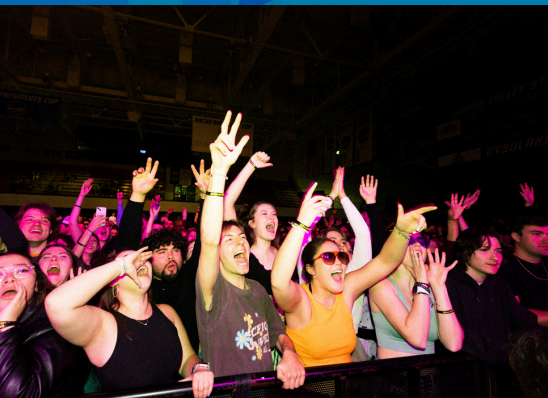




OFFICE OF STUDENT LIFE BRAND GUIDE 2023

Created by the Office of Student Life Marketing Team



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WHAT IS A BRAND GUIDE?

A brand style guide (also known as brand guide or brand guidelines) is essentially **an instruction manual on how a brand should be communicated**. It contains the standards required to represent a brand correctly both internally and externally

Why Have a Brand Guide?

Having a brand guide allows for the Office of Student Life to **create a cohesive brand across all platforms**. We want to ensure that our staff and students understand **who we are** and **what we do**.

KEY TERMS:

BRAND:

This is how we consistently represent our organization. It is the image and personality that people associate with the OSL.

VOICE:

This describes our organization's personality. It's consistent and unchanging.

STONE:

The emotional inflection applied to our voice. It adjusts to what's suitable for a particular piece of message.

COPY:

Any text written with the intent of persuading the reader to take some form of action; promotional writing. The process of creating copy is called "copywriting"*.

ENGAGEMENT: umbrella term for actions that reflect and measure how much your audience interacts with your content (most commonly used when referring to social media)

**"Copywriting" is easily confused with "copyright". "Copyright" is a legal term; it's a whole different thing.*

Why is Branding Important?

Branding assigns an identity to the GVSU Office of Student Life. This is where we establish exactly how we want to be portrayed. By keeping all elements cohesive across various platforms, we ensure that our brand is memorable, recognizable, and relatable to students, faculty, and supporters.

Why is Marketing Important?

Marketing is more than passing out pluggers and posting on social media! Marketing is creating concepts and bringing visions to life. Marketing creates a voice for our brand that **informs and excites students** about upcoming events and involvement opportunities.



PART 1: GVSU IDENTITY STANDARDS

There are some design, branding, and language standards that all GVSU departments are expected to follow. Before we talk about our OSL-specific brand, let's talk about the GVSU identity standards that impact what we do. All of this information is available at gvsu.edu/identity, but we'll share some of the highlights.

[GVSU.EDU/IDENTITY](https://gvsu.edu/identity)

GVSU Identity Standards



Inclusive Writing Guide

gvsu.edu/studentlife/inclusivewritingguide



GV Logos/Design Standards

gvsu.edu/studentlife/gvlogos



Writing Standards

gvsu.edu/studentlife/writingstandards



Web Standards

gvsu.edu/studentlife.webstandards

The Office of Student Life, like all other GVSU departments, is required to abide by all University identity standards. Lucky for you, all the info you need is available online. We'll highlight just *some* of these standards and guidelines in this Brand Guide.

GVSU DESIGN STANDARDS

FONTS:

Stick to these six fonts when creating digital or print materials. You are welcome to use custom or unique fonts for titles or creative purposes, but the majority of your text should be one of these GV-approved fonts.

Arial

Gill Sans

Helvetica

Garamond

Gotham

Times New Roman

COLORS:

GVSU BLUE



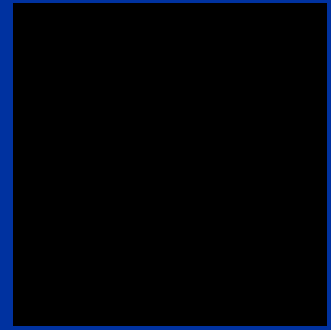
Hex: #0032A0
 RGB: 0/50/160
 Pantone: 286 C
 CMYK: 100/75/0/0

WHITE



Hex: #FFFFFF
 RGB: 255/255/255
 Pantone: White
 CMYK: 0/0/0/0

BLACK



Hex: #000000
 RGB: 0/0/0
 Pantone: Black
 CMYK: 0/0/0/100

GVSU Blue changed in 2022. This is the updated version. You are allowed to use other colors in your designs, but if you are looking for true GVSU colors or are working on something GV-themed, these are the colors you'll want to use.

WHAT THE HEX?!

WAIT – what is all that little text underneath each color? Is that even English? What do those words mean?

HEX: A color hex code combines three values – the amounts of red, green and blue in a particular shade of color. If you're **designing something in Canva or a similar program, you'll need to know the hex code to get the exact color you're looking for.** Using a hex code **works best for digital design** (your colors might not show up 100% accurately in print).

RGB: RGB (red, green and blue) refers to a system representing the colors used on a digital display screen. If you're designing something for **digital use**, make sure you're designing/exporting your design in RGB.

PANTONE: a system for matching colors, used in specifying printing inks.

CMYK: CMYK refers to the four ink plates used in some color printing: cyan, magenta, yellow, and key (black). If you're designing something for **print use**, make sure your designing/exporting your design in CMYK.

EMAIL SIGNATURE:

If you haven't updated your email signature since the official GV blue color changed, it's probably outdated! [Use the online Email Signature Generator to make sure your sign-off is on brand.](#)

Leah Erben

*Marketing Communications Coordinator
Office of Student Life | Promotions Office
Pronouns: she/they*

Grand Valley State University
1 Campus Drive | 0008 Kirkhof Center
Allendale, MI 49401
office: 616-331-2358
erbenle@gvsu.edu

GVSU WRITING STANDARDS

AP STYLE

All GVSU content must be written in AP Style; it's a university-wide standard. Associative Press (AP) Style is typically used for newspapers, magazines, PR offices, and online editorials.

Why do all university communications need to be written in the same style? Consistency helps make our content as clear and easy to understand as possible. It also makes it simpler for us to maintain the accuracy and brevity of our content.

WRITING DATES IN AP STYLE

- ✔ Presidents' Ball is on January 27
- ✔ Presidents' Ball is on January 27, 2023.
- ✔ Presidents' Ball is on Jan. 27, 2023.
- ✘ Presidents' Ball is on January 27th.
- ✘ Presidents' Ball is on Jan 27.
- ✘ Presidents' Ball is on JAN 27.
- ✘ Presidents' Ball is on 1/27/23.

ALERT: AP STYLE IS NOT THE SAME AS APA STYLE

The American Psychological Association Style, or "APA Style", is used primarily in social science research papers. You may have had to use APA in a psychology class, but you do NOT need to use it when writing GVSU copy! AP is the way to go.

Days of the week:

- Don't abbreviate
- Capitalize the first letter

Years:

- Leah Erben '21
- GVSU was founded in the 1960s.

Only abbreviate the following months: Jan., Feb., Aug., Sept., Oct., Nov., and Dec. All other months must be written out.



AVOID THE AMPERSAND

EXCEPT when used in an official title like "Recreation & Wellness" and "Fraternity & Sorority Life". Ampersands and the word "and" should not be used interchangeably.

CAPITALIZING TITLES

Do Capitalize:	Don't Capitalize:
<ul style="list-style-type: none"> -First word of title -Last word of title -Verbs -Nouns -Pronouns (personal and possessive) -Adjectives -Adverbs -Some conjunctions -Words more than 3 letters long 	<ul style="list-style-type: none"> -a -an -and -at -but* -by -for -in* -nor -of -on* -or* -so* -the* -to* -up* -yet* <p>*depending on how the word functions in the title</p>

Short words that should be capitalized because they function as verbs or pronouns:
as, it, was, is, are, be, she, he, it, am

REFERENCING NUMBERS

Write out all numbers below 10, and use Arabic numerals for 10 and above.

- ✔ There are currently **six** students on the Student Life Marketing Team, but we're looking to hire **three** to **four** more.
- ✔ There are over **400** registered student organizations to explore!

WRITING TIMES IN AP STYLE

Use numerals

- ✔ AOD Game Night begins at 6:30.
- ✘ AOD Game Night begins at six thirty.

Punctuation

- ✔ 6 p.m.
- ✘ 6 PM
- ✘ 6pm
- ✘ 6PM
- ✘ 6 P.M.
- ✘ 6:00.
- ✘ 6-8.

DON'T CAPITALIZE JOB TITLES

In AP Style, job titles are only capitalized when directly preceding a name. However, you still need to capitalize department or program names when referenced in a job title.

- ✔ Katie Garrett is the **assistant director of programming**.
- ✔ **Assistant Director of Programming** Katie Garrett is great at her job.
- ✔ Jeremy Paul is the **assistant director of Fraternity & Sorority Life**. (*The job title is lowercase because it doesn't precede his name, but "Fraternity & Sorority Life" still needs to be capitalized because it's the official name of a GVSU program.*)

DON'T CAPITALIZE MAJORS...

...UNLESS it's a language.

- ✔ Grace Hasley is majoring in **writing**.
- ✔ Bella Gielniak is a double major in **English education** and **theatre**.

INCLUSIVE LANGUAGE

- Avoid using he/him pronouns when referring to an unspecified person in the third person. Try the singular "they":
 - ✔ Every student can get **their** books from the Laker Store.
- When referring to to any person who is not white, use "people of color", sometimes referenced as "POC".
 - "African American" and "Asian American" are not hyphenated
 - In AP style, "Black" is always capitalized when used in the context of race. AP style also dictates that "white" remains lowercase when used in the context of race. [You can learn more on the AP News website.](#)
- Avoid using "mom", and "dad".
 - Not every student grew up in a traditional family. To avoid making some students feel excluded, Try "parents and supporters" or "family and supporters".

AVOID USING INTERNAL LINGO EXTERNALLY

Sometimes it's easy to forget that students don't use the exact same GV lingo that we do. Avoid using acronyms to refer to campus departments. For Example, "OSL" is used internally, but "Office of Student Life" or "Student Life" should be used externally.

WAIT, THERE ARE DIFFERENT DASHES?!

"Either an en dash or an em dash may be used at the end of a quote."

— Leah Erben, marketing communications coordinator

HYPHEN: - (*hyphen key*)

A hyphen is used to combine two words.

- ✓ The Office of Student Life hosts **on-campus** events throughout the year.
- ✗ The Office of Student Life hosts **on—campus** events throughout the year.
 - NOTE: "on-campus" is only hyphenated when modifying a noun.
 - ✓ Louie is going to be handing out donuts **on campus**.
 - ✓ Louie hands out donuts at a variety of **on-campus events**.

A hyphen can also be used when referring to non-continuing numbers such as a phone number or an academic year.

- ✓ It's almost time for the **2023-2024** school year to begin.

But hyphens *can't* be used when referring a range of time. Instead, en dashes are used for all ranges (see "En Dash" section below).

- ✗ Leah Erben was a GVSU student from **2017-2021**.

EN DASH: – (*option + hyphen on Mac*)

The en dash is used to indicate ranges and typically replaces the word "to" or "through".

- ✓ Family Weekend is Sept. 15-17.
- ✓ Winter break is Dec. 17-Jan. 8.
- ✗ Beach Clean-Up is from 8 a.m. – 2:30 p.m. (You don't need the spaces before and after the en dash)

EM DASH: — (*option + shift + hyphen on Mac*)

The em dash is used to show an interrupted thought or sudden break. It can sometimes be used instead of parentheses, semicolons, and colons (depending on the context). In AP style, it is always accompanied by one space on either side.

- ✓ Louie the Laker put on his flippers and headed towards Zumberge Pond — summer was finally here.
- ✓ Grand Valley's massive bi-annual student organization fair is finally here — Campus Life Night.
- ✗ Campus Life Night is from 6 — 8 p.m.
- ✗ Presidents' Ball will be a night of magic — and memories. (*The em dash isn't being used to replace anything in this sentence. It's unnecessary in this context.*)



Accessibility



WHAT IS ACCESSIBILITY?

According to GVSU's "[Americans with Disabilities Amendment Act Philosophy Statement](#)", we are required to comply with the Americans with Disabilities Act (ADA). This means we are obligated to make sure all of our materials are accessible to those who are visually impaired or have other disabilities. [More info about GVSU accessibility standards and expectations can be found on the Identity Website](#), but here are a few of the big ones:

SOCIAL MEDIA

- Photos posted on social media must include alternative text (alt text). Graphics are typically challenging for visually impaired users to navigate, but if you do use them, make sure all of the text within the graphic is relayed in the alt text.
- Videos should include captions. Some social media platforms will do this for you automatically (make sure you check!)

WEBSITES

- Every photo must have alt text.
- Avoid using graphics and PDFs whenever possible. Build your content directly into CMS. If you must include a PDF, [it must be made accessible ahead of time in a program like Adobe Acrobat](#). If you must include a graphic, make sure all the text is relayed in the alt text.
- Hyperlinks must state where the link will take the user.
 - ✓ Visit the [CAB website](#) for more info about upcoming events.
 - ✓ [Learn more about Greek Life!](#)
 - ✗ [Click here](#) to learn more about civic engagement opportunities.

DESIGN

- Fonts should be simple and easy to read (stick to the GVSU fonts when possible: Arial, Helvetica, Gotham, Gill Sans, Berkeley, Garamond, and Times New Roman)
- Be aware of complex patterns and color contrast

QR CODES

- Any QR code must have the corresponding link displayed above or below

Alternative Text Guidelines:

Overview:

- Be specific! Briefly describe the most important aspects of the image.
- Limit to fewer than 100 words (if possible).
- Consider the context of the surrounding information.
- Names and colors are OK to include.
- If an image is purely decorative, just say "decorative image".
- Alt text for a graphic must relay all of the text within the graphic
 - AVOID GRAPHICS when the same content can be instead conveyed via web page text, caption, etc.

Dos and Don'ts

- ✗ "Image of / picture of ____" → ✓ Beginning alt text with "image of" is redundant. Focus on describing the image and relaying important content.
- ✗ #lakerforalifetime → ✓ #LakerForALifetime
- ✗ :) → ✓ 😊 (actual emojis work better)

✓ Good Alt Text:

Three students perform during a concert, two playing instruments in the background, and one in the foreground playing a cello, gazing off to their left.

✗ Bad Alt Text:

picture from orchestra concert

GENERAL GV LINGO: DOS AND DON'TS

DON'T SAY:

- ✗ Dorm / residence hall
- ✗ Freshmen
- ✗ Get wet Lakers!
- ✗ M.I.P.
- ✗ Kirk / Kirkhoff / Kirkof / Kirkoff
- ✗ Gnumber / G# / g number
- ✗ First annual

DO SAY:

- ✓ Living Center
- ✓ First-year students
- ✓ Anchor up Lakers!
- ✓ Mary Idema Pew Library/LIB/Library
- ✓ Kirkhof / Kirkhof Center
- ✓ G-number
- ✓ Inaugural



PART 2: OFFICE OF STUDENT LIFE

There are some design, branding, and language standards that are specific to the Office of Student Life. Make sure you understand them so we can maintain consistency and clarity in everything we do.

OUR MISSION

The GVSU Office of Student Life empowers students to discover their passions while building inclusive communities of belonging through experiential learning in **campus programming, civic engagement, and student organizations.**

OUR VISION

Through transformative experiences, all learners will create lifelong memories, develop transferable skills, and be prepared to lead with integrity in a dynamic society.

OUR VALUES

DIVERSITY, EQUITY, AND JUSTICE: We advocate for all students to have access to resources and equity in opportunity.

CONNECTION AND BELONGING: We support students in building meaningful relationships and communities of belonging.

DISCOVERY AND DEVELOPMENT: We inspire students to discover meaning and purpose as they engage, learn and grow.

FUN AND ENJOYMENT: We design fun and unforgettable GVSU traditions that instill Laker Pride.

COLLABORATION: We partner across campus and communities to enhance the student experience.

GET INVOLVED. BECOME MORE.

This is the Office of Student Life's tagline. Its purpose is to encourage students to explore the different opportunities through the OSL. Use this tagline in captions, pluggers, and other OSL materials as seen fit.

OVERALL OSL VOICE*



Language Should Be:

- Engaging/inviting
- Light-hearted
- Simple/Casual
- Student Focused

KEEP IT SIMPLE!

Generally, we want all Student Life copy* to be written at a sixth grade reading level. Students already have to read challenging content in their classes, and they're going to be turned off by any OSL content that reads as "academic-y". Avoid big words and complex language, and most importantly, keep your copy as concise as possible.

GENERAL OSL LINGO: DOS AND DON'TS

DON'T SAY:

- ✘ Clubs* →
- ✘ President's Ball →
- ✘ Sibs and Kids / Sibs n Kids →
- ✘ OSL Civic Engagement →
- ✘ Eboard / e-board →

DO SAY:

- ✔ Registered Student Organizations / RSOs
student organizations / student orgs
- ✔ Presidents' Ball
- ✔ Sibs & Kids
- ✔ Office of Student Life / Student Life Civic
Engagement Team
- ✔ E-Board

*See page 1 for full definitions of "voice" and "copy".

**Typically, we don't use the word "club" to refer to our RSOs. However, sometimes the term is helpful when communicating with incoming first-year students. New students typically tend to be more familiar with "clubs" because the word is commonly used to refer to high school extracurricular organizations.

DESIGN ELEMENTS

OFFICE OF STUDENT LIFE BLUE TRIANGLE BACKGROUND

This glorious blue triangle background has become an OS� staple. This design is used in a variety of OS� materials, and it is completely unique to our department. The design was updated in May of 2023 to incorporate the new GVSU blue, so if you have old designs including the blue triangle background, the color scheme is likely outdated.

Looking for a PNG of the blue triangle background, logos, headers, and more design elements? Check out gvsu.edu/studentlife/staffresources

USING OS� LOGOS AND HEADERS

LOGOS VS. HEADERS

Official GVSU logos can be used on their own and are typically used for more formal occasions. Official GVSU headers **MUST** be accompanied by an official university logo and are used more frequently.

OFFICIAL OS� LOGOS

Below are our official Student Life logos. They can be used on their own, but tend to use the OS� headers more frequently.



OFFICIAL OS� HEADERS

These are the official Student Life headers and are used most frequently within our office and within our division. Every time you use ANY of the official OS� headers, you **MUST** also use an official GVSU logo. The same applies for every official header within the division. The official OS� header has changed over the years. If you're using any OS� headers other than the ones below, you're using an outdated header.

GVSU OFFICE OF STUDENT LIFE
STUDENT AFFAIRS

GVSU OFFICE OF STUDENT LIFE
STUDENT AFFAIRS

OFFICIAL GVSU LOGOS



Each logo/header is also available in GV blue and black. You are allowed to use any of these official OS� headers with any of the official GVSU logos, but **you are not allowed to alter the color or shape of any logos/headers in any way.**

OFFICE OF STUDENT LIFE: SOCIAL MEDIA

@GVSUStudentLife

GOALS:

- Inspire students to get involved in all areas of Student Life: RSOs, CAB, FSL, and Civic Engagement
- Tell the stories of Student Life; showcase how getting involved impacts students

@GVSUCAB

GOALS:

- Encourage students to attend events by sharing trending, relatable, and informative content
- Highlight students' participation in activities around campus and encourage interaction in the comments

@GVSUGreekLife

GOALS:

- Share notable events, awards, and resources
- Stay true to GV Standards and influence others to take part in Greek Life

Social Media Platforms

INSTAGRAM

- Best platform for photos
- Typically platform with highest engagement*
- Use graphics sparingly! Photos are more accessible AND get more engagement.
- Keep captions concise and use hashtags.
- You can't include links directly in your captions! You CAN include links in Instagram stories or in your bio. Use a CMS page to highlight all of the different links you want students to be able to access, and then link that CMS page in your bio (check out @GVSUStudentLife on Instagram as an example)
- Use lots of blue, bright colors, and popping images.
- Try to post a variety of shots (groups, portraits, interesting details, campus beauty)
- Get creative with your highlights, and keep them updated!
- Instagram reels are currently growing in popularity. If posting video content, you're more likely to get higher engagement if you post as a portrait reel rather than a landscape video.
- Re-share relevant content to your story, and shout out students/orgs when you can!

