GEORGIA COLLEGE & STATE UNIVERSITY
OFFICE OF UNIVERSITY COMMUNICATIONS

Protocol on the Creation of Newsletters and Publication Mailers

The distribution of newsletters is beneficial to communicate information, milestones and institutional success stories. The Office of University Communications encourages departments and offices to engage with their stakeholders and constituents through regular communications for both internal and external audiences. Newsletters are also an effective way to reinforce key messages that are central to the GCSU brand. Both digital and print publications, newsletters and magazines also provide additional opportunities to strengthen existing visual and graphical identity standards.

To that end, all departments and offices should notify the Office of University Communications prior to designing, producing and distributing a newsletter to internal or external audiences. This will help bring more consistency and coherency to our branding standards and a visual identity system that reinforces official use of color, fonts, logos, and other graphical elements.

The Office of University Communications will offer guidance around best practices and ensure that newsletters and other publications adopt templates that reflect current branding and editorial standards. We will also assist in organizing content prior to the design phase to ensure all materials are accurately prepared for layout and provide expertise in accessibility for the web when applicable.

In addition, the following details will be reviewed for all our e-newsletters, print and digital publications:

- Referencing the full name of Georgia College & State University on the header or cover of the e-newsletter or publication.
- Full name, mailing address, website address and a phone number of the office/department at the conclusion of every newsletter.
- Using fonts and typography that closely represent our official standards.
- Reinforce elements of our brand through official colors, specifically our Black, Green, Blue and Gold colors.
- A request for financial support of the office/department with a link to online giving [where applicable].
- Names of departments or offices will follow an affiliate logo template to bring visual consistency to our digital and print publications.

For assistance with newsletters and publications, or to discuss general communication strategies, please contact us at **univcomms@gcsu.edu**.