discovery OPPORTUNITY

IDENTIFICATION STANDARDS AND STYLE GUIDE
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To the Idaho State University Campus Community:

The Identification Standards and Style Guide paves the way for our institution to promote its many outstanding programs and assets with a unified and strategic effort. As you adopt the standards in this manual, you will more effectively communicate our core values and strengths to our different audiences.

On the following pages, you will find updated standards that will continue to support ISU’s reputation long into the future. Use these guidelines in your communication efforts, and you will achieve greater success. Through our united and coordinated efforts, ISU will be able to build a strong foundation to advance our institution.

You, the campus community, have been responsible in large part for the success of our hard work to promote and protect the Idaho State University name. Thank you for your adherence to our united and consistent brand standards.

Sincerely,

Kent Tingey
Vice President for University Advancement
UNIVERSITY MISSION AND THEMES

University Mission Statement
Idaho State University is a public research-based institution that advances scholarly and creative endeavors through academic instruction, and the creation of new knowledge, research and artistic works. Idaho State University provides leadership in the health professions, biomedical and pharmaceutical sciences, as well as serving the region and the nation through its environmental science and energy programs. The University provides access to its regional and rural communities through delivery of preeminent technical, undergraduate, graduate, professional and interdisciplinary education. The University fosters a culture of diversity, and engages and impacts its communities through partnerships and services.

— Approved February 2016 by the Idaho State Board of Education

Core Theme One: Learning and Discovery
Idaho State University fosters student learning and discovery through teaching, research and creative activity. ISU delivers high-quality academic programs at all levels: technical certificates; undergraduate, graduate and professional degrees, and postgraduate professional training.

Core Theme Two: Access and Opportunity
Idaho State University provides diverse pathways to retention and graduation through educational preparation, academic and co-curricular opportunities and extensive student support services.

Core Theme Three: Leadership in the Health Sciences
Idaho State University provides statewide leadership in the health sciences. With the academic support of its colleges and the division, the University offers a broad spectrum of degree levels and provides residency training in the health professions. New knowledge is created through biomedical, translational, clinical, rural and health services research. Teaching, research, practice, and community partnerships provide interprofessional education and excellence in patient care. University clinics provide an environment for learning, inquiry and comprehensive health care service to the community.

Core Theme Four: Community Engagement and Impact
As an integral component of the community, Idaho State University develops partnerships and affiliations through the exchange of knowledge, resources, research and expertise. Through a diverse university staff, faculty and student body, ISU provides cultural, social, economic and other opportunities to enrich the lives of citizens.
Why We Have Identity Standards

The Idaho State University brand is one of our most valuable assets and defines who we are and what we do. As a leading public research and teaching University, it is imperative to convey a unified, high-quality image. This guide helps to ensure all parts of the University are consistent in our outreach and communication.

The marks, visuals and voice used to describe ISU establish and maintain a clear identity. The creation of independent, decentralized identities and symbols creates confusion in the minds of audiences. Furthermore, when visual representation is disconnected or inconsistent, it creates the perception that the institution is also disconnected and inconsistent.

Research shows that a visual identity used consistently over time paves the way to an enhanced image, instant recognition and higher recall among prospective students. There are nearly 4,000 colleges and universities in the United States, so a unified approach to marketing will strongly reinforce our identity. Protecting ISU’s visual identity also protects the institution’s licenses and trademarks, which will increase the value of our identity over time.

By following these established standards, we not only build consistency, but ISU protects our most valuable asset—the Idaho State University name.

How To Use The Identification Standards and Style Guide

Each area of the University has different needs and applications for outreach communication, marketing and promotion. This publication includes sections addressing the use of visual elements and styles across various types of mediums. We have included examples and standards for implementation in all areas of campus.

While comprehensiveness was a goal in developing this manual, questions will arise. Please call the Office of Marketing and Communications for additional guidance, approval or resources.

This manual is also available online, with continual updates between annual print editions.
Identity Standards Compliance

The Office of Marketing and Communications provides resources and support to all University colleges, divisions, administrative offices and auxiliary services. As the lead communication office for the University, its primary mission is to ensure that consistent campuswide marketing and promotional materials favorably and accurately reflect Idaho State University.

In its oversight role, the Office of Marketing and Communications is responsible for final review and sign-off of all marketing and promotional materials produced by academic, administrative and auxiliary divisions within the University.

The college or department’s assigned University Key Communicator will monitor compliance to the standards in this guide, and the Office of Marketing and Communications will provide enforcement support as needed. For more information about University Key Communicators and their assigned roles, see page 9.

Marketing Materials Approval Committee

The mission of the Marketing Materials Approval Committee (MMAC) is to establish a clear, unified Idaho State University brand. Instituted by President Arthur C. Vailas, the committee reviews all marketing materials to ensure they represent the University consistently and accurately. Attributes such as design, photography, copy and adherence to visual standards are all considered when approving any promotional materials.

All items intended to promote Idaho State University to either internal or external audiences must be submitted to the MMAC for approval. Examples include brochures, advertisements, newsletters, annual reports, recruitment materials, posters, invitations, postcards and promotional giveaway items.

The committee’s approval process provides immediate feedback in an efficient manner. The Marketing Materials Approval Committee meets every Monday at 1 p.m. in the President’s Large Conference Room of the Administration Building, and individuals submitting materials are welcome and encouraged to attend the open meeting. Submissions are due by 9 a.m. Monday morning, and approval is provided that same day. The committee strives to be a resource as well as an approval committee, and members and the Office of Marketing and Communications are happy to assist any department with ideas, editing and graphic design advice.

Each college or campus unit is responsible for overseeing the creation of materials generated within its area. Marketing and print materials must be approved at the college or unit level before being submitted to the MMAC for final approval. Colleges and/or units are also responsible for proofreading materials prior to submitting them to the MMAC.

Submitting Materials for Approval

Materials are submitted for approval via email to the Office of Marketing and Communications. Feedback, suggestions for improvement and approval are immediately provided following the MMAC meeting.

Marketing and Materials Approval Committee
giffstev@isu.edu
Office of Marketing and Communications

The Idaho State University Office of Marketing and Communications is responsible for overseeing the strategic communication, marketing and outreach efforts of the entire institution. The Office of Marketing and Communication includes expertise in public relations, marketing, graphic design, photography, digital media, videography and web design. The services provided are available to the entire University community.

The Office of Marketing and Communications takes the lead on coordinating all strategic marketing initiatives, media inquiries, University publications and top-level social media pages. Additionally, this unit oversees all public-facing ISU web pages and related content.

Stuart Summers, associate vice president (208) 282-3620 summstua@isu.edu
Andrew Taylor, assistant director of public relations (208) 282-3209 taylandy@isu.edu
Chris Gabettas, public relations specialist (208) 334-3131 gabechri@isu.edu
Emily Frandsen, public relations specialist (208) 282-3164 franemil@isu.edu
Joey Gifford, graphic design specialist (208) 282-2564 giffstev@isu.edu
Martin Baker, video production specialist (208) 282-2731 bakemar2@isu.edu
Eric Gordon, university photographer (208) 282-3775 gorderic@isu.edu
Ginny Lawrimore, digital media coordinator (208) 282-3905 lawrvirg@isu.edu
Dave Van Etten, web services manager (208) 282-4765 vanedavi@isu.edu
Joe Marley, web design specialist (208) 282-3517 marljos2@isu.edu
Samantha Chaffin, web content specialist (208) 282-1679 chafsama@isu.edu
April Robinson, management assistant (208) 282-3620 robiapri@isu.edu
University Key Communicators

The University Key Communicators meet quarterly to collaborate, share ideas, discuss initiatives, plan events and promote opportunities. The group was organized in 2014 to spread awareness and enhance outreach efforts. University Key Communicators are responsible for providing relevant updates about their respective areas and enforcing identity standards found in this guide.

University Key Communicators also take the lead on advancing and promoting their individual college or unit, which includes arranging news release distribution, scheduling photography opportunities and planning social media promotions. Each key communicator is assigned a liaison in the Office of Marketing and Communications to assist in these efforts. For a list of assigned liaisons, see page 28.

University Strategic Marketing Team

The University Strategic Marketing Team’s primary focus is promotional efforts related to student recruitment. The team meets bimonthly under the direction of the Office of Marketing and Communications to develop strategic advertising and outreach plans. The team also collaborates across campus to buy advertising packages and bulk promotional items.

Objectives and areas of focus for the Strategic Marketing Team are coordinated through Academic Affairs with input from college deans.

Office of Marketing and Communications
- Stuart Summers
- Ginny Lawrimore
- Craig Joseph
- Melissa Lee
- Kelsey West
- Miriam Dance
- Steve Keller
- Jake Dixon
- Tracy Collum
- Ryan Sargent
- KaLee Kopp Ralphs
- Ann Howell
- Ali Crane
- Chris Vaage
- Sandra Shropshire
- Julie Hillebrant

Admissions and Recruitment
- Craig Joseph
- Steve Schaack
- KaLee Kopp Ralphs
- Ryan Sargent
- Melissa Lee
- Kelsey West
- Miriam Dance
- Steve Keller
- Jake Dixon
- Kimberly Wright
- Kallee Valentine
- Tracy Collum
- Faith Tan

Alumni Relations

College of Arts and Letters

College of Business

College of Education

College of Sciences and Engineering

College of Technology

Kasiska Division of Health Sciences

Graduate School

School of Performing Arts

Foundation

Idaho Museum of Natural History

International Programs

ISU-Idaho Falls

ISU-Meridian

ISU-Twin Falls

Library

Objectives and areas of focus for the Strategic Marketing Team are coordinated through Academic Affairs with input from college deans.

Admissions and Recruitment
- Craig Joseph
- Steve Schaack
- KaLee Kopp Ralphs
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School of Performing Arts

Foundation

Idaho Museum of Natural History

International Programs

ISU-Idaho Falls

ISU-Meridian

ISU-Twin Falls

Library

Objectives and areas of focus for the Strategic Marketing Team are coordinated through Academic Affairs with input from college deans.
The strength of ISU’s brand is more than just the sum of individual units. Collectively, the University creates a brand that is recognizable outside of Idaho. Far more than a logo or colors, our brand is a collection of Bengal experiences. The ISU brand is built on a foundation of exemplary academic program offerings, student involvement and innovative research. ISU’s greatest strength is its people — alumni, faculty, staff and students.

In 2014, the Office of Marketing and Communications compiled a needs assessment and organized focus groups to assist in developing ISU’s future brand. Following dozens of constituent interviews and a statewide market analysis, a new tagline, “Discover Opportunity,” was developed.

**Integrating the University Brand**

Consistency is Key

Brand recognition is the result of long-term consistency. The biggest marketing missteps come from not using the brand consistently across media and diluting it with too many sub-brands. That is why each of us has a responsibility to protect our University brand and build brand equity through the work we produce.

**Discover Opportunity**

The University tagline offers an invitation to discover what many have described as a “secret gem.” Discover Opportunity specifically addresses key negative perceptions identified in market research conducted in 2014. Most importantly, Discover Opportunity is aspirational, forward-thinking and describes the immense potential the University offers its students.

Never use the Discover Opportunity tagline as a stand-alone image without being accompanied by the Wordmark.

**Brand Rationale**

Our brand rationale is a statement that defines who we are as a University and how we want to be known to our constituents. It is a good idea to read through the rationale several times. The more familiar you are with what it means to be a Bengal, the easier it will be to create compelling marketing initiatives.

We are a supportive community of individuals focused on helping the individual to discover his or her potential. We come to ISU with big dreams and a desire for self improvement. The connections we make on campus shape the rest of our lives—once a Bengal, always a Bengal. We foster an environment of friendly faculty who support students through innovative lectures and hands-on opportunities. Our legacy is deeper than a winning sports team or national notoriety. Our tradition is rooted in the individual—the student who discovers his or her passion or the faculty member who positively impacts students. The comprehensive opportunities we promote extend beyond Idaho. As an institution, we find success in the individual who is changed for the better.

**Subbrands**

Idaho State University is an umbrella brand. Each of our colleges and units are unique with unique needs and perspectives, but all of us work together for a common purpose. Make sure that, along with showing the unique qualities of your individual program, you also include the look and feel of the University as a whole. The brand attributes, written tone and visual elements in this guide provide the tools necessary to successfully create promotions that will meet your unique needs and strengthen ISU.

**Consistency is Key**

Brand recognition is the result of long-term consistency. The biggest marketing missteps come from not using the brand consistently across media and diluting it with too many sub-brands. That is why each of us has a responsibility to protect our University brand and build brand equity through the work we produce.
Brand Attributes

Highlighting our brand attributes enables us to define our niche while maintaining a central message that is genuine and transparent. Brand attributes support our tagline, Discover Opportunity, and focus on our core characteristics. While these words are not entirely unique to ISU, they do provide a narrative that enforces our centralized marketing efforts. As appropriate, selected brand attributes should be incorporated into every news release, radio script, television commercial, print publication and website. If we are able to increase external identification of these attributes, we will strengthen our overall brand.

- Applied Learning (Hands-on)
- Class Size (small)
- Community
- Comprehensive
- Friendly/Supportive
- Health Care
- Innovative
- Nuclear/Energy
- Opportunity(ies)
- Value

Brand Voice and Tone

Powerful visuals and well-protected marks are only a portion of successful branding. Another important piece of ISU’s overall brand is the voice and tone used to convey our message.

ISU’s voice is a familiar one. It’s the voice of a friend, a neighbor or a member of our campus community. People relate to a relaxed and conversational tone with a simple, natural language. We use simple language and avoid terms that are too technical unless we need them for clarity. We’re proud of our accomplishments, and want to describe them in a way that is appealing to prospective students, alumni, policymakers and our peers. The voice is genuine, honest and warm.

Editorial Style

Consistent punctuation, grammar and style are key to creating professional marketing materials. All University publications and outreach communications need to be written in Associated Press style. Additionally, for ISU-related terms and verbiage, use the Style Guide section of this publication (page 34). Writing and editing assistance is available from the Office of Marketing and Communications.

Audiences

Knowing your audience is critical to effective branding. While our overall brand at ISU has one clear voice, the people we interact with are diverse and varied. To help you effectively reach your target audience, we have placed them into four categories. While our brand should always contain characteristics of our tone and attributes, the degree to which they are communicated to the audience should be varied. As you prepare a publication, advertisement or promotion, keep your target audience in mind. Each group has different needs, and they will respond to messaging that is uniquely focused.

- **Users**: this group seeks out educational opportunities available at ISU. It could include prospective students, current students and their families.
- **Providers**: this group refers to those providing services to the “users” category and it includes faculty, staff and administration.
- **Opinion Makers**: this category includes our peers (other institutions), legislators and members of the media who influence how ISU is perceived.
- **Advocates**: this final group is comprised of alumni, donors, friends and community who support ISU and are engaged in our success.
Overview

This section covers Idaho State University’s basic identity elements: the wordmark, logos, seal, colors and typefaces, which are the foundation of visual identity.

The University’s name and identity elements are trademarks and property of ISU. These elements may only be used by authorized units of ISU, or through approval for external use. For more information about trademark licensing, go to page 23.

Identity Marks

ISU has four identity elements, which include:

Wordmark

Idaho State University

University Seal  ISU Spirit Mark  Athletics Bengal Head

For high-resolution files (.eps, .png, and .jpg) of the ISU Wordmark, visit the Office of Marketing and Communications website at isu.edu/marcom, or contact (208) 282-3620 or giffstev@isu.edu.
**Wordmark**

The Idaho State University Wordmark is the primary identifier for the University and provides a consistent way to depict identity on all publications and marketing materials. To provide immediate brand recognition, the Wordmark must appear on all visual communications representing the University or materials produced using University funds.

The Wordmark must stand alone and be used as a singular graphic element. It should not be used as part of another mark or combined with another logo or graphic element. To ensure legibility in print material, the logo may not be reproduced in sizes less than 1” wide. When scaling the Wordmark, always make sure to maintain the original proportion of the mark.

The ISU wordmark may only be reproduced in the following colors:

- Black
- White
- ISU Orange (PMS 165)
- Metallic Ink (PMS 876C)
- Foil M-22

**Practices to Avoid**

- Do not outline the ISU Wordmark.
- Do not alter the ISU Wordmark, except to enlarge or reduce it proportionately.
- Do not combine with any other marks, graphic elements, or words, except as specified.
- Do not recreate the ISU Wordmark.
- Do not use the ISU Wordmark within text.

**Past Logos and Identity Marks**

Throughout the University’s tenure, a series of logos have been used to brand and identify the institution. These logos include the “Mountain” and “Centennial” logos, and are not to be used in any promotion, communication, marketing or outreach efforts. Any letterhead, envelopes or other print materials containing these logos must be removed from public circulation.
Secondary Logos

Graphic identifiers for ISU colleges, schools, departments and units should be created using the Wordmark in combination with text as shown above. The font used in Wordmark Subbrands is Futura Medium Condensed (see Typeface and Fonts). The Office of Marketing and Communications must approve all subbrands.

University Seal

The Idaho State University Seal is reserved for official use only. The seal should only be used on diplomas, medallions, awards, honorary certificates and prestigious gift items. Permission for use of the seal must be obtained from the Office of Marketing and Communications.

The University Seal may not be altered or reconfigured in any way. It is acceptable to emboss, screen into a background or reverse the Seal out in white. The University Seal may be reproduced in black, white, metallic ink (PMS 876C) or foil (M-22), as seen on the previous page.

ISU Spirit Mark

The ISU Spirit Mark, oftentimes referred to as the “interlocking I/S,” is the primary identity mark used to identify Idaho State Athletics.

Athletics Bengal Head

The Athletics Bengal Head logo is the secondary mark used for Idaho State Athletics.

The Bengal Head and ISU Spirit Mark are reserved for Idaho State Athletics only, and both marks are not authorized for use by academic departments or units as a replacement logo for the Wordmark. Approval to use the Bengal Head and Spirit Mark is granted by Athletics, who openly welcomes their use on promotional giveaways. Approval is obtained directly from Idaho State Athletics Marketing and Promotions.

The Bengal Head and Spirit Mark may not be altered or manipulated in any way, including changes to color or shading. Do not attempt to recreate either mark. Like other identity marks the University, the Bengal Head and Spirit Mark are trademarked property of ISU (see page 23).
Event and Celebration Logos

In special situations, the Office of Marketing and Communications allows groups, colleges and departments to create identity marks to brand an event or celebration. These limited-use identity marks are not meant to replace ISU logos. Event and celebration logos are subject to approval and must meet University standards of quality. Examples of appropriate event and celebration logos include program anniversaries and homecoming. These identity marks are not restricted to official University colors, but it must be easily identifiable as ISU.

Student Organizations and Logo Exemptions

The Office of Marketing and Communications does not require University-recognized student organizations to use ISU’s Wordmark on marketing materials. However, there’s increased value and credibility if University identity marks are included. Student organizations may create their own logo to appropriately reflect their mission. Assistance and further guidelines related to student organizations and logo usage can be obtained from the Student Involvement Center.
Typeface and Fonts

Approved typestyles are integral to a consistent identity standard. Idaho State University has two official font families: Futura and Agfa Rotis. Both fonts have a variety of typefaces within the family. The serif versions of Rotis are used the most, primarily in the form of body text for ISU publications. The condensed versions of Futura are also primarily used in print materials.

ISU allows creative flexibility in the selection of body text and body copy fonts for publications, although selections should be easy to read and complement the official font.

In addition to the two official font families listed above, ISU also uses LHF Stanford Script, and an internally-created typeface known as ISU Athletics.

LHF Stanford Script is available from letterheadfonts.com for $50. Illegally sharing fonts is piracy and Letterhead Fonts will prosecute for distributing their fonts. Follow all copyright laws.

If you need assistance obtaining any of the approved ISU fonts, contact Joey Gifford.

Futura BT
Futura BT Italic
Futura BT Bold
Futura BT Bold Italic
Futura BT Heavy
Futura BT Heavy Italic
Futura BT Light Condensed
Futura BT Medium Condensed
Futura BT Bold Condensed
Futura BT Bold Condensed Italic

Agfa Rotis Serif
Agfa Rotis Serif Italic
Agfa Rotis Serif Bold

ISU Athletics

LHF Stanford Script
Official Colors and Secondary Colors

Color is as significant to a graphic identity as images, symbols and marks. The official ISU colors are orange and black.

As most designers know, precise color matching can be difficult depending on the medium, art or effects being used. The Office of Marketing and Communications recommends the following colors for their proven versatility and consistency across multiple mediums.

Idaho State Orange

Since 1927, Idaho State’s primary institutional color has been orange. This color has been used to brand the University for 90 years, and it is important to maintain consistency in the shade of orange used across campus.

ISU orange, Pantone 165
- c = 0, m = 65, y = 100, k = 0
- r = 244, g = 121, b = 32

Black
- c = 0, m = 0, y = 0, k = 100
- r = 0, g = 0, b = 0

Light orange
- c = 0, m = 50, y = 100, k = 0
- r = 247, g = 148, b = 30

Dark orange
- c = 0, m = 80, y = 100, k = 0
- r = 246, g = 132, b = 40

Light gray
- c = 0, m = 0, y = 0, k = 40
- r = 167, g = 169, b = 172

Medium gray
- c = 0, m = 0, y = 0, k = 70
- r = 109, g = 110, b = 113
Overview

Whether in a newspaper, on the side of a bus or on the web, the consistent use of visuals in advertising — including colors, fonts, graphic elements and logo placement — impacts and promotes a strong University identity. A united approach to advertising builds on the existing ISU brand and meets benchmark goals, especially related to enrollment. The University Strategic Marketing Team (see page 9) takes the lead on coordinating all advertisements related to recruitment and admissions.

All ISU advertising purchases should be coordinated with support from the Office of Marketing and Communications. ISU has a number of existing contracts with area advertisers, and coordination allows colleges and departments to receive a better rate and overall placement. The Office of Marketing and Communications also has the responsibility to ensure that all advertising is consistent, design and copy standards are met and placement will yield a good return on the investment. Any advertising that includes the use of ISU’s name, logo or mark must comply with University guidelines.

Many different forms of advertising exist to reach a target audience. At ISU, we use a mixture of traditional and digital marketing to effectively communicate our message. Consistency across multiple platforms will yield the best results. Before beginning an advertising campaign, carefully review your goals and target audience.

Traditional Marketing

Traditional marketing is a broad category that incorporates many forms of advertising. It is easily the most recognizable type of marketing, encompassing the advertisements that we see and hear every day. Traditional marketing strategies include print, broadcast (radio and television), direct mail and outdoor advertising.

Digital Marketing

Digital marketing refers to promotion that uses digital technologies, mainly the internet, but also includes mobile phones and social media. Digital marketing differs from traditional marketing in that it uses channels and methods that enable ISU to analyze campaigns and understand what is working and what isn’t, typically in real time.

While the internet is most closely associated with digital marketing, other methods include text messaging, mobile apps, podcasts and electronic billboards. ISU employs a Digital Media Coordinator to assist the campus with marketing and outreach efforts, including social media ad placement.
Idaho State University produces a number of publications throughout the year, both digitally and in print. Timing publications properly is a way to ensure we are reaching our constituents in an effective way. Please see the chart below and plan accordingly when considering your publications.

**Major Publication Schedule**

<table>
<thead>
<tr>
<th>Publication</th>
<th>Focus</th>
<th>Publication Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>ISU Magazine (Fall)</td>
<td>Alumni and institutional news</td>
<td>Homecoming</td>
</tr>
<tr>
<td>ISU Magazine (Spring)</td>
<td>Alumni and institutional news</td>
<td>Graduation</td>
</tr>
<tr>
<td>Annual Report</td>
<td>Institutional news and the University financial report</td>
<td>January</td>
</tr>
<tr>
<td></td>
<td>Focus is from a business perspective.</td>
<td></td>
</tr>
<tr>
<td>Bengal Tracks (Q1)</td>
<td>Alumni news</td>
<td>March</td>
</tr>
<tr>
<td>Bengal Tracks (Q2)</td>
<td>Alumni news</td>
<td>June</td>
</tr>
<tr>
<td>Bengal Tracks (Q3)</td>
<td>Alumni news</td>
<td>September</td>
</tr>
<tr>
<td>Bengal Tracks (Q4)</td>
<td>Alumni news</td>
<td>December</td>
</tr>
</tbody>
</table>

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Annual Report

ISU Magazine
To Print or Not to Print

Despite some marketing trends focused on completely abandoning print publications, ISU joins other higher education institutions that find great value in print. The key is to find a balance in how communications are disseminated to audiences. With the advent of electronic communications, alternative solutions to traditional print publications are now more readily available.

As a public University, ISU is required to curtail costs whenever possible, which includes printing budgets. To ensure the best stewardship of University funds, the following questions should always be asked prior to designing and printing a publication.

1. Is this publication absolutely necessary?
2. Is there an alternative to a print publication?
3. Have alternative options to printing this publication been explored?
4. What is the return on investment (ROI) of this publication and how is it measured?
5. Is there enough time to design, print and distribute the publication before the established deadline?

As a general rule of thumb, internal communication and messages delivered to small audiences should be done via electronic means. While this is not a firm rule, it helps to keep expenses low while engaging audiences. All print publications must be approved through the Marketing Materials Approval Committee (see page 7). ISU’s graphic design specialist can assist in helping to determine the best communications solutions. The Office of Marketing and Communications also provides resources to the entire campus, including design templates, photos and copy editing.

Stationery Templates

University units are required to use the official Stationery System for all off-campus correspondence. It is not only cost-effective, but a powerful marketing tool. Thousands of ISU letters and business cards are distributed around the nation each year, providing a positive and unified image of ISU.

Use of official ISU invitations (foil-embossed wordmark or seal) and notepads is not required; however, they are a convenient and consistent addition to the ISU Stationery System.

ISU stationery is available at The Paperwork Place in Pocatello, (208) 233-3223.

White or cream stock with matching envelopes are available. Fold-over cards in small or large sizes are available.
PRESENTATIONS

Templates

Hundreds of presentations are given annually about Idaho State University, and consistency is critical to ensure immediate brand recognition. Templates are available for download at isu.edu/marcom. Feel free to alter the templates to suit your audience, but ISU identity marks should be present on every slide.
Overview

Quality promotional giveaways provide Idaho State University with an opportunity to connect with our constituents in a meaningful and memorable way. Maintaining a consistent, high-quality look for the various promotional items ordered ensures that associations with ISU are positive each time the items are used.

Before ordering promotional merchandise, it is helpful to answer the questions below.

1. Who is the intended audience of this item?
2. Is the item useful or will it be immediately thrown away?
3. Does the item reinforce the ISU brand?
4. How will the item be distributed? If sending through the mail, always consider size and weight for postage.

Please note that merchandise such as T-shirts, sweatshirts, mugs, uniforms and other promotional items that are produced with Idaho State University’s name and identity mark are considered licensable and subject to the University’s trademark licensing policies and procedures (see page 23).

Design Parameters

The diverse sizes and shapes of various promotional items allows design flexibility. When it comes to color and the use of the University name and logo, please review the graphic and visual elements section of this guide (see page 12). When possible, the ISU logo must be included on all promotional items. The exception to the rule is when the printing surface is too small to clearly print identity marks. For example, pens may only allow enough printable space for a line of text.

Idaho State University reserves the right to disallow or request changes to designs that do not adhere to our standards, might be seen as offensive or in poor taste, do not reflect an appropriate level of quality or conflict with current trademarks. All promotional item designs need to be approved through the Marketing and Materials Approval Committee (see page 7).
TRADEMARK LICENSING

Overview

A trademark is any logo, image, symbol, name, word, slogan or derivative used by an organization, company or institution to distinguish it from other entities. The “Idaho State University” name and related identity elements are trademarked property of ISU. These elements may only be used by authorized units of the University or through approval for external use. The University has a legal right to protect its trademarks and logos from unauthorized reproduction. Usage is restricted to the University and licensees, sponsors and business partners who have been granted permission.

Collegiate Licensing Company

Idaho State University has partnered with the Collegiate Licensing Company (CLC) to protect, promote and grow our University brand. Using licensed vendors not only ensures quality representation of our brand, but it also benefits ISU students as proceeds from the collected royalty fees directly support student scholarships.

The fee to use ISU identity marks is 10 percent, and the amount is added to the total cost of the merchandise when an order is placed with a vendor. The vendor pays the royalty fee, and the amount is included in the initial quote for goods and services. Royalties collected by licensed vendors will be submitted to the Collegiate Licensing Company, and the fee is sent to ISU on a quarterly basis.

Licensing Fee Exemptions

ISU has identified situations that permit an exemption for campus departments. In each situation where an exemption is approved, University funds must be used to purchase the item from an officially licensed vendor. Before an exemption is approved, the ISU representative placing the order must complete the Royalty Exemption Form available online. The form must be completed and approved before the order is placed with the vendor. For more information about exemptions and to access the form, go to isu.edu/marcom.

The ISU Office of Marketing and Communications in coordination with ISU Athletics reserves the right to exempt any user from licensing fees if the circumstance warrants an exemption and is in the best interests of the University. Currently, there are nearly 100 national licensee vendors providing officially licensed products for ISU. A complete list of approved vendors is also available online.

Exemptions:

1. Items produced for internal use at ISU.
2. Clothing that is part of an on-campus uniform.
3. Promotional items purchased with University funds that will not be resold.

Non-exemptions:

1. Merchandise that is resold as part of a fundraiser.
2. Merchandise sales to individual members of an organization.
3. The item is given away as part of a participation fee (i.e. event registration).

To obtain more information about trademark licensing or exemptions, contact the ISU Office of Marketing and Communications at (208) 282-3620.
CLC Approved Vendors

Idaho State University’s CLC licensing agreement strictly requires all merchandise (clothing, promotional items and giveaways) must be ordered through one of the approved vendors below. Vendors not included on this list are not approved to do business with the University. If a business or vendor would like to be added to the list, they must contact the Collegiate Licensing Company.

4imprint Inc.
Oshkosh, Wisconsin

ACCO Brands USA LLC
Sidney, New York

Advanced Graphic Products dba
Advanced-Online
Coppell, Texas

Alston Ink
Pocatello, Idaho

Alta Gracia Holdco, Inc.
Spartanburg, South Carolina

Antigua Group Inc.
Peoria, Arizona

Bengal Town
Chubbuck, Idaho

BengalWorks LLC
Pocatello, Idaho

Bensussen Deutsch & Associates Inc.
Woodinville, Washington

Berry Plastics Corporation
Evansville, Indiana

Boelter Brands LLC
Glendale, Wisconsin

Boxercraft Inc.
Mableton, Georgia

Captivating Headwear
Norman, Oklahoma

CDI Corp
Chicago, Illinois

Champion Custom Products
Lenexa, Kansas

Champion Custom Products (Star Wars)
Lenexa, Kansas

Church Hill Classics
Monroe, Connecticut

Co-Branded Programs by Wildcat Retro Brands
Los Angeles, California

College Kids LLP
Neenah, Wisconsin

College Vault by Victory Tailgate
Orlando, Florida

Collegiate Bead Company
Troy, Michigan

Collegiate Pacific Co.
Roanoke, Virginia

Colosseum Athletics Corporation
Compton, California

Columbia Sportswear by Outdoor Custom Sportswear
Overland Park, Kansas

Cutter & Buck
Seattle, Washington

Falling Rock Productions
Pocatello, Idaho

Fan Blade Designs LLC
Boise, Idaho

Fanatic Group LLC
Edison, New Jersey

Fanatics Apparel, Inc.
Jacksonville, Florida

FanPrint Inc. (TX)
Dallas, Texas

Fat Daddy’s Barbecue Sauce
Boise, Idaho

FatHead LLC
Detroit, Michigan

Four Point Products/Vulcan Info Pkg div of EBSCO
Vincent, Alabama

G & G Outfitters Inc
Lanham, Maryland

Harff Jones LLC
Indianapolis, Indiana

It’s Greek To Me Inc.
Manhattan, Kansas

J. America, LLC
Fowlerville, Michigan

JanSport a division of VF Outdoor Inc.
Appleton, Wisconsin

Jardine Associates
North Kingstown, Rhode Island

JC Asia LLC
Grand Junction, Colorado

Jewel-Craft Inc.
Erlanger, Kentucky

Jostens Inc.
Owatonna, Minnesota

K & M/Nordic Co.
Riverside, Rhode Island

Kolder Incorporated
Edinburg, Texas
University Video Services

ISU produces a number of high-quality video series throughout the year focused on recruitment, retention, special events and alumni engagement. The University employs a full-time videographer who focuses on producing video series, commercials and multimedia presentations. Due to the time-consuming nature of video projects, scheduling these services must be made in advance.

Before a video project begins, a free consultation meeting is scheduled between the videographer and requesting department. The videographer will go over the fee structure and timeline. For every hour of an on-location video shoot, you will want to plan on two to four hours of post-production video editing. The exact time requirements will depend on the level of animation, color correction and audio modifications.

Things to consider during the consultation with the videographer:

• Script writing and story boarding
• Final product deadline
• Existing assets
• On-location video shoots and interviews

If you are creating your own video, please adhere to the following ISU guidelines:

• Federal accessibility standards require the closed captioning of all videos.
• The ISU Wordmark must prominently appear within the introduction and/or immediately following the conclusion of the video.
• Copyrighted content (including music) may not be used without written permission.
• To appropriately reflect ISU, use quality video equipment, including a tripod, microphone, light kit and editing software.

Rates

On-Location Video Shoot $50/hour
Post-Production Video Editing $50/hour

Visit youtube.com/idahostateu to see many of the official Idaho State University videos.
PHOTOGRAPHY

University Photographic Services

ISU employs a full-time photographer to assist the campus community with photography needs. All photographs taken by the University photographer are immediately available to the requesting department, and images are permanently archived at ISU.

To schedule photo shoots, including headshots, a Photo Request Form must be completed online and submitted at least 72 hours in advance. The Photo Request Form is available by going to isu.edu/marcom. Photo requests submitted directly to the photographer via email or phone are not accepted.

Photographic Style

Compelling photography is critical to successfully marketing Idaho State University. When considering photographs for marketing materials, there are three main things to remember.

1. Resolution must be at least 300 dpi
2. Photo must be current and not overused
3. Image must correlate to a brand attribute (see page 11)

ISU’s greatest stories come from our people—students, faculty and alumni. More often than not, photos should include a person and be candid in nature. The best photos are the ones that show a passionately engaged person. When selecting images with multiple people, keep diversity of age, race, gender and ability in mind. Do not use images that are poorly saturated, blurry, severely cropped or indistinct.

Digital Asset Management

ISU maintains a photography database, which is continually updated throughout the year with high-quality images available free of charge. A password for the photography database may be obtained by contacting the Office of Marketing and Communications. University departments and units are authorized to download and use photos in the database for ISU-related projects.

Photos remain in the online database for four years, before being rotated out of commission and archived internally. This circulation process allows ISU to ensure current photos are being used in marketing materials.

Rates

Recruitment Photo Shoot (Business Hours) $15/hour
Photos that have a direct correlation to recruitment marketing for academic programs

Non-Recruitment Photo Shoot (Business Hours) $25/hour

Evening and/or Weekend Photography $35/hour

Studio Headshot $20
Includes a retouched medium resolution file delivered via email

General Studio Photography $25/hour

Photo Editing and/or Retouching $25/hour
**Content Management System**

ISU’s website is our greatest tool to market and communicate our message to internal and external audiences. In an effort to clean up existing web content and incorporate the ISU brand across campus, the University purchased a content management system in 2015. ISU’s newly launched system, TerminalFour, provides all the tools necessary to host a robust website that includes more than 100,000 pages.

The CMS allows users across campus to have real-time access to generating content and editing their own department websites. The new CMS also helps ISU to meet web accessibility requirements for those with a disability. All websites under the University umbrella are required to migrate to the new CMS, and since it’s a Universitywide initiative, there’s no charge for colleges or departments to be included in the system.

Before access is granted to the CMS, employee delegates are required to complete training. The process to fully migrate ISU’s web content is ongoing with a target completion date of December 2017.

For more information about the CMS and to view the required web templates, go to isu.edu/terminalfour.

**Writing for the Web**

The University Style Guide and University Web Writing Guide should both be used when writing or editing content for ISU websites or social media.

When topics are covered in both the University Style Guide and the University Web Writing Guide, the Web Writing Guide supersedes the style guide for web and social media content.

If a topic is not covered in the guides or if you have any questions, contact Marketing and Communications.

Writing and editing content for the web is not the same as writing for a print publication.

People read differently on the web—in fact, studies show they often aren’t reading at all.

Web users scan web pages for specific information and rarely take the time to read web content word for word; in fact, a study by the Nielsen Norman Group found that, on average, users read only 28 percent of the words on a web page, and 20 percent is more likely.

Utility and usability are key on the web—without these, users leave. Per the Nielsen Norman Group, utility is whether a site provides the features or information users need; usability is how easy and how pleasant features or information are. The combination of utility and usability are what make your website useful.
**Web Content Guidelines**

**Know your target audience.** Have a clear idea of who your content is meant for as you create and edit it. Trying to create content that is useful for everyone makes it useful for no one.

**Front-load information.** Write your most important information first, and flesh out the details as you go further down the page. This is often referred to as an “inverted pyramid” style of writing.

**Write clear, descriptive, stand-alone headings and subheadings.** Web writing is one place where creativity and cleverness don’t pay off—especially when it comes to headings. Instead of being clever, be descriptive so that your headings could stand alone out of context and still give your reader an idea of what they will read about. Questions often make good headings.

**Be concise.** Web writing should use roughly half the words of conventional writing. Eliminate unnecessary words when possible, and make your point.

**Use short paragraphs and sentences.** When writing for the web, stick to one idea per paragraph—some paragraphs may be a single sentence. Keep your sentences simple and short. Breaking up text improves scannability and helps users find information they are looking for.

**Write in the active voice, not passive.** Users will more readily engage with “we decided” rather than “it was decided.”

**Use pronouns.** The user is “you,” while the organization or department is “we,” “our” or “us.” Using pronouns make content cleaner, easier to read and more approachable for users.

**Write clear links.** Never use a website URL, or the words “here” or “click here” as your link text. Write your content as you normally would, without links, then place your link in the word or words (usually one to five words) that best describe the content you are linking to.

**Write bold and italics sparingly, and never underline or CAPITALIZE text.** Using bold and italicized words or phrases is only effective when not overdone, and can be distracting. Underlining is reserved for links and should never be used to add emphasis. Writing in all caps makes it seem like you are yelling and is hard to read.

**Use simple language.** The web is not the place to impress your readers with big words and jargon if a simpler word will do—they just want the information. Make your written content easy to read and understand. Instead of the word “miniscule,” say “small.”

**Write for your audience, not your office, department or group.** Use words and language your users are searching for to improve both scannability and searchability of web pages on search engines, like Google. Keep in mind that the way your office is organized isn’t necessarily the way your audience is thinking about your services.

**Use bulleted and numbered lists.** Lists are a great way to break up paragraphs and blocks of text into scannable bits of information that are easy for users to read and digest.

**Use white space.** Visually separating information with whitespace reduces noise and allows users to scan and find information easily.

**Don’t assume readers have prior knowledge of a subject or have read related pages.** Users can get to any page without reading the preceding pages first. Create content for each page with the ability to stand alone in mind.

**Do not use clip art, stock photography or low-quality photos.** Users are on your website for the information or services, not to look at photos, so use photos sparingly and with a purpose related to your content. Don’t add clip art or stock photography to “spice up” a page, as these images can often appear unprofessional and generic. Do not use low-quality or pixelated photos.

**Be consistent.** Following the University Style Guide and University Web Writing Guide will help you maintain consistency in many ways. For topics that are not addressed in either guide, ensure that you decide how you will format or address the issue and be consistent throughout your web pages, and on social media.
Building Names: See style guide for proper titles and names of buildings and locations throughout campus.

Bullet points: See “lists.”

Colons: Only capitalize the first letter after a colon is used if the content after a colon is a complete sentence or if the first word is a proper title or name that would normally be capitalized. Otherwise, lowercase the first letter after a colon.

Incorrect: We developed a web writing guide: A guide for web writing.
Correct: We developed a style guide: a document that describes writing for the web.
Incorrect: Question: is writing for the web the same as writing for print publications?
Correct: Answer: No, writing for the web is not the same as writing for a print publication.

Downloads: Users want to know if clicking a link will result in a download, or in opening a PDF page. Ensure that you let users know if your link will download something, and if so what kind of file it is. File types may include word documents, PDF documents, excel sheets or others. Be aware that many PDF documents online could easily be posted as web pages, making them easier for you to edit and easier for users to view and read. This is often the case when you have informational documents rather than forms that users need to fill out. Try to minimize the number of forms and PDF documents on your site when possible.

Ellipses: Use sparingly in web writing. Use a space after ellipses. Do not use a space before ellipses.

Correct: Keep reading... unless you don’t want to know more about ellipses.
Incorrect: Keep reading ...unless you don’t want to know more about ellipses.
Incorrect: Keep reading . . . unless you don’t want to know more about ellipses.

Email addresses: All email addresses should be written in lowercase only.

Correct: marcom@isu.edu
Incorrect: MarCom@isu.edu.
Incorrect: marcom@ISU.edu

Exclamation Points: Use sparingly. Never use multiple exclamation points.

Incorrect: Keep reading ...unless you don’t want to know more about ellipses.
Incorrect: Keep reading … unless you don’t want to know more about ellipses.

Facebook: See “Social Media.”

Headings, Sub-headings: Headings should be able to stand on their own. Avoid vague headings. Readers should know what your content is about based on a heading. Simple, descriptive headings are best. Questions often make good headings.

Correct: Housing Options
Incorrect: Money Made Easy
Correct: How Do I Pay My Bill?

Images: See “photos.”

Internet: Capitalize at the beginning of a sentence only.

Links: Do not use page URLs, or the words “here” or “click here” as a link. Use descriptive words that tell users where a link will lead them.

Incorrect: For more information about ISU tuition, click here.
Correct: More information about ISU tuition is now available.

Lists: Bullet points are for unordered lists, where each listed item is not in any particular order. Numbered lists should be used to show order, whether that order is sequential, chronological or otherwise. Lists are a great way to break up information and get readers’ attention.

Correct: To qualify, students must meet the following criteria:
• Cumulative GPA of 2.5
• Desire to learn
Correct: Students looking to enroll for the fall semester must:
1. complete and submit an application
2. pay the application fee
3. enroll in classes through BengalWeb.

Locations: See style guide for proper titles and names of buildings and locations throughout campus.

Log in/login: Use login as a noun and log in as a verb. Same goes for log on/logon.

Numbers: Unlike in other publications, numerals should be used on the web for readability, not spelled out.
Correct: Our department offers 3 majors, 9 minors and 14 emphasis areas.
Incorrect: Our department offers three majors, nine minors and fourteen emphasis areas.
Incorrect: Our department offers three majors, nine minors and 14 emphasis areas.

Online: Not on-line, On-line or on line. Only capitalize at the beginning of a sentence.

PDF Documents: See “Downloads.”

Percentages: Use numerals to represent figures. Do not spell out the word percent, rather use the “%” symbol after numerals.
Correct: Less than 10% of students are required to retake the exam.
Incorrect: Less than ten percent of students are required to retake the exam.
Incorrect: Less than 10 percent of students are required to retake the exam.

Phone Numbers: Use the format (208) 282-0000 for phone numbers. Do not remove the area code or shorten internal university extensions on the web, as websites can be accessed from anywhere in the world.
Correct: Contact the office at (208) 282-0000 with questions.
Incorrect: Contact the office at ext. 0000 with questions.
Incorrect: Contact the office at 208.282.0000 with questions.
Incorrect: Contact the office at 282-0000 with questions.

Photos: Do not use stock photography or clip art. Use images or photos sparingly and with a purpose. Images and photos should relate to the written content on the page. Alt text MUST be inserted for each use of a photo, per ISU Policy.

Social Media: Capitalize the names of Facebook, Twitter, Instagram, Snapchat and others according to brand standards. Do not abbreviate. Do not use quotation marks. Do not bold, italicize or underline. Lowercase and do not use quotation marks around actions or media types on social media sites, including but not limited to like, share, follow, retweet, snap, story or stories.

Twitter: See “Social Media.”

Underlining: Only links should be underlined. Do not underline words or phrases to add emphasis, or for any other purpose than to link content.

URLs: All URLs should be written in lowercase letters only. Do not bold.
Correct: www.isu.edu
Incorrect: www.ISU.edu
Incorrect: WWW.isu.edu
Incorrect: www.isu.edu

Videos: All videos used on the web, whether on social media or ISU’s website, must include a full transcription, per ISU policy.

Web page: Two words. Only capitalize if used at the beginning of a sentence.

Website: One word. Only capitalize if used at the beginning of a sentence.

Wi-Fi: not wifi, WiFi, Wifi or Wi-fi.
University Social Media Guidelines

Social media is a great way to inform, entertain and stay in touch with ISU students, prospective students, staff, faculty, alumni and friends. Platforms like Facebook, Twitter, Instagram and Snapchat allow Idaho State to have a seat in the homes of our audience. Remember, with great power comes great responsibility. Below are some best practices and other information regarding social media at ISU.

The University’s digital media coordinator must be contacted before a new ISU social media account is created. This allows ISU to keep proper records of all social media content available to constituents.

Best Practices

Before creating a social media account, know the time and effort required, understand the relevance to your audience, and create a strategy with goals, ROI and protocol for the account(s).

Research which kind of platforms and posts work best for your content and post accordingly.

Promoting your area 100 percent of the time is boring. Think about what your audience wants to see and work to create and share that type of content.

Keep up with your accounts and continue to post good content. Not posting on and monitoring your social media is the equivalent of leaving a ringing office phone unanswered.

If you have any questions about social media at ISU, please contact Ginny Lawrimore, digital media coordinator, for guidance at lawrvirg@isu.edu or (208) 282-3905.

Social Media Policy

ISU has a social media policy to assist with the high amount of traffic and interaction received on our University-related platforms. This policy helps us to ensure that we not only serve all of our constituents, but that we also protect the brand and image of ISU.

We trust that as Bengals, friends and visitors of Idaho State University’s social media, you will engage with each other in a respectful manner and provide valuable discussion.

Below is a list of guidelines to keep in mind as you interact on Idaho State’s social media. Any of the following will not be tolerated on social media and will be subject for removal:

- Spam, self-promotion or direct sales pitches
- Profanity and vulgar or abusive language
- Harassment, abuse or threats to others; personal attacks on individuals or groups
- Derogatory, unprofessional or disrespectful behavior; anything harmful to minors
- Behavior objectionable or in violation of any U.S. law; or infringing on intellectual property, privacy or other rights of third parties
- Sensitive information (for example, information that could compromise an individual’s safety or public safety)
- Offensive comments containing terms that target or disparage any ethnic, racial, religious or other groups
- Off-topic comments (if you have off-topic comments related to ISU, please email comments@isu.edu)
- Multiple identical posts by the same user

Idaho State University reserves the right to delete submissions that violate any of the above stated restrictions, and those who do not abide by these guidelines are subject for removal from the platform.

Facebook  facebook.com/idahostateu
Instagram  @idahostateu
Twitter  @idahostateu
Snapchat  idahostateu

Universitywide  #IdahoState, #GoBengals, #ISUgram (Instagram)
Athletics  #GoISU, #BengalPride
Alumni Association  #BengalAlumni
Event hashtags  Homecoming #ISUmemories
Commencement #ISUgrads
I Love ISU #IloveISU
NEWS RELEASES

Overview

To avoid confusion among the University’s many media contacts, news releases should follow the same format. Any news releases distributed by ISU should include a release date and contact information for follow-up media inquiries.

The Office of Marketing and Communications maintains a list of current media contacts, and prefers to take the lead in distributing University news releases. Colleges and departments need to work through their key communicator to write the news release and to arrange media distribution (see page 9).

If a college or department chooses to work directly with the media, the assigned public information liaison (see list below) must be included in correspondence.

Tips

- To ensure editorial consistency, all news releases are written in Associated Press style.
- Pay close attention to the University Style Guide to ensure accurate reflection of titles, building names and campus terms.
- For events, make sure to include date, time and location in the opening paragraph.
- In general, make sure to include the most important information first. Avoid “fluff” and extra words whenever possible.
- Avoid writing in passive tense.

Incorrect: The game was won by the ISU Bengals.
Correct: The ISU Bengals won the game.

Public Relations Liaisons

Every division, college and unit has an assigned public relations liaison to assist with news releases and media inquiries. University Key Communicators (see page 9) work closely with their liaison to write and distribute news releases, arrange media interviews and handle public relations.

Stuart Summers, associate vice president
Office of the President
Academic Affairs
Crisis Communication

Andrew Taylor, assistant director of public relations
College of Arts and Letters
College of Science and Engineering
Office for Research

Chris Gabettas, public relations specialist
College of Business
Kasiska Division of Health Sciences

Emily Frandsen, public information specialist
College of Education
College of Technology
Student Affairs
Alumni Relations

Steve Schaack, assistant athletic director for media relations
Athletics
A

academic degrees: in most cases, use bachelor’s degree rather than B.A. or B.S.; master’s degree rather than M.A. or M.S.; doctoral degree or doctorate rather than Ph.D. or Ed.D.

She has a bachelor’s degree in English, a master’s degree in translation and a doctorate in comparative literature.

If the publication’s audience is more formal, it is acceptable to use Bachelor of Arts, Bachelor of Science, Master of Arts, Master of Science, etc.

acronym: avoid on first reference and use sparingly throughout text. ACT, SAT, LSAT, GMAT, GRE, MAT, MCAT and other entrance examination titles usually do not need to be spelled out on first reference.

addresses: 921 S. 8th Avenue, Stop XXXX, Pocatello, ID 83209-XXXX

alumni: use alumni when referring to a group of men and women. Use of the term alum is discouraged. A woman is an alumna; a man is an alumnus.

Alumni Association: Idaho State University Alumni Association, ISU Alumni Association on second reference

Ampersand: in bodies of text, do not use.

ASISU: on first reference, Associated Students of Idaho State University, or, if Idaho State University has already been written in the piece, Associated Students of ISU.

associate degree: not associates or associate’s degree.

B

bachelor’s degree: use instead of B.A. or B.S. Do not capitalize.

Bengal: official mascot of ISU; always capitalize. May be used to refer to members of the campus community.

Bengal Pharmacy: Bengal Pharmacy is owned by the ISU Foundation and operates in cooperation with the ISU College of Pharmacy. Bengal Pharmacy employees include technicians, students and pharmacists, including ISU faculty and residents.

Bennion Student Union: this building is located at University Place in Idaho Falls and is where many ISU-Idaho Falls activities take place. On first reference in official text, it should be written as the Samuel Home Bennion Student Union.

Bilyeu Theatre: this theatre is located in Frazier Hall on the Pocatello campus. On first reference, it is the Diane and Chick Bilyeu Theatre.


branch campuses: ISU operates campuses in Idaho Falls, Meridian and Twin Falls. These locations outside of Pocatello are to be referred to as branch campuses not satellite locations or outreach centers. When referring to the branch campuses, use ISU-Idaho Falls, ISU-Meridian or ISU-Twin Falls.

building names: for commonly used building names not listed in the Style Guide, refer to ISU Directory for proper spellings.

Business Administration Building: home to the College of Business; Business Administration Building on first reference, BA Building on following references is acceptable.

Business and Technology Center: Idaho State University’s Business and Technology Center is located in the ISU Research and Business Park on Alvin Ricken Drive.

C

campuswide: one word

capitalization: capitalize formal building names and capitalize “room” as in Room 213; capitalize formal room names, such as Pond Student Union Ballroom. For committees, commissions and boards, capitalize full formal names of committees, commissions, task forces and advisory boards. Lowercase shortened, informal or descriptive names of committees; strive for consistency within stories.

Our Campus Safety Advisory Board will meet tomorrow. The department’s finance committee met last Thursday.

distinguished titles: Capitalize all words except “of” in titles of named and distinguished professors.
Ronald T. Borchardt, the Summerfield Distinguished Professor of Pharmaceutical Chemistry
Valentino Stella, a University Distinguished Professor of Pharmaceutical Chemistry

On second reference or if the entire proper name of the professorship is not used, do not capitalize.
She was named a distinguished professor in 1994. He also holds a distinguished professorship in medicinal chemistry.

divisions and affiliates of the university: capitalize the formal names of schools, academic departments and divisions of the university. Lowercase names that are flopped or shortened.
College of Business, business school
Department of Chemistry, chemistry department
Office of the President, president’s office
University Registrar, registrar’s office
Always capitalize units that don’t normally use “Office of” or “Department of” in their formal titles.
Continuing Education
Facilities Operations
Capitalize “College” on second reference to the College of Arts and Sciences to avoid confusion with the general term meaning college level or college related.

In plural constructions, lowercase department, school, program, office and other descriptive titles.
I have friends in the schools of engineering and education.

position titles: capitalize titles appearing before a name and lowercase those appearing after a name.
Joan Jones, director of the Center of Latin American Studies
Chancellor Robert Hemenway
William Tuttle, professor of history
Professor William Tuttle of the Department of History

CAES: Center for Advanced Energy Studies on first reference.
Center for Archeology, Materials and Applied Spectrometry: CAMAS on second reference

Center for Advanced Energy Studies: CAES on second reference.

Center for Higher Education: this is a classroom building located at University Place in Idaho Falls where many ISU-Idaho Falls classes are held.

chapter: lowercase chapter in names of local branches of national organizations. Also, chapter is the preferred term over house for sororities and fraternities.

commencement: always lowercase; describe graduates using the semester (not the month) in which they graduated.
Bob Smith is a fall 2005 graduate (not a December 2005 graduate).

course work: two words.

courtesy titles: Use Dr. only if the subject is a medical doctor and the story relates to the medical field. Use Rev. on first reference when referring to members of the clergy. In all other cases, use the person’s name followed by their credentials.
ISU will host Michael Smith, Ed.D., on Wednesday afternoon’s meeting.

CW HOG: On first reference it is the Idaho State University Cooperative Wilderness Handicapped Outdoor Group, and then can be abbreviated CW HOG, without any periods.

D

dates: omit the comma between month or season and year if no day is included. The word “of” does not need to be used in these constructions.
The symposium was in summer 2009.
Set off the date with commas when it follows a day of the week and is in apposition to it. Omit the comma when only day or date is used with the time.
The event is at 8 p.m. Tuesday, Jan. 24, at the Pond Student Union
The event is at 8 p.m. Jan. 24 at the Pond Student Union
Use hyphen or from/to, not through, in giving inclusive dates.
The class runs from May 13 to 26; the seminar is May 13-26.
In body copy, hyphenate when giving fiscal or academic years. The 2000-01 academic year. In news releases, references to upcoming events should include day and date as a double check for editors. References to events in the past or in the distant future are expressed by date only. Include the year only if different from the present.

Dean, dean’s list: dean (uppercase only before a dean’s name), dean’s list.

degrees, academic: use bachelor’s degree or bachelor’s rather than B.A. or B.S.; master’s degree or master’s rather than M.A. or M.S.; doctoral degree or doctorate rather than Ph.D. or Ed.D.

She has a bachelor’s degree in English, a master’s degree in translation and a doctorate in comparative literature.

The Delta Dental of Idaho Dental Residency Clinic at Idaho State University: this is the full name of the dental clinic at ISU-Meridian.

Department: Uppercase in official titles (Department of History); lowercase in other instances (history department, departments of mathematics and history).

Doctor, Dr.: in news releases, reserve this title for people with medical degrees. Use the abbreviation Dr. with the name in first reference; drop it in subsequent references.

Doctoral degree, doctorate: doctoral is the adjective; doctorate the noun. Doctoral degree and doctorate are interchangeable. Do not use doctorate degree.

dormitories: Do not use dormitories or dorm. Refer to on-campus housing as residence halls.

emerita, emeritus, emeriti: Use emeriti when referring to a group of men and women.

email: one word and no hyphen.

e-mail addresses: all email addresses should be written in lowercase only.

Eugene O Leonard Hall: this is the location in Pocatello where most of the College of Pharmacy activities take place. Please note: there is no period after the “O” in the formal name.

exclamation points: use sparingly; never use multiple exclamation points.

F

Fellowships, fellows: capitalize only proper names when referring to fellowships and their recipients.

foreign students: use international students rather than foreign students.

Frazier Hall: Proper name is Frazier Hall. The Diane and Chick Bilyeu Theatre is located inside Frazier Hall.

Fulbright grants, Fulbright scholars: Fulbright grants are awarded by the Bureau of Educational and Cultural Affairs of the U.S. Department of State under guidelines established by the J. William Fulbright Foreign Scholarship Board. Always capitalize Fulbright.

G

Gale Life Sciences Complex:

Garrison Hall: formerly an ISU housing residence; now used for faculty and department offices.

girls: use women for all female students.

Goranson Hall: auditorium located in the Fine Arts Building; Goranson Hall is official name.

grade-point average, GPA: Use GPA on first reference when used with figures.

A 2.5 GPA is required.
grades: Capitalize the letter (A, B, C, D or F), but don’t add quotes.

A grade of B or better is required.
Use an apostrophe for plurals.
I earned A’s and B’s in school.

Grayson Costume Design Studio: Kathryn Grayson Costume Design Studio in the L.E. and Thelma E. Stephens Performing Arts Center on first reference.

health care: two words

Holt Arena: covered stadium where ISU plays football and has major campus events. Holt Arena is official name.

homecoming: lowercase homecoming, homecoming steering committee, homecoming parade and homecoming game. Uppercase Homecoming Week as the formal title that includes all events.

Hutchinson Quadrangle: use full name on first reference; quad is acceptable on second reference.

hyphen: Hyphenate inclusive times and dates.

Workshop hours are 8 a.m.-5 p.m. May 13-26.

Hyphenate terms such as editor-in-residence and artist-in-residence in all cases, whether the term is before or after the person’s name.

Hyphenate such terms as first-year and second-year when referring to students.

Idaho Accelerator Center: the Idaho Accelerator Center is a nuclear research facility at ISU. The center has three laboratory locations, which include on the university campus, in the University Business and Research Park and at the Pocatello Airport.

Idaho National Laboratory: INL on second reference.

Idaho State Board of Education: State Board or board are acceptable on second reference.

Idaho State University-Idaho Falls: ISU-Idaho Falls on second reference. Most classes at ISU-Idaho Falls are located in the Center for Higher Education or the Tingeys Administration Building at University Place in Idaho Falls. The Bennion Student Union is located near these two buildings.

Idaho State University- Meridian Health Science Center: ISU-Meridian on second reference.

Idaho State University-Twin Falls: ISU-Twin Falls on second reference. Most ISU-Twin Falls classes are held at the College of Southern Idaho.

international students: do not use foreign students.

Janet C. Anderson Gender Resource Center: use full name on first reference, Anderson Center is acceptable on second reference.


Kasiska Division of Health Sciences: the Division of Health Sciences on first reference, and it may be abbreviated to DHS on following mentions. The Division of Health Sciences includes: College of Pharmacy, Kasiska School of Health Professions, Office of Oral and Medical Health, School of Nursing and School of Rehabilitation and Communication Sciences.

L.S. and Aline W. Skaggs Treasure Valley Anatomy and Physiology Laboratories: this complex contains four labs.

* Virtual Anatomy and Physiology Laboratory
* Bioskills Learning Laboratory
* Anatomy Learning Laboratory
* Cadaver Laboratory
L.S. Skaggs Pharmacy Complex: this is located in the Idaho State University Meridian Health Science Center.

lectures, lecture series: capitalize when using the whole title of the lecture or lecture series. Capitalize only proper names when shortening.

Liberal Arts Building: on first mention, use Charles H. Kegel Liberal Arts Building. On following references, LA Building or Liberal Arts Building are acceptable.

library: Eli M. Oboler Library on first reference; Oboler Library on second reference.

log in/login: use login as a noun; log in as a verb.


master’s degree: Use master’s degree rather than M.A. or M.S.

Memorandum of Agreement: MOA on second reference.

Memorandum of Understanding: MOU on second reference.

Molecular Core Research Facility: this is located in the Gale Life Sciences building. Routine activities include automated DNA sequencing and microsatellite analysis (Genotyping), PCR, electrophoresis and gel documentation and analysis.

more than: use more than in place of “over” when referring to numbers. More than 50 students went to the event.


Notice of Intent: NOI is acceptable on second reference.

numbers: spell out whole numbers one through nine; use numerals for 10 and above. Fractions standing alone are spelled out. For fractions with whole numbers, use numerals.

Correct: She has eight cats and 11 dogs. About one-fifth of her salary goes to buy 2 1/2 tons of pet food each year.

Ages, dimensions
Use numerals for ages and dimensions. (The boy was 2 years old. She is 7 feet tall.)

online: one word; only capitalize at the beginning of a sentence.

Outstanding Student Achievement Awards: awarded in the spring by ISU colleges and the Office of Alumni Relations.

percent/percentage: spell out the word “percent.” Do not repeat the word in a range. Do not spell out the numbers in percentages; use numerals.

Wrong: More than 30% of the students were below average.
Wrong: Fewer than five percent of students own airplanes.

Ph.D.: use doctoral degree or doctorate if possible.

phone numbers: Use (208) 282-2222, not 208-282-2222 or 208.282.2222. For internal publications, ext. 2222 is acceptable.

Pond Student Union: do not add building to the title. Earl R. Pond Student Union is acceptable on first mention.

Postdoctoral: do not hyphenate.

quotation marks: put titles (books, movies, lectures) in quotes. Do not put quotes around titles for people, such as Best Teacher of the Year.

Red Hill: two words; is both the name of the building and location of the ISU Pillars.

Reed Gymnasium: spell out gymnasium on first reference.

Rendezvous Complex: do not use Rendezvous Center or Rendezvous Building.
RFC Complex: the Roy F. Christensen Complex. This houses the main administration for the College of Technology. RFC is an acceptable acronym in secondary reference.

Rogers Black Box Theatre: James E. and Beverly Rogers Black Box Theatre in the L.E. and Thelma E. Stephens Performing Arts Center on first reference.

Room: capitalize “room” when referring to a room in a building such as Room 213 in the Liberal Arts Building.

Scholarships: uppercase when used with the full name of a scholarship only. On second reference or if the entire proper name of the scholarship is not used, do not capitalize.

Semesters, seasons: lowercase academic periods and seasons of the year.

Servel House: official name of the President’s residence on Seventh Avenue.

Social media: capitalize the names of Facebook, Twitter, Instagram, Snapchat and others according to brand standards. Do not abbreviate. Do not use quotation marks. Do not bold, italicize or underline names. Lowercase and do not use quotation marks around actions or media types on social media sites, including like, share, follow, retweet, snap, story or stories.

Stephens Performing Arts Center: on first reference, L.E. and Thelma E. Stephens Performing Arts Center, Stephens Center on second reference. Stephens Center is also an acceptable second reference.

Southeast Idaho: capitalize Southeast Idaho, lowercase southeastern Idaho

Student Activities Board: funded through ASISU to plan campuswide activities and events; abbreviation of SAB is acceptable on second reference.

Summer programs: located under the Involvement Center in the Students Union. Provides summer entertainment and programming such as concerts and movies.

Title: use noon and midnight. Omit the colon and two zeros when writing hours. 8 p.m.

Set off the date with commas when it follows a day of the week. 8 p.m. Tuesday, Jan. 24, at the Rendezvous Complex.

Omit the comma when only day or date is used with the time. 8 p.m. Thursday at the Pond Student Union or 8 p.m. Jan. 24 at the Pond Student Union.

titles: in press releases, follow Associated Press style and avoid the use of Dr. except in cases of medical doctors. In publications such as newsletters, Dr. is acceptable, but make sure titles are consistent. Capitalize titles in front of names, and lowercase if the title is after the name.

Tingey Administration Building: Located in Idaho Falls; often abbreviated to TAB.

TRiO Student Services: please note lowercase “i”.

Turner House: Turner House is a co-ed residence hall for students.

Universitywide: one word

URLs: bold URLs in publications. In most cases, the http://www. is not necessary to include.

Vailas: 12th president of ISU. On first reference, use his full name, Arthur C. Vailas.

Web page: two words. Only capitalize if used at the beginning of a sentence.

Website: one word. Only capitalize if used at the beginning of a sentence.

Wi-Fi: not wifi, WiFi, Wifi or Wi-fi.
NAMED PROGRAMS AND VENUES

In an effort to better recognize the support received from friends and donors, please include the complete name below when referring to a named building, venue or site. Following first reference, an approved shortened name may be used (see the University Style Guide on page 34).

Albion Hall
Arlo D. and Jackie Luke Promenade
Arthur P. Oliver Law Library
Babe Caccia Field
Barbara J. Marshall Rotunda
Bartz Field
Bellon Visiting Authors Series
Bennion Room (Holt Arena)
Blue Cross of Idaho Foundation for Health, Inc.
Virtual Anatomy and Physiology Laboratory
Busco Park
Cheryl H. Jensen Memorial Garden (“Cherry’s Garden”)
Clark S. Carlyle Speaking Contest
Cooper-Norman Classroom
David A. Thomas Set Design Shop
Davis Field
Delta Dental Dental Residency Clinic
Diane and Chick Bilyeu Theatre
Dorothy Broyles Assistive Technology Laboratory
Dr. Claudia Seneckowitsch Classroom
Dr. Dale H. Magleby Preparation/Specimen Storage Area
Dr. William L. and Doris Weaver Brydon Mezzanine
Dyer Hall
Earl R. Pond Student Union
Eli M. Oboler Library

COLLEGE OF EDUCATION
STEPHENS PERFORMING ARTS CENTER
POCATELLO
ATHLETICS
STEPPHENS PERFORMING ARTS CENTER
POCATELLO
COLLEGE OF EDUCATION
ATHLETICS
MERIDIAN
POCATELLO
STEPHENS PERFORMING ARTS CENTER
COLLEGE OF ARTS AND LETTERS
COLLEGE OF BUSINESS
STEPHENS PERFORMING ARTS CENTER
ATHLETICS
MERIDIAN
COLLEGE OF ARTS AND LETTERS
POCATELLO
COLLEGE OF PHARMACY
MERIDIAN
STEPHENS PERFORMING ARTS CENTER
POCATELLO
POCATELLO
POCATELLO
Eugene O Leonard Hall
Felix A. Nordyke Sterilization Laboratory
Frank Church Symposium
Frank Seelye Lounge
Frazier Auditorium
Frazier Hall
G. Nicholas and Sara Ifft Speech Communication Laboratory
Garrison Hall
Ginny Thomas Geriatric Health Symposium
Goranson Hall
Helen Beckley Nursing Building
Howard Family Charitable Foundation Courtyard
Hutchinson Quadrangle
Idaho Central Credit Union Field
Ifft Newsroom
ISU Credit Union Dugouts
James and Sharon Rupp Debate Society
James E. Morris Stream Ecology Center
James E. Rogers Department of Mass Communication
Janet C. Anderson Gender Resource Center
Jared Allen Strength and Conditioning Center
John B. Davis Gallery
John C. Foreman Green Room
JR Simplot Company Conference Room
Kasiska Division of Health Sciences
Kathryn Grayson Costume Design Studio
L.S. and Aline W. Skaggs Treasure Valley Anatomy and Physiology Laboratories
L.S. Skaggs Pharmacy Complex

COLLEGE OF PHARMACY
COLLEGE OF PHARMACY
COLLEGE OF ARTS AND LETTERS
COLLEGE OF BUSINESS
COLLEGE OF ARTS AND LETTERS
POCATELLO
COLLEGE OF ARTS AND LETTERS
POCATELLO
DIVISION OF HEALTH SCIENCES
COLLEGE OF ARTS AND LETTERS
DIVISION OF HEALTH SCIENCES
STEPHENS PERFORMING ARTS CENTER
POCATELLO
ATHLETICS
COLLEGE OF ARTS AND LETTERS
ATHLETICS
COLLEGE OF ARTS AND LETTERS
COLLEGE OF SCIENCE AND ENGINEERING
COLLEGE OF ARTS AND LETTERS
POCATELLO
ATHLETICS
POND STUDENT UNION
STEPHENS PERFORMING ARTS CENTER
STEPHENS PERFORMING ARTS CENTER
DIVISION OF HEALTH SCIENCES
STEPHENS PERFORMING ARTS CENTER

MERIDIAN
MERIDIAN
Laurence E. Gale Life Sciences Complex
Loren Hedrich Memorial Practice of Pharmacy Laboratory
Lost River Field Station
Magnuson Alumni House
McIntosh Manor
Michael C. and Maureen L. Ruettgers Promenade
Miller Ranch Stadium
Nichols Hall
Owen-Redfield Complex
Reed B. Peterson Compounding Laboratory
Reed Gymnasium
Roy F. Christensen Building
Samuel Horne Bennion Promenade
Samuel Horne Bennion Student Union
Schubert Heights
Servel House
Simplot Decision Center
Susie and A.J. Balukoff Student Study Area
Swanson Arch
Ted Reid Digital Mapping Laboratory
Tektronix Core Laboratory
Tingey Administration Building
Turner Hall
Walgreens Pharmacy Student Lounge
Wells Fargo Speakers Series

COLLEGE OF SCIENCE AND ENGINEERING/KASISKA DIVISION OF HEALTH SCIENCES
MERIDIAN
COLLEGE OF SCIENCE AND ENGINEERING
POCATELLO
PHARMACY
POCATELLO
COLLEGE OF TECHNOLOGY
STEPPENS PERFORMING ARTS CENTER
ATHLETICS
POCATELLO
COLLEGE OF BUSINESS
MERIDIAN
POCATELLO
COLLEGE OF SCIENCE AND ENGINEERING
POCATELLO
COLLEGE OF TECHNOLOGY
IDAHO FALLS
POCATELLO
COLLEGE OF BUSINESS
MERIDIAN