FACEBOOK

- Best platform for photo albums
- Least popular among students, but the MOST popular among parents and supporters
- Good for longer videos (ok to post landscape)
- It's ok to also post your Instagram content to Facebook
- Get creative with your cover photo, and keep it updated!

TWITTER

- Best platform for concise text updates
- Humor does best! Best place for jokes
- Re-tweet relevant content

TIK TOK

- Best platform for creative short-form video content
- Humor does best!
- Follow trends and/or use popular sounds

ALL PLATFORMS

- **HIGH QUALITY:** Main-feed photos are almost always taken by a professional photographer. Talk to the OSL Marketing Team or the Promotions Office if you need help with photos.
- **ACCESSIBILITY:** All photos/graphics should include alt text, and all videos should have captions.
- **INTERACTING:** Follow and interact with other relevant accounts! Don't be afraid to comment on other GV accounts' posts. Don't forget to also like and reply to comments on your own posts. Reply to all messages as soon as you can. If someone asks a question that's not related to Student Life, do your best to direct them to the right resource.
- **ADDRESSING CONTROVERSIES:** Students typically don't differentiate between GVSU departments and accounts, so if they're upset about anything GV-related, you might get angry comments/messages. Don't delete or ignore them — talk to your supervisor, Leah, or Valerie to determine a plan of action.

*See page 1 for a full definition of "engagement"

OSL Teams

- Registered Student Organizations
- Greek Life
- Civic Engagement
- Campus Activities Board
- Kirkhof Center and Event Services



Note: Different teams might have their own unique objectives and terminology, but everyone must abide by GVSU and general OSL brand standards.



REGISTERED STUDENT ORGANIZATIONS



Registered Student Organizations (RSOs)

- The Office of Student Life contains 400+ student run organizations
- It takes 4 students and a faculty advisor to start an RSO
- **Each student organization is responsible for their own branding and social media**

RSO Categories:

- Academic & Professional
- Club Sports
- Cultural
- Fraternity & Sorority Life
- Fraternity - Professional
- Honor Society
- Interfaith
- Media
- Performing Arts
- Special Interest
- Service & Advocacy
- Graduate Organizations

“ Through collaboration, education, and programming, we strive to foster a positive and inclusive environment that aims to provide leadership skills, community service opportunities, and lifelong friendships.”





DON'T SAY:

DO SAY:

❌ Frat / Frat Bro



✅ Fraternity/Fraternity Brother

❌ Pledging a sorority



✅ Joining a sorority

❌ New pledges



✅ New members

❌ Rush



✅ Recruitment

❌ Hazing



Strictly prohibited! Learn more at gvsu.edu/hazing

Messaging:

- **Impactful**
 - Community that lasts beyond college
 - Highlight Philanthropy aspects
- **Voice**
 - Engage Students
 - Lighthearted
 - Joyful
 - Create sense of belonging
- **Inclusive**
 - There's a place for everyone! All different types of students are involved in Greek Life.





CIVIC ENGAGEMENT

"We aim to prepare students to become active, global citizens who are committed to a life of community engagement and democratic participation."



Core Values

Community: Encourage to take part in various service learning and volunteer opportunities to foster and expand connections.

Inclusiveness: Value all identities, perspectives, and backgrounds through incorporating multiple voices and experiences. Be committed to strengthening our living, learning, and working environment by recognizing and removing barriers for a safe, inclusive, vibrant community.



Messaging Approach

- Understand the **WHY!**
 - Don't minimize the work being done
 - Showcase students working together to make an impact
- Voice
 - Student-friendly
 - Keep it simple and keep it brief!
 - It's still ok to highlight bonus perks of attending events (free food, free transportation, free t-shirt, etc.)

CAMPUS

ACTIVITIES

BOARD



Logo



CAB is the only team in the OSL with a separate logo. This is only permitted because CAB still partially considered a student organization, and student orgs are allowed to develop their own brands.

When using the CAB logo on promotional materials, be sure to also include both a Student Life header and an official GVSU logo.

Brand Color



#56a7ac

Messaging

Encourage students to have fun, meet new people, and try new things!

Design Aspects:



CAB AND GRAPHICS

CAB uses a lot of photo-graphic hybrids, meaning they take high quality photos and incorporate text or other graphic elements. These types of graphics typically perform better than graphics with no images.

Continuing to create posts in this style will help maintain CAB's established brand.

Remember — avoid including important information in your graphics whenever possible. Titles and decorative elements are ok, but any text included in your graphic must also be conveyed in your alt text.

HOW TO PLACE TEXT BEHIND SUBJECTS WITHIN PHOTOS

Use Canva Pro and follow the below steps:

Step 1: Select Photo and Text



Step 3: Layer!



Step 2:
Duplicate Photo Remove
Background

Content:

The "Instagram Square"



All posts should be
1080px by 1080px

Seamless Photos

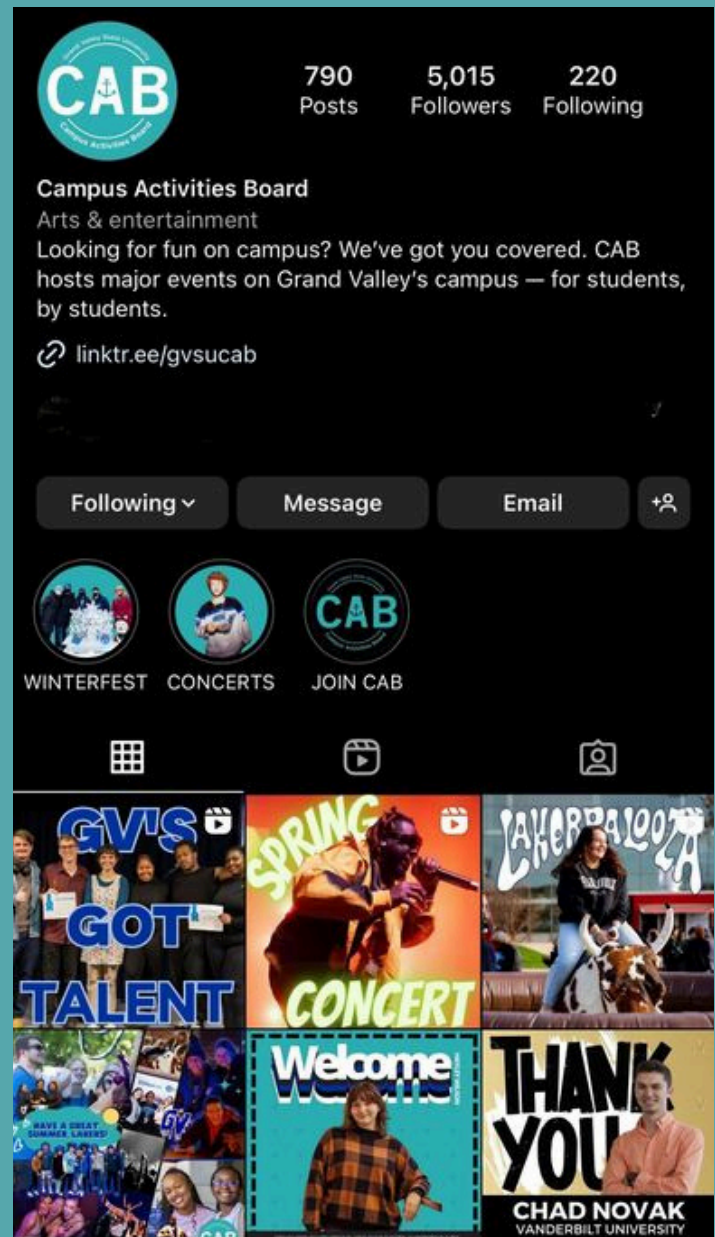


Use Canva to create a seamless effect for users

Content:

Instagram Reel Cover Photos

Keep content 1080px by 1080px but leave black borders to fill empty space.
Entire post should be 1080px by 1920px





KIRKHOF CENTER

EVENT SERVICES

What is Kirkhof?

- The Russel H. Kirkhof Center is the heart of Grand Valley's campus
- The OSL is housed within Kirkhof
- RSOs can use various meeting rooms
- Special events are often hosted in Kirkhof

Event Services

- Event Services is located in the Russel H. Kirkhof Center, room 1110
- They assist student organizations and campus departments to find the best space to host meetings and events
- You can reserve space in the Kirkhof Center, Cook-DeWitt Center, Henry Hall Atrium, Lake Ontario Hall room 167, or an outdoor location through event services

The Student Life Marketing Process

OSL Staff Responsibilities

- **WEBSITES:**

- Create new content when necessary, following all GVSU and OSL brand standards
- Maintain and update all content regularly

Your websites are yours to manage! If you need help navigating CMS, email Leah or oslmkt@gvsu.edu and we can schedule a tutorial. If you're planning a major website makeover, the marketing team may be able to help you out (depending on capacity).

- **SOCIAL MEDIA:**

- Manage your own social media accounts (only applies to CAB and FSL teams)

- **CAMPAIGNS:**

- For all major events and campaigns, submit an OSL Marketing Needs Form*, ideally two months prior to your event.
- Submit a Promotions Office Service Request** for all design/print/video/photo needs

OSL MKT Team Responsibilities

- **WEBSITES:**

- Conduct regular website audits
- Ensure that all OSL websites are following our brand/identity standards
- Maintain and update the main Student Life website (gvsu.edu/studentlife)
- Answer staff questions about OSL websites
- Assist with occasional major website overhaul projects

- **SOCIAL MEDIA:**

- Manage @GVSUStudentLife accounts. Our content is planned and scheduled by the Marketing Team. If you would like us to promote your event/resource on our accounts, your event/resource must be open to the majority of GV students and you must submit an OSL Marketing Needs Form.*

- **CAMPAIGNS:**

- Once we receive your OSL Marketing Needs Form, we will:
 - Schedule a launch meeting (if applicable)
 - Create a Creative Brief***
 - Plan/schedule promotional content

*Visit gvsu.edu/studentlife/staffresources to submit an OSL Marketing Needs Form

**Visit gvsu.edu/promotions/start to submit a Promotions Office Service Request

***A Creative Brief is a document that we use to plan and track campaigns. It will be emailed to you once it's been finalized.

OTHER OSL/DSA MKT RESPONSIBILITIES

Social Media	Newsletter
<ul style="list-style-type: none"> • Monitored by SMSA • Some content can be pitched at content meetings <ul style="list-style-type: none"> ◦ Other topics will be developed and assigned by MPM • Aimed to provide events & resources to GV students • Casual, lighthearted, and student focused • Event must be opened to majority of GV students • Resource must be found on GV website 	<ul style="list-style-type: none"> • Written by the writers • Some topics can be pitched at content meetings <ul style="list-style-type: none"> ◦ Other topics will be developed and assigned by EPM • Aimed to highlight events to GV students • Casual, witty, and student focused • After the writer completes an article, they will send to EPM for feedback
<h2 style="text-align: center;">Tabling</h2>	
<ul style="list-style-type: none"> • Monitored by MPM <ul style="list-style-type: none"> ◦ Involvement Assistants host • Aimed to promote events and resources to GV students around campus <ul style="list-style-type: none"> ◦ Creative opportunities are available for specific events 	

Website Management

You are responsible for the creation of your website - We may assist in necessary updates or changes

- Navigation Menu
 - Home
 - About Us
 - What We Do
 - Who We Are
 - Assorted other tabs (vary page to page)
 - Last tab: Student Life (directs back to OSL homepage)
- Capitalize all navigation items
- Must include " _____ is a part of the Office of Student Life which is the department of the Division of Students Affairs" copy at the bottom of the homepage
- Buttons
 - Always lowercase, except for the first word and titles of events/programs
 - No periods at the end of sentences
 - Photos grab students' attention
 - Combine different sub navigation items whenever possible
 - Make sure all events are tagged on the events calendar
- Titles and Descriptions
 - Meta title
 - Defines the title of webpage on search engine
 - Meta description
 - Brief summary of a web page
 - Displayed as part of the search snippet





Submit a MKT Needs Form!



Launch Meeting



Execute MKT Details

- Website
- Social Media
- Newsletter
- Tabling



Complete!

Submit a MKT Needs Form

When to Use?

- When you are wanting to promote an event/resource through our different means of media
- If you need assistance developing MKT Campaigns

Steps to Follow

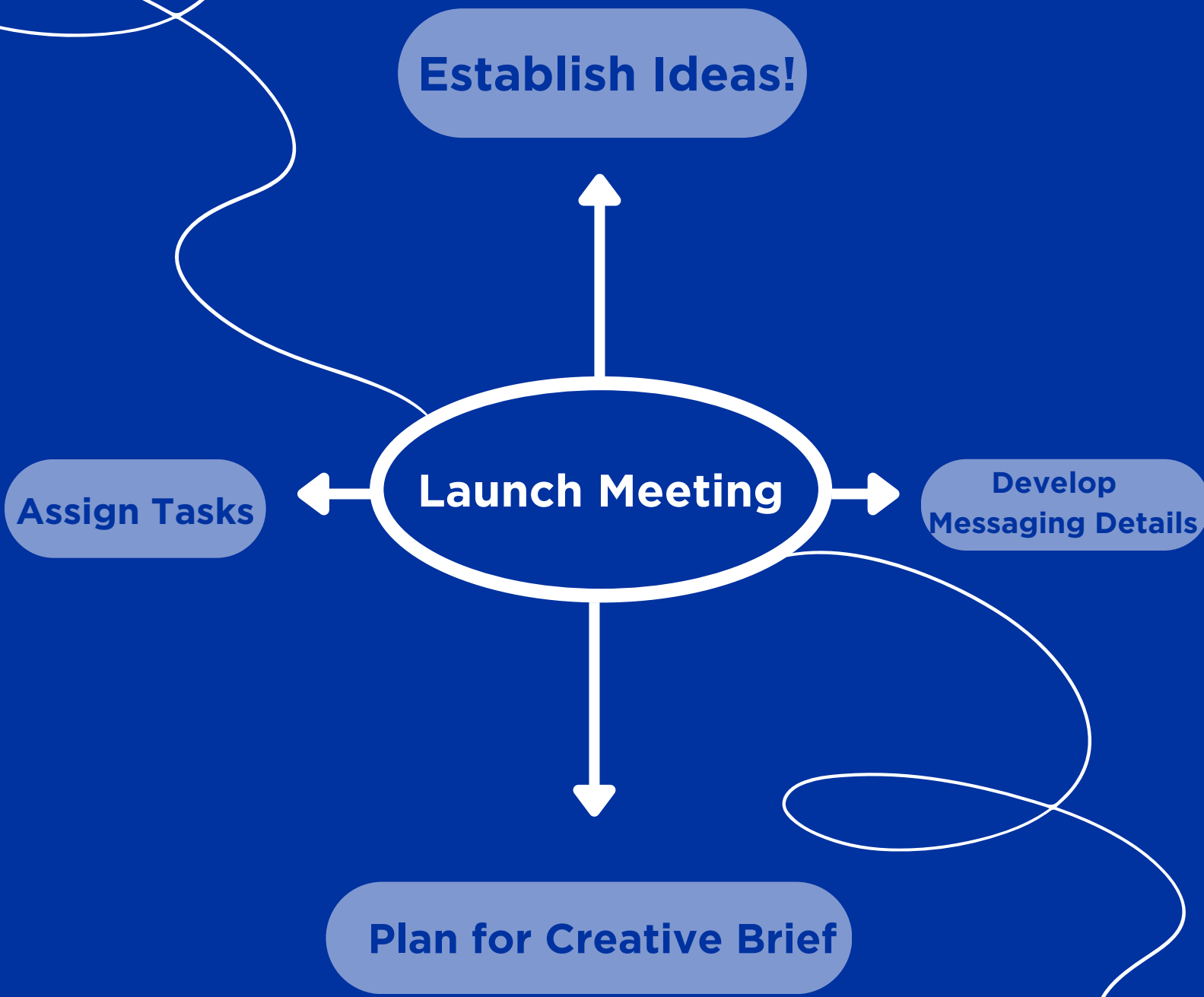
1 Go to the OSL page to access the form

2 Follow the questions and submit!



Our MKT team will follow up with the next steps...

Note: This is separate from a Promotions Service Request



Establish Ideas!

Assign Tasks

Develop Messaging Details

Launch Meeting

Plan for Creative Brief

Complete

Debrief Meeting

- What went well?
- What can be improved?
- Success of MKT techniques
- Lack of MKT techniques
- Review student feedback
- Review staff feedback
- Generalized plan for next year



When using the OSL header, you MUST also use the GVSU logo*



Get Involved. Become More.

This is the Office of Student Life's tagline. The purpose of this motto is to encourage students to explore the different opportunities through the OSL.



Staff Resources
gvsu.edu/studentlife/staffresources



Identity Standards
gvsu.edu/identity

ACCESSIBILITY

According to GVSU's "Americans with Disabilities Amendment Act Philosophy Statement", we are required to comply with the Americans with Disabilities Act (ADA). This means we are obligated to make sure all of our materials are accessible to those who are visually impaired or have other disabilities.

ALT TEXT

- Photos posted on **social media and websites** must include alternative text (alt text).
- Be specific! Briefly describe the most important aspects of the image.
- Limit to fewer than 100 words (if possible).
- Consider the context of the surrounding information.
- Names and colors are OK to include.
- If an image is purely decorative, just say "decorative image".
- Alt text for a graphic must relay all of the text within the graphic
- AVOID GRAPHICS when the same content can be instead conveyed via web page text, caption, etc.

AP STYLE

All GVSU content must be written in AP Style; it's a university-wide standard. Associative Press (AP) Style is typically used for newspapers, magazines, PR offices, and online editorials.

Why do all university communications need to be written in the same style?
Consistency helps make our content as clear and easy to understand as possible.

TONE OF VOICE

- Student-friendly
- Engaging
- Witty
- Avoid academic language
- Keep text minimal

Design Elements



GVSU BLUE

Hex: #0032A0
RGB: 0/50/160
Pantone: 286 C
CMYK: 100/75/0/0



THE OFFICE OF STUDENT LIFE
BLUE TRIANGLE BACKGROUND

Stick to these six fonts when creating digital or print materials. You are welcome to use custom or unique fonts for titles or creative purposes, but the majority of your text should be one of these GV-approved fonts.

- | | | |
|----------|-----------|-----------------|
| Arial | Gill Sans | Helvetica |
| Garamond | Gotham | Times New Roman |

COMMON MISTAKES

Times:

- AOD Game Night begins at 6:30.
- 6 p.m.

Years:

- Leah Erben '21
- GVSU was founded in the 1960s.

Days of the week:

- Don't abbreviate
- Capitalize the first letter

WRITING DATES IN AP STYLE

- | | |
|--|--|
| <ul style="list-style-type: none"> ✔ Presidents' Ball is on January 27 ✔ Presidents' Ball is on January 27, 2023. ✔ Presidents' Ball is on Jan. 27, 2023. | <ul style="list-style-type: none"> ✘ Presidents' Ball is on January 27th ✘ Presidents' Ball is on Jan 27. ✘ Presidents' Ball is on JAN 27. ✘ Presidents' Ball is on 1/27/23. |
|--|--|

DON'T SAY

- ✘ Clubs*
- ✘ President's Ball
- ✘ Sibs and Kids / Sibs n Kids
- ✘ OSL Civic Engagement
- ✘ Eboard / e-board

DO SAY

- ✔ Registered Student Organizations / RSOs
- ✔ student organizations / student orgs
- ✔ Presidents' Ball
- ✔ Sibs & Kids
- ✔ Office of Student Life / Student Life Civic Engagement Team
- ✔ E-Board



QUESTIONS?

EMAIL LEAH AT ERBENLE@GVSU.EDU

OR THE MARKETING TEAM AT

@OSLMKT@GVSU.EDU