



**STUDENT
GAMECOCK
TELEVISION**

WHO WE ARE

INFORMATIVE AND ENTERTAINING

OUR STORY

STUDENT GAMECOCK TELEVISION (REFERRED TO BY ITS FULL NAME AND "SGTV") WAS FOUNDED IN THE FALL OF 2006 AS STUDENT GOVERNMENT TELEVISION. IN APRIL 2007, THE ORGANIZATION WAS RELEASED TO THE DEPARTMENT OF STUDENT MEDIA, NOW KNOWN AS GARNET MEDIA GROUP, WHICH ALSO OPERATES THE DAILY GAMECOCK, GARNET & BLACK MAGAZINE AND WUSC-FM. SGTV AIRS ON CAMPUS ON CHANNEL 4.1 AND OFF CAMPUS ONLINE.

PURPOSE

THE PURPOSE OF STUDENT GAMECOCK TELEVISION IS TO TELL STORIES, BOTH CREATIVE AND FACTUAL. SIMULTANEOUSLY, WE PROVIDE A PROFESSIONAL ENVIRONMENT FOR COLLEGE STUDENTS TO GAIN EXPERIENCE IN THEIR FUTURE CAREER FIELDS.

POSITION

TAKEN FROM THE GARNET MEDIA GROUP STYLE GUIDE

ENGAGEMENT AND RECRUITMENT TARGETS

GARNET MEDIA GROUP IS A PARTNERSHIP OF STUDENT MEDIA ORGANIZATIONS THAT PROVIDES STUDENT-GENERATED INFORMATION AND ENTERTAINMENT TO FACULTY, STAFF, STUDENTS, AND FAMILIES OF STUDENTS AT THE UNIVERSITY OF SOUTH CAROLINA WHO WANT TO STAY UPDATED ON CAMPUS AND LOCAL NEWS AND ENTERTAINMENT.

GARNET MEDIA GROUP ALSO PRESENTS OPPORTUNITIES TO ENHANCE AND APPLY KNOWLEDGE GAINED IN THE CLASSROOM FOR STUDENTS AT THE UNIVERSITY OF SOUTH CAROLINA WHO WANT TO GAIN PRACTICAL JOURNALISTIC OR CREATIVE EXPERIENCE.

COMPETITION

GARNET MEDIA GROUP IS COMPETITIVE WITH JOURNALISM AND ENTERTAINMENT OUTLETS WHO HAVE A SIMILAR GOAL OF SHARING LOCAL NEWS AND NATIONALLY-RELEASED ENTERTAINMENT TO STUDENTS, FACULTY, AND STAFF. THESE INCLUDE COLUMBIA-BASED NEWSPAPER, RADIO, AND TELEVISION OUTLETS. IN COMPARISON, STUDENT MEDIA OUTLETS TEND TO COVER CAMPUS EVENTS MORE EXTENSIVELY AND ON A MORE COMPREHENSIVE SCALE, AND ENTERTAINMENT PROGRAMMING FILLS A NEED FOR ARTISTIC CONTENT THAT IS LOCAL, NICHE, AND RELEVANT TO THE CAROLINA COMMUNITY. WE ARE SITUATED ON THE FRONTIERS OF STORYTELLING, EXPLORING EMERGING FORMS OF MEDIA LIKE INTERACTIVE GRAPHICS AND PODCASTING.

PERSONALITY

TAKEN FROM THE GARNET MEDIA GROUP STYLE GUIDE

ENGAGING

WE DIRECTLY DEAL WITH THE EVENTS AND CULTURAL TASTES OF THE CAROLINA COMMUNITY BY IDENTIFYING WHAT MATTERS TO FACULTY, STAFF, STUDENTS, AND THEIR FAMILIES.

ETHICAL

WE CONDUCT OUR OPERATIONS PROFESSIONALLY AND ACCORDING TO THE BOARD OF TRUSTEES STATEMENT OF PRINCIPLES AND THE CANONS OF JOURNALISM.

VOICE OF THE COMMUNITY

WE REPRESENT THE DIVERSE OPINIONS, TASTES, AND VALUES OF THE CAROLINA COMMUNITY AND SERVE AS A PLATFORM TO EXPRESS THEM FAIRLY.

BOUNDARY-PUSHING

WE EXPLORE THE EVOLVING FRONTIERS OF MEDIA PRODUCTION BY EXPLORING COLLABORATIVE, MULTIMEDIA FORMS OF JOURNALISM AND ENTERTAINMENT. WE UPHOLD THE TENETS OF HONESTY, TRANSPARENCY, AND ACCOUNTABILITY, AND CONFRONT BARRIERS TO THESE VALUES ON CAMPUS AND THE LOCAL AREA.

LOGOS

NEW AND CLEAN

FORMAL



STUDENT GAMECOCK TELEVISION

PRIMARY

ICON



WHAT TO USE WHEN

FORMAL

- ALL OFFICIAL LETTERHEAD

PRIMARY

- EMAIL SIGNATURES

ICON

- SOCIAL MEDIA PROFILE PICTURES

THE ABOVE GUIDELINES ARE NOT FLEXIBLE. BESIDES THESE GUIDELINES, THE USE OF THE LOGO IS UP TO THE INDIVIDUAL. THE FORMER SGTV LOGO SHOULD NEVER BE USED UNLESS TO SHOW A PROGRESSION OF THE STATION THROUGH TIME.

SIZING, COLORING AND TYPOGRAPHY

THE SGTV LOGO SHOULD NOT BE MADE TOO SMALL THAT IT IS NOT LEGIBLE OR TOO BIG THAT IT APPEARS BLURRY. THE LOGO SHOULD NOT BE USED ON A GARNET (#73000a) BACKGROUND OR SLATE GREY (#707f86) BACKGROUND. IF THERE IS NO OTHER OPTION THAN A GARNET BACKGROUND, USE THE ALTERNATE ICON SHOWN BELOW. THE TYPE IN THE SGTV LOGO IS AVENIR HEAVY.

ALTERNATE ICON





THE ICON OF SGTV'S LOGO IS TAKEN FROM THE PALMETTO TREE IN THE LOGO OF THE UNIVERSITY OF SOUTH CAROLINA. THE FIVE BRANCHES OF THE TREE SYMBOLIZE THE FIVE BRANCHES OF SGTV. THEY ALL STEM FROM A SIMILAR PLACE BUT ARE RESPONSIBLE FOR CREATING FIVE DISTINCT FORMS OF INFORMATION AND/OR ENTERTAINMENT.

SHOW BRANDING

CONSISTENT AND UNIFORM

CAPITAL CITY SPORTS

CAPITAL CITY SPORTS IS RESPONSIBLE FOR THE SPORTS COVERAGE AT SGTV. THE PALMETTO TREE AND STATE HOUSE CAN BE USED SEPARATE FROM THE FULL LOGO. CAPITAL CITY SPORTS CAN ALSO BE REFERRED TO AS "CCS."

CAROLINA TONIGHT

CAROLINA TONIGHT IS THE LIVE SKETCH COMEDY PROGRAM AT SGTV. CAROLINA TONIGHT DOES NOT HAVE A FORMAL ICON, BUT A WHITE "C" AND "T" CAN BE USED IN A GARNET CIRCLE WHEN NEEDED. CAROLINA TONIGHT CAN ALSO BE REFERