rather than local formatting. If you frequently use word processing software, you will find Styles a powerful way to control document formatting.)
- Enter a single tab character (and set its stop) rather than entering multiple tab characters, spaces or a combination of tabs and spaces to control the appearance of tabular formatting. (In word processing software, show non-printing characters to aid in this process.)

- Enter one space after each period and one hard return character (indicated by the paragraph symbol ¶ when non-printing characters are displayed) at the end of each paragraph.
- Use proper typographical punctuation such as apostrophes (’), open and closed quotation marks (“ ”) and em dashes (—).
- Provide graphics, artwork and photo images as separate files and only provide references to their file names in the word processing document.
- Please do not submit Microsoft Publisher or PowerPoint files. The Department of Marketing & Communications uses Adobe Creative Suite (CS) applications (InDesign, Illustrator and Photoshop) for preparing print publications.

Publication photo and graphic quality

Photographs may come from film or digital cameras. Film photography will be digitized through scanning. Film photography includes negatives, positives (slides) and continuous tone prints (not prints made by inkjet printers, laser printers or other digital sources or printing presses).

Digital images for Web pages need only 72-96 pixels per inch (ppi). Newspaper photos can be about 150 ppi. The medium quality settings of most consumer digital cameras are sufficient for Web pages and newspapers. But for printed brochures, magazines and posters, images need at least 300 pixels per inch (ppi) at the final cropped print size.



This image has high JPEG compression and is at a typical Web page resolution.



This image has adequate quality and resolution for high quality printing.

In order to reproduce well on a printing press, digital photos must have high color and exposure quality as well as resolution. The JPEG (.jpg) file format always imposes color compression on an image, removing information that was available to the camera. For high-quality print pieces, take and request digital photographs at the maximum resolution and lowest compression of the camera. Most digital cameras offer a “Camera Raw” format that records all the information available to the camera in a way that provides maximum resolution and exposure adjustment.

When possible, non-photographic images should be vector-based and use outline-based digital fonts. The PDF file format supports vector-based graphics from many applications. These images do not have a fixed limited resolution and will output at the resolution of the output device (in the case of printed publications, the press plates). If type and detailed line art, such as graphs and charts, must be saved as pixel-based (rasterized) files,⁵

the file resolution should be at least 600 ppi at final print size. Rasterized type smaller than about 12 points needs even more resolution to appear sharp when printed on press.

Photography of Tarleton students on campus is permitted unless otherwise indicated by the student. For off-campus photography, it is your responsibility to verify that photography is permissible. The Department of Marketing & Communications has photo release forms available for your use in these situations.

Copyrighted material

Textual and visual material that is copyrighted (this includes most Web page content) cannot be used without written permission of the copyright holder.

Content review

Here are some content review suggestions for refining your publication content before you submit it for publication design and production:

- Assume the role of your intended audience and review your content from that point of view. Does the intended audience have enough information and education to understand and follow the material that you are presenting?
- Use active voice when writing. The grammar checking capabilities of word processing software can assist in this process. Active voice example: Joe helped the client. Passive voice example: The client was helped by Joe. Passive voice uses variations of “to be.”
- Even after you proofread for spelling and grammar errors (software will not catch misused words) and informational accuracy, it is helpful and a good practice to have someone who has not seen the material read through it before you submit it for preparation for publication. (The person or persons who are the most familiar with the material are also the most likely to miss errors.)
- Verify that your copy is complete and approved before you submit it for layout and design. Making substantive changes after the document is prepared for printing will most likely lead to schedule delays.

The print purchasing process

In order to provide print production specifications to vendors, in addition to the physical parameters of the final printed piece that will be determined during the design phase, we will need to know or have

- the print quantity
- the mailing list (when applicable to successful vendor)

We will provide the specifications and obtain the print vendor price quotes and provide you with a “seed” Request to Purchase PDF file to satisfy Purchasing requirements. You will need to enter contact, university account number and delivery information on the Request to Purchase form (RTP) and submit it to the Business Services office.

After Business Services has verified adequate funding, Business Services will forward the RTP to the Purchasing Department. Projects that include mailing and postage or that exceed a specified dollar amount will be bid out by the Purchasing Department using the budgetary quote obtained by the designer and included on the RTP.

The Purchasing Department will issue a Purchase Order (P.O.) to the lowest bidder who meets the specifications of the project. For jobs of lesser dollar amounts and that do not include mailing and postage, the winning bidder can be determined from the quote(s) obtained by the designer and included with the RTP. *Because the project cannot proceed to the print production stage without a P.O., it is important to define the project and begin the RTP process as early as possible in the design process.*

Web design services

Web content and design are implemented through a content management system administered by Tarleton’s Web Services department. Please contact [Web Services](http://www.tarleton.edu/webservices/guidelines.html) <http://www.tarleton.edu/webservices/guidelines.html> for information regarding Web content and publishing on official Tarleton Web pages.

For questions regarding this document, please call (254) 968-9404 or e-mail achapman@tarleton.edu