
PLASTER STUDENT UNION GRAPHIC DESIGN

STYLE BOOK

2017–2018

MISSOURI STATE UNIVERSITY

WHAT WE DO	3
REQUESTING DESIGN WORK	3
DESIGN PACKAGES	4-5
STYLES	6-23
1 BRANDING STANDARDS	6-7
2 PROFESSIONAL	8-9
3 FUN	10-11
4 SIMPLE	12-13
5 MODERN	14-15
6 CLEAN	16-17
7 EXCITING	18-19
8 DISTRESSED	20-21
9 MELLOW/CALM	22-23

WHAT WE DO

The Design Center in the Plaster Student Union brings together talented student designers with Student Organizations and University Departments in partnership to produce quality, reasonably priced designs for marketing events, services and programs to the Missouri State Campus.

REQUESTING

1. Click on the design form and complete the form:

<http://www.missouristate.edu/union/designcenter.htm>

2. Review your request from the receipt in your inbox.
3. After reviewing, email any additional requested information to:

psudesign@missouristate.edu

NOTE:

Design requests should be received at least **2 weeks** before project completion date-longer lead times are appreciated.

PACKAGE	DESCRIPTION
<i>Single-Sided Flyer</i> A	<i>Includes:</i> · Design work to the customer's specifications · 100 full-color printed copies (8.5" × 11") · Digital copy of the design for the customer to use for other printing
<i>Poster Package</i> B	<i>Includes:</i> · Design work to the customer's specifications · 2 poster-sized full color prints (up to 2' × 3' maximum size) · Digital copy of the design for the customer to use for other printing
<i>Tri-fold Brochure</i> C	<i>Includes:</i> · Design work to the customer's specifications · 100 full-color 2-sided copies (8.5" × 11") · Digital copy of the design for the customer to use for other printing

PACKAGE

DESCRIPTION

Digital Design Package

D

Includes:

- Up to 3 hours of design work to produce a custom design to the customer's specifications
- Multiple configurations (different sizes, shapes) of the same design may be requested as long as changes can be made without extensive changes to the original design
- No printing is included. A digital copy of the design is provided to the customer as the final product

Custom Package

E

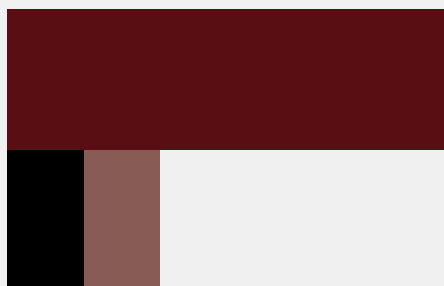
Includes:

- Includes production of a design that requires more than three hours of work (i.e. detailed booklets, brochures, professional reports)
- Price will vary depending on the estimated hours of design work
- No printing is included. A digital copy of the design is provided to the customer as the final product

MSU BRANDING STANDARDS

Missouri State University has a system of core elements – colors, typefaces, graphics and photos – that combine to create a distinctive look and feel that people will immediately recognize as Missouri State University.

Sample color schemes



Sample fonts



FreightText Pro

The quick brown fox jumps over the lazy dog.

Trade Gothic Pro

The quick brown fox jumps over the lazy dog.

Brandon Grotesque

The quick brown fox jumps over the lazy dog.

Calibre

The quick brown fox jumps over the lazy dog.



PLASTER STUDENT UNION
YEAR IN REVIEW 2016-2017

MISSION STATEMENT

"The Plaster Student Union unites the campus and provides opportunities for students to connect learning to life."



Plaster Student Union Administration 2016-2017

- Terry Weber, Director
- D.J. Fox, Assistant Director of Facilities and Operations
- Julie Hill, Assistant Director of Building Services and Student Training
- Karen Foster, Administrative Assistant
- Debbie Letterman, Assistant Director of Event and Meeting Services
- Lori Pearce and Daniel Lukas, Facilities Coordinators
- Tara E. Benson, Associate Director, Plaster Student Union and Director of Student Engagement
- Laura Backer, Associate Director of Student Engagement
- Victoria Culver Rice, Assistant Director of Student Engagement for Programming
- Kate Roessler, Assistant Director of Student Engagement for Fraternity and Sorority Life
- Andrea Greer, Assistant Director of Student Engagement for Co-Curricular Involvement
- Devon Wright, Assistant Director of Student Engagement for Transfer Student Programs
- Diane Kingham, Administrative Assistant
- Kim Dixon, Accounting Specialist, Student Engagement

YEAR IN REVIEW 2016-2017 PLASTER STUDENT UNION MISSOURI STATE UNIVERSITY




BEARS RESPECTING BEARS



IDENTITY

Let's create a campus where all Missouri State community members are just as comfortable maintaining their own individual and cultural identities as they are having candid conversations about diversity and inclusion.



RESPECT

At Missouri State, we strive to foster an environment of respect for all individuals within a climate of civility, trust and collaboration.

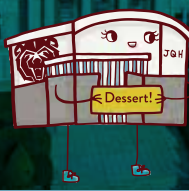


DIVERSITY

Engaging and celebrating with others about our differences builds awareness and understanding.



You are invited to attend the
President's DESSERT RECEPTION
for new families



Enjoy delicious desserts provided by Missouri State Dining Services and join Clif and Gail in welcoming the families of the Class of 2021.

Please RSVP to:
PChildress@missouristate.edu

August 18th 7:00PM-8:00PM
Prime Overtime Club in JQH Arena

PSU GRAPHIC DESIGN

Missouri State UNIVERSITY

WELCOME TO THE OSE!



Sam Hensel
FSL GA

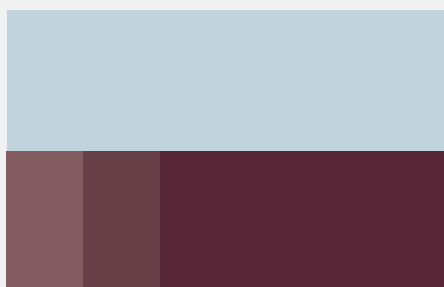
Missouri State UNIVERSITY



PROFESSIONAL

Professional designs use modern fonts and mostly neutral colors. There are few or no decorative elements. The design places function before form—information is displayed clearly and in a straightforward way.

Sample color schemes



Sample fonts



Univers

The quick brown fox jumps over the lazy dog.

Helvetica

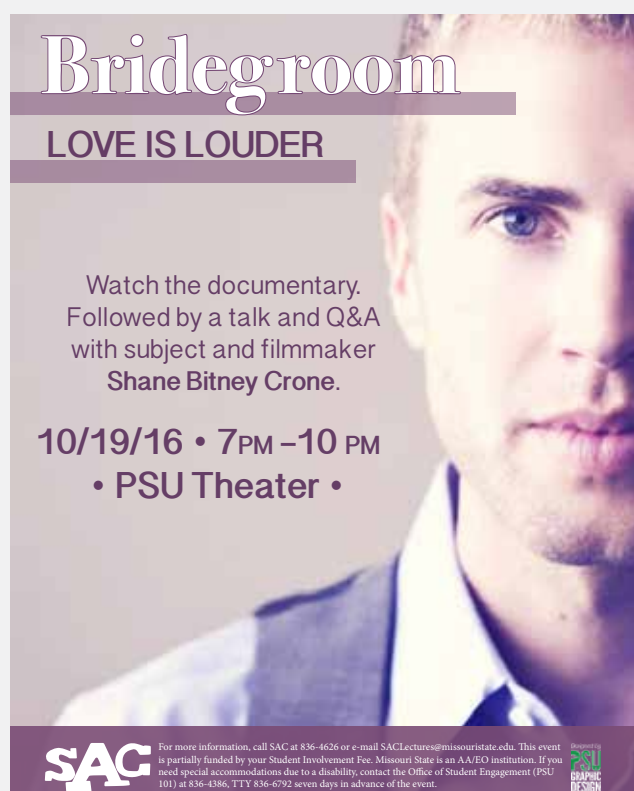
The quick brown fox jumps over the lazy dog.

Caslon Pro

The quick brown fox jumps over the lazy dog.

Minion Pro

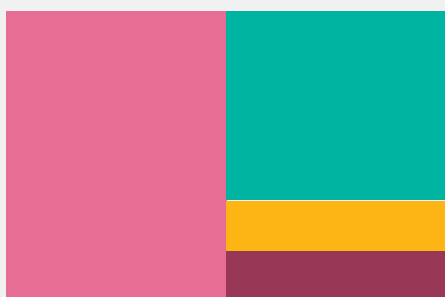
The quick brown fox jumps over the lazy dog.



FUN

Fun designs use bright and exciting color schemes. The fonts are more decorative, bold, and exciting. Illustrations can be used to add visual interest.

Sample color schemes



Sample fonts



AMATIC

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

BEBAS

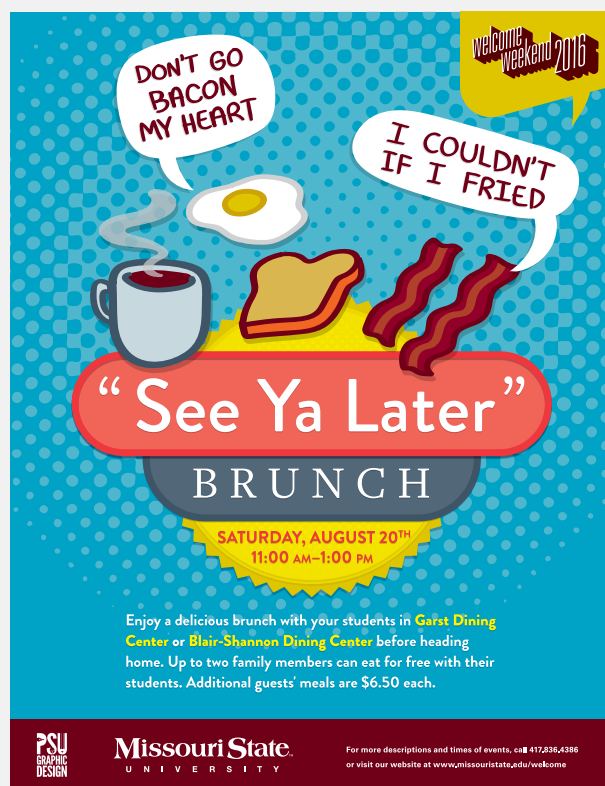
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

Sign Painter

The quick brown fox jumps over the lazy dog.

Dancing Script

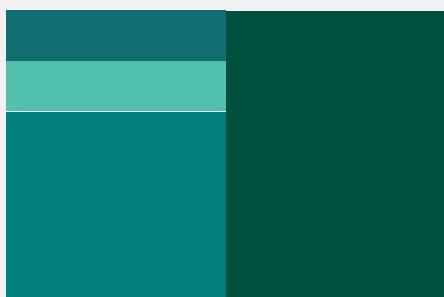
The quick brown fox jumps over the lazy dog.



SIMPLE

Simple designs use few colors and mostly solid backgrounds. Simple logos are mostly made of lines and solid colors. There is almost no decoration in a simple design.

Sample color schemes



Sample fonts



Univers

The quick brown fox jumps over the lazy dog.

Helvetica

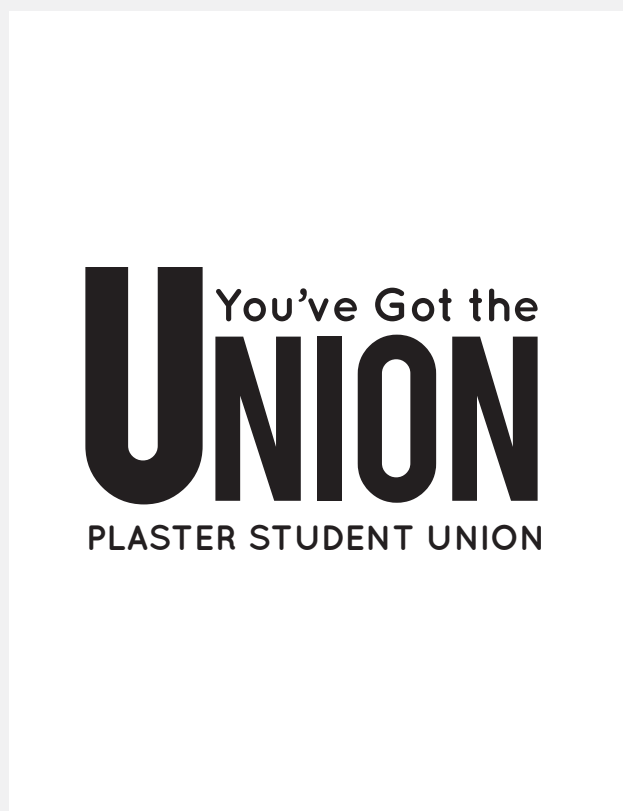
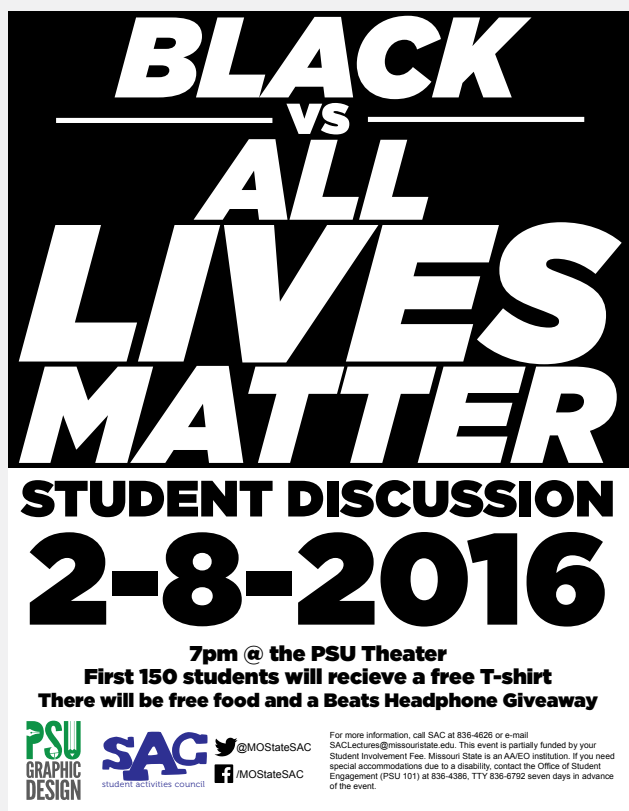
The quick brown fox jumps over the lazy dog.

Gill Sans

The quick brown fox jumps over the lazy dog.

League Gothic

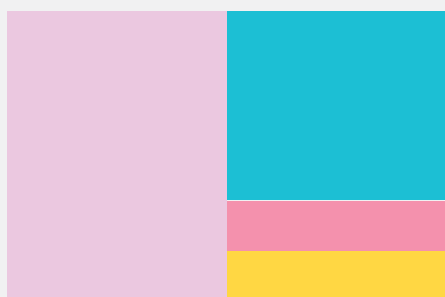
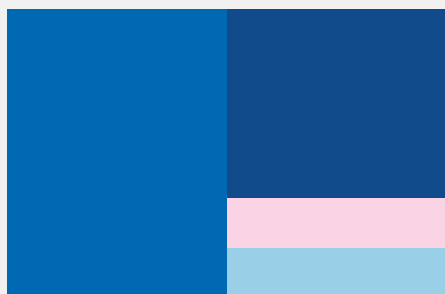
The quick brown fox jumps over the lazy dog.



MODERN

Modern designs use fonts, colors, and illustrations that are more eclectic than other designs. The overall effect is more appealing to a younger audience. Modern designs do not necessarily follow traditions, and can be more experimental.

Sample color schemes



Sample fonts



Futura

The quick brown fox jumps over the lazy dog.

Gill Sans

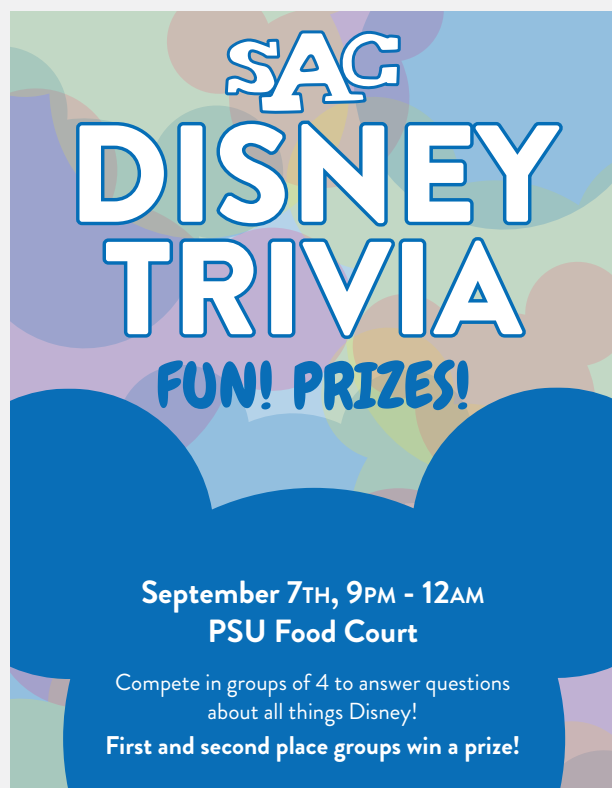
The quick brown fox jumps over the lazy dog.

Exo 2.0

The quick brown fox jumps over the lazy dog.

Open Sans

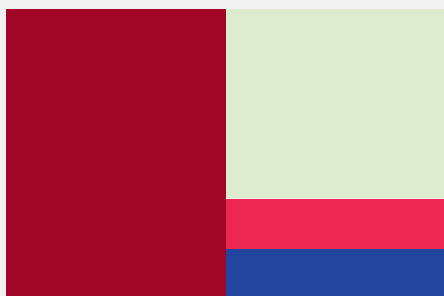
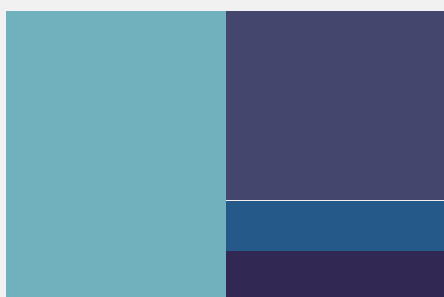
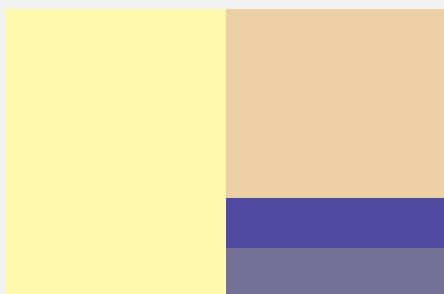
The quick brown fox jumps over the lazy dog.



CLEAN

Clean designs are very minimal. They use as few colors and fonts as possible in order to attract more attention.

Sample color schemes



Sample fonts



BEBAS

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

Montserrat

The quick brown fox jumps over the lazy dog.

Roboto Slab

The quick brown fox jumps over the lazy dog.

Merriweather

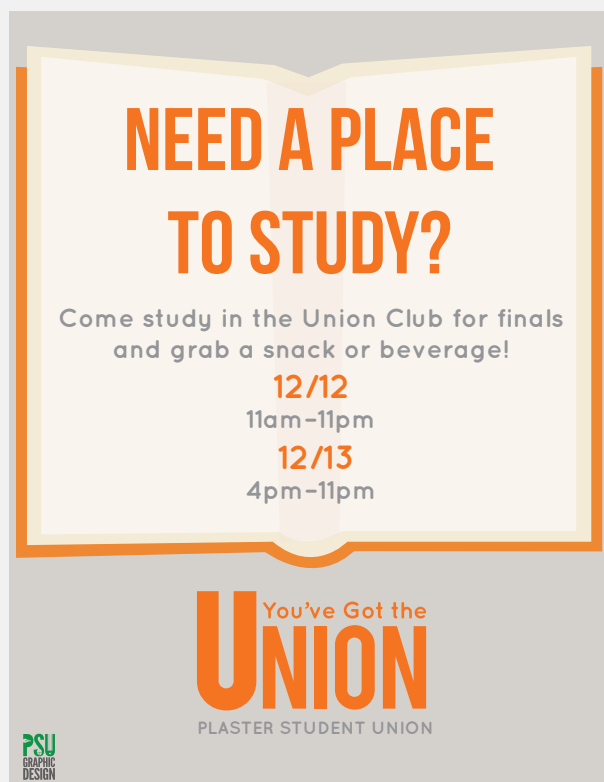
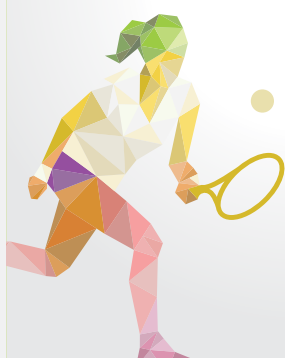
The quick brown fox jumps over the lazy dog.

Women's Tennis
MISSOURI STATE VS BRADLEY

APRIL 11TH at 11am

Free Shuttle to Tennis Courts
 in the Blair-Shannon Circle.

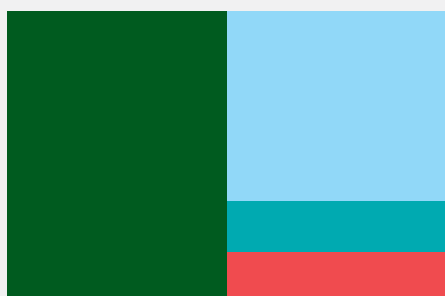
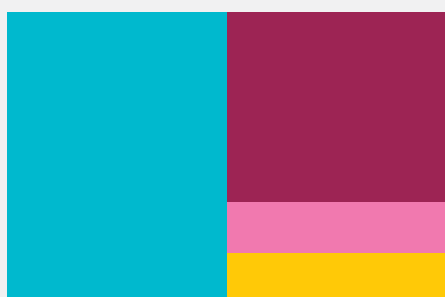
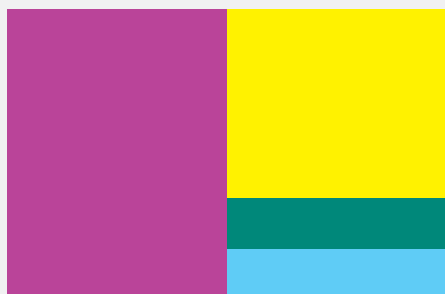
Free Food during the game.



EXCITING

Exciting designs have very high contrast with decorative or hand-made fonts. There tends to be more motion in these designs.

Sample color schemes



Sample fonts



Quicksand

The quick brown fox jumps over the lazy dog.

Oswald

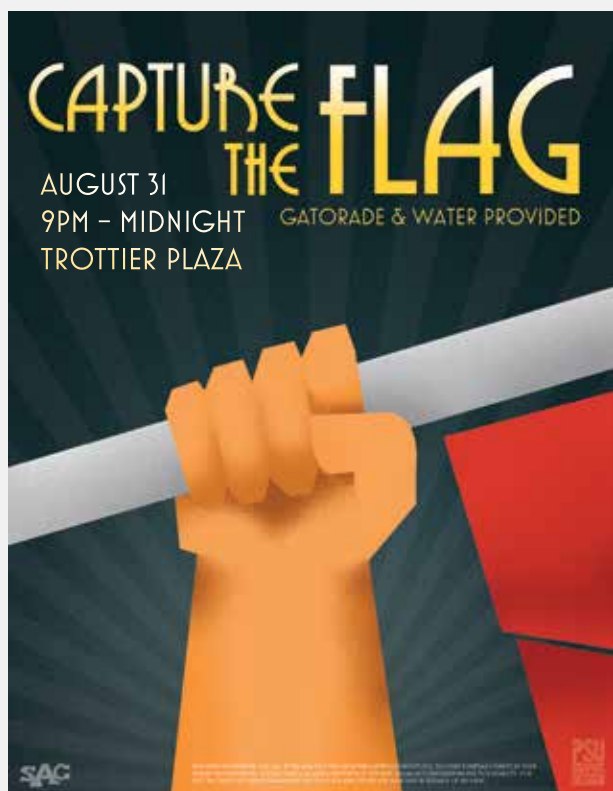
The quick brown fox jumps over the lazy dog.

ChunkFive Ex

The quick brown fox jumps over the lazy dog.

Futura

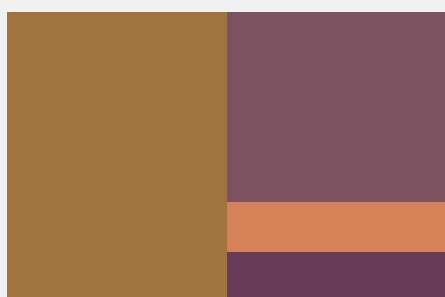
The quick brown fox jumps over the lazy dog.



DISTRESSED

Distressed designs use texture to give a more rugged or worn-away look. The texture may be applied to photos, text, or any other element of the design.

Sample color schemes



Sample fonts



Rockwell Std

The quick brown fox jumps over the lazy dog.

Oleo Script

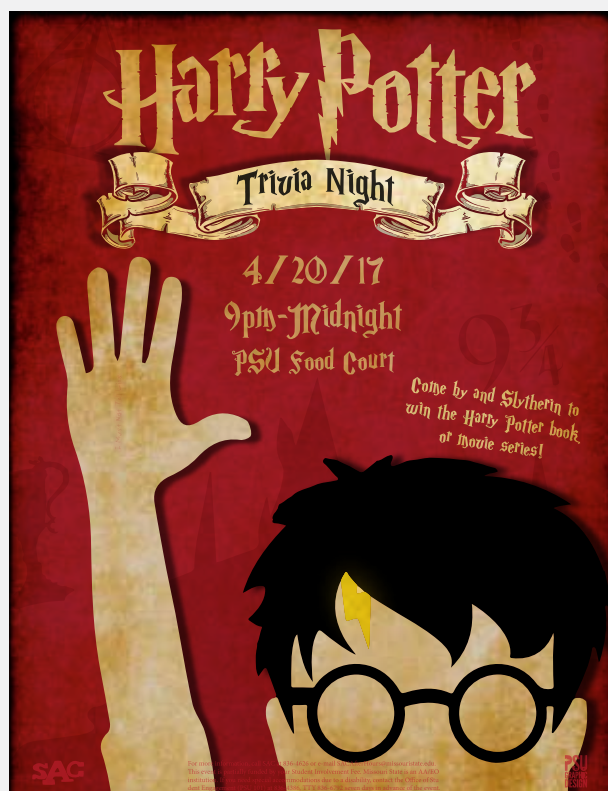
The quick brown fox jumps over the lazy dog.

Museo

The quick brown fox jumps over the lazy dog.

Open Sans

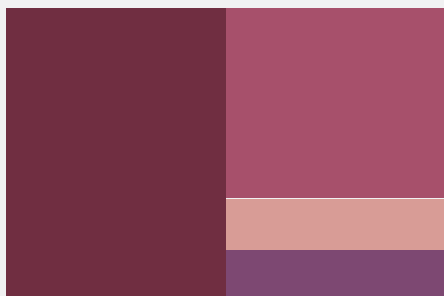
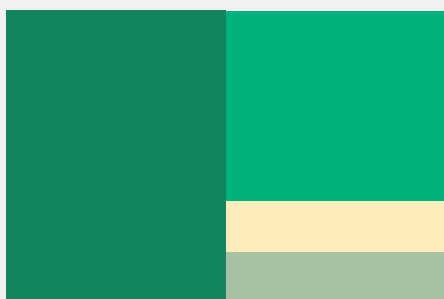
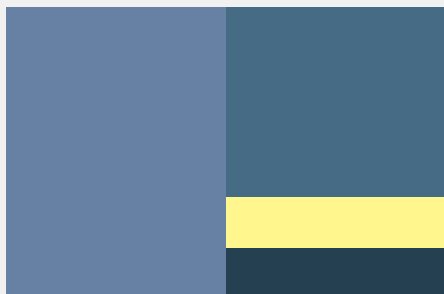
The quick brown fox jumps over the lazy dog.



MELLOW/CALM

Mellow/calm designs use muted or serene color schemes and relaxing imagery to create a serene mood.

Sample color schemes



Sample fonts



Maven Pro

The quick brown fox jumps over the lazy dog.

Happy Monkey

The quick brown fox jumps over the lazy dog.

Raleway

The quick brown fox jumps over the lazy dog.

Century Gothic

The quick brown fox jumps over the lazy dog.

