

APRIL 2008 • VERSION 1.3



**SOUTHERN POLYTECHNIC
STATE UNIVERSITY**

STATIONERY SYSTEM

 **VISUAL IDENTITY MANUAL**



STANDARD LETTERHEAD

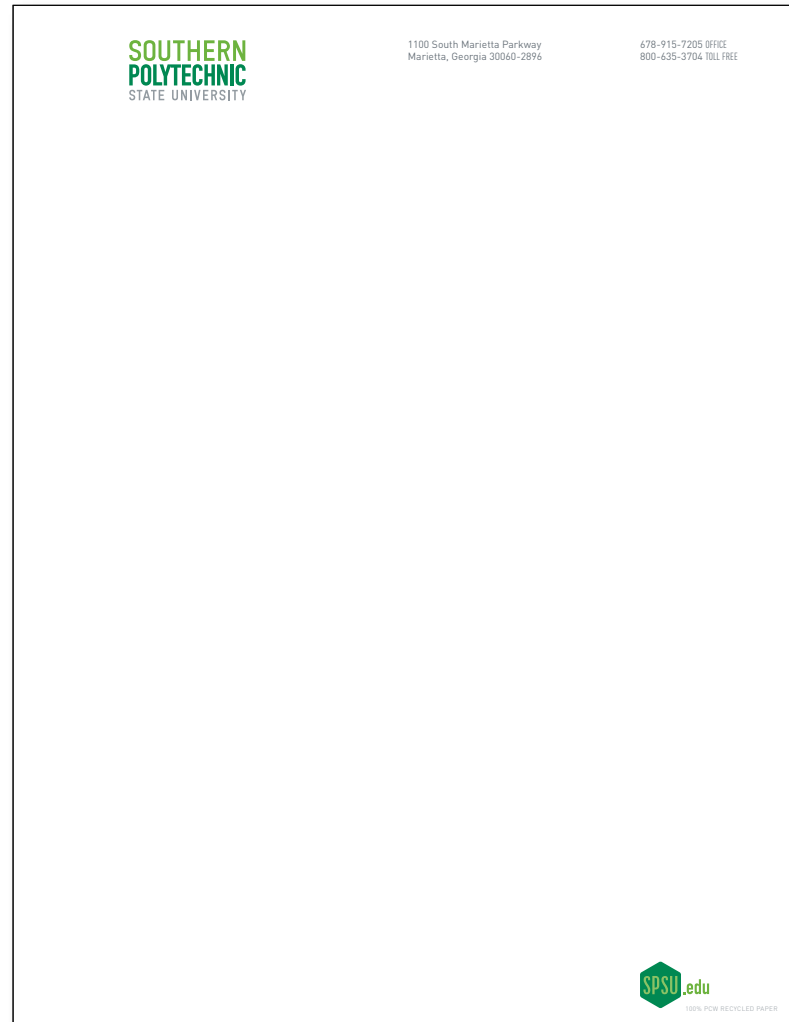
Size 8.5" x 11"

Paper Mohawk Strathmore Script
100% PC White
Smooth, 24lb. writing

Ink Colors Shell



Imprint





PERSONALIZED LETTERHEAD

Size	8.5" x 11"
Paper	Mohawk Strathmore Script 100% PC White Smooth, 24lb. writing
Ink Colors	Shell <div> <div>PMS 348</div> <div>PMS 369</div> <div>PMS 430</div> </div>
	Imprint <div>PMS 431</div>

**SOUTHERN
POLYTECHNIC
STATE UNIVERSITY**

School, Division or
Business Unit Here

1100 South Marietta Parkway
Marietta, Georgia 30060-2895

678-915-7205 OFFICE
800-635-3704 TOLL FREE
678-915-5678 FAX
www.spsu.edu/engineering

March 1, 2008

Ms. Jane A. Doe
General Store
1234 Main Street
Pleasantville, GA 30123-4567

Dear Ms. Doe:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis.

Sincerely,

Jeffrey L. Ray



100% PCW RECYCLED PAPER

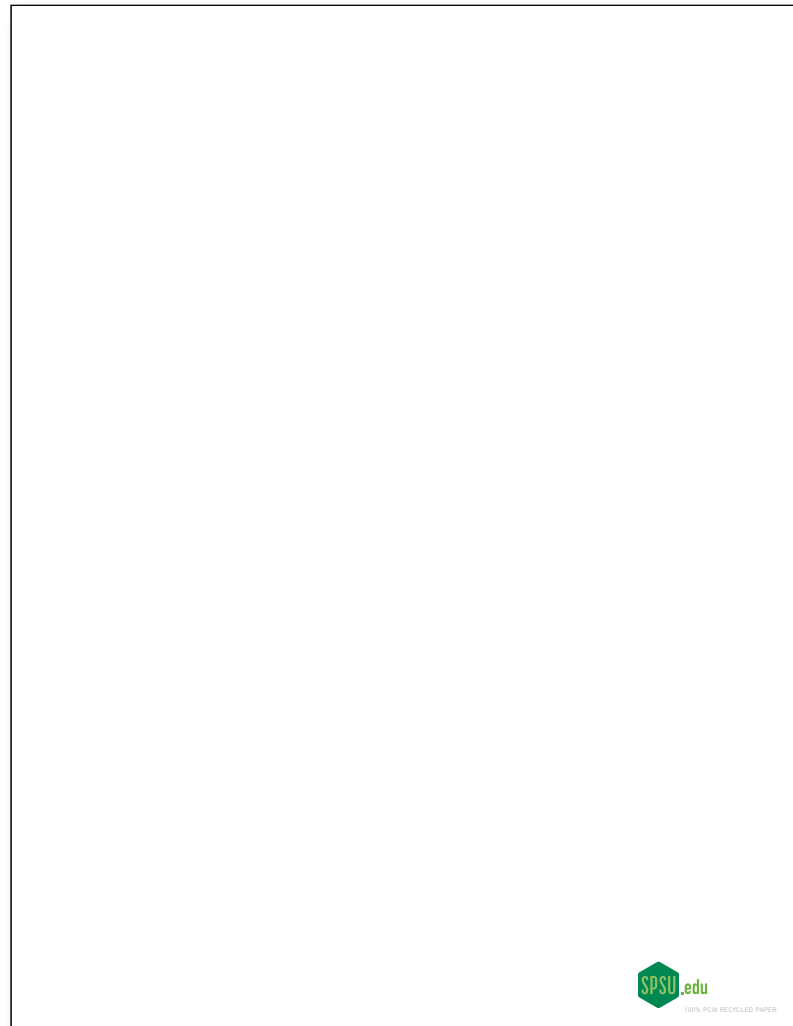


SECOND SHEETS

Size 8.5" x 11"

Paper Mohawk Strathmore Script
100% PC White
Smooth, 24lb. writing

Ink Colors Shell





Standard Letterhead: Full Size

This is a full size illustration of the standard letterhead.

Left margin: 1½"
Text aligns flush left with
the left side of Wordmark.

Right margin: 1"

Top
margin: 2"

**SOUTHERN
POLYTECHNIC**
STATE UNIVERSITY

1100 South Marietta Parkway
Marietta, Georgia 30060-2896

678-915-7205 OFFICE
800-635-3704 TOLL FREE

March 1, 2008

Ms. Jane A. Doe
General Store
1234 Main Street
Pleasantville, GA 30123-4567





Dear Ms. Doe:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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STANDARD BUSINESS CARDS

Size	3.5" x 2"
Paper	Mohawk Strathmore Script 100% PC White Smooth, 130 double thick cover
Ink Colors	Shell  PMS 348  PMS 369  PMS 430 Imprint  PMS 431

**SOUTHERN
POLYTECHNIC**
STATE UNIVERSITY

Jane Smith, Ph.D.

Vice President for
College Department or School

1100 South Marietta Parkway
Marietta, Georgia 30060-2896

678-915-7482 OFFICE
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tcurrin@spsu.edu

Southern Polytechnic State University is a comprehensive university with a unique purpose. Through a fusion of technology with the liberal arts and sciences, we create a learning community that encourages thoughtful inquiry, diverse perspectives, and strong preparation of our graduates to be leaders in an increasingly technological world.



100% PCW RECYCLED PAPER






PERSONALIZED BUSINESS CARDS


Size 3.5" x 2"

Paper Mohawk Strathmore Script
100% PC White
Smooth, 130 double thick cover

Ink Colors Shell

		
PMS 348	PMS 369	PMS 430

Imprint


PMS 431

**SOUTHERN
POLYTECHNIC**
STATE UNIVERSITY

Kit Trench
Director of Development

1100 South Marietta Parkway
Marietta, Georgia 30060-2896

**Office of University
Advancement**

678-915-7307 DIRECT
800-635-3204 TOLL FREE
678-915-7321 FAX
ktrench@spsu.edu

**SOUTHERN
POLYTECHNIC**
STATE UNIVERSITY

Sylvia Carson, M.S.
Director

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Marietta, Georgia 30060-2896

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800-635-3204 TOLL FREE
678-915-7321 FAX
scarson2@spsu.edu



Alternative Contact Information

**SOUTHERN
POLYTECHNIC**
STATE UNIVERSITY

**Office of Student
Recruitment**

Amanda Brown-Conway
Admission Recruiter

1100 South Marietta Parkway
Marietta, Georgia 30060-2896

678-915-5549 DIRECT
800-635-3204 TOLL FREE
678-915-7496 FAX
IM: SPSU AMANDA
abrownco@spsu.edu

6 Line Contact Info

**SOUTHERN
POLYTECHNIC**
STATE UNIVERSITY

**Student and Enrollment
Services**

Ron R. Koger, Ed.D.
Vice President for Student
and Enrollment Services

1100 South Marietta Parkway
Marietta, Georgia 30060-2896
678-915-3721 DIRECT
800-635-3204 TOLL FREE
678-915-3777 FAX
770-591-1860 HOME
IM: KogSPSU
rkoger@spsu.edu

Alternative Contact Information #2

**SOUTHERN
POLYTECHNIC**
STATE UNIVERSITY

Student Health Services

Julie Scala, RN
Coordinator of Health Services
& Immunizations

1100 South Marietta Parkway
Marietta, Georgia 30060-2896

678-915-7366 DIRECT
800-635-3204 TOLL FREE
678-915-7367 FAX
678-915-6813 IMMUNIZATION LINE
jscala@spsu.edu

3 Line Title

**SOUTHERN
POLYTECHNIC**
STATE UNIVERSITY

Becca Tuck
Administrative Assistant,
Office of Student Recruitment &
Planning and Assessment




1100 South Marietta Parkway
Marietta, Georgia 30060-2896

678-915-3521 DIRECT
800-635-3204 TOLL FREE
678-915-7496 FAX
rtuck@spsu.edu



#10 BUSINESS ENVELOPE

Size	#10 Envelope 9.5" x 4.125"
Paper	Mohawk Strathmore Script 100% PC White Smooth, 24lb. writing

Ink Colors	Shell	
		
PMS 348	PMS 369	PMS 430

Imprint

PMS 431

SOUTHERN
POLYTECHNIC
STATE UNIVERSITY

1100 South Marietta Parkway
Marietta, Georgia 30060-2896



Top margin: 2"

Acme Corporation
Attn: John Smith
1234 Main Street
Marietta, Georgia 30060

Left margin: 3"
Text aligns flush left
with address block.





PERSONALIZED #10 BUSINESS ENVELOPE

Size #10 Envelope
9.5" x 4.125"

Paper Mohawk Strathmore Script
100% PC White
Smooth, 24lb. writing

Ink Colors Shell



Imprint



**SOUTHERN
POLYTECHNIC**
STATE UNIVERSITY

Optional School, Division
or Business Unit Here

1100 South Marietta Parkway
Marietta, Georgia 30060-2896






Acme Corporation
Attn: John Smith
1234 Main Street
Marietta, Georgia 30060





#10 WINDOW ENVELOPE

Size	#10 Window Envelope 9.5" x 4.125"
Paper	Mohawk Strathmore Script 100% PC White Smooth, 24lb. writing

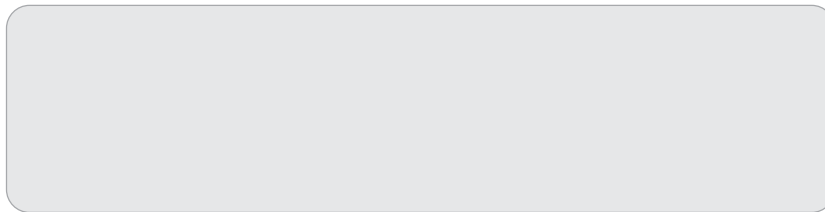
Ink Colors	Shell	
		
PMS 348	PMS 369	PMS 430

Imprint

PMS 431

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POLYTECHNIC
STATE UNIVERSITY

1100 South Marietta Parkway
Marietta, Georgia 30060-2896





9" x 12" ENVELOPES

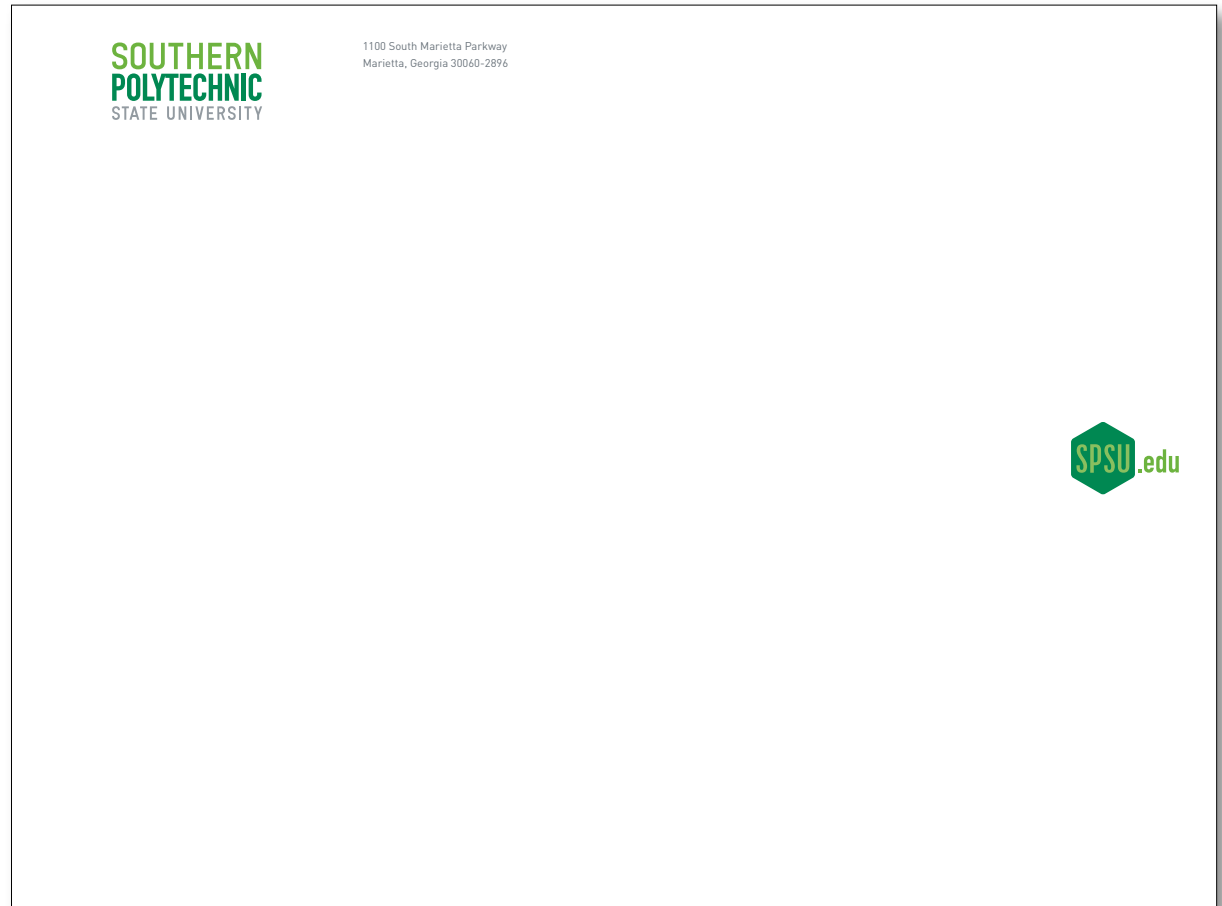
Size 9" x 12"

Paper Mohawk Strathmore Script
100% PC White
Smooth, 24lb. Writing

Ink Colors Shell



Imprint





MAILING LABELS

Size Various

Paper Avery® Labels

Ink Colors Shell



Imprint



Avery® 5164
4" x 3.33"



1100 South Marietta Parkway
Marietta, Georgia 30060-2896
www.spsu.edu

Avery® 6878
4.75" x 3.75"



1100 South Marietta Parkway
Marietta, Georgia 30060-2896
www.spsu.edu

Avery® 8163
4" x 2"



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NEWS RELEASE FORM

The news release form to the right is intended as a generic template. The specific wording of the headline — NEWS RELEASE — may vary depending on the intended communication. For example, it might alternatively read MEDIA ADVISORY.



Office of Public Relations
1100 South Marietta Parkway
Marietta, Georgia 30060-2896
www.spsu.edu

CONTACT
Sylvia Carson
Director of Public Relations
678-915-7222
sylvia@spsu.edu

NEWS RELEASE

FOR IMMEDIATE RELEASE

MARIETTA – Date – Copy here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

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Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis.




FAX COVER SHEET


**SOUTHERN
POLYTECHNIC
STATE UNIVERSITY**


FAX COVER

TO → _____
 FAX NUMBER _____
 PHONE _____
 FROM → _____
 PHONE _____
 DATE _____

NUMBER OF PAGES  INCLUDING THIS COVER SHEET.

☐ For review
 ☐ Please comment
 ☐ Please reply
 ☐ FYI
☐ Urgent
 ☐ Other → _____

COMMENTS


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Southern Polytechnic State University
 1100 South Marietta Parkway
 Marietta, Georgia 30060-2896
 800-635-3204
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NOTE CARDS & ENVELOPES

Size	Folds to 7" x 5"
Paper	Mohawk Strathmore Script 100% PC White Smooth, 130 double thick cover
Ink Colors	Shell <div> <div>PMS 348</div> <div>PMS 369</div> <div>PMS 430</div> </div>
	Imprint <div>PMS 431</div>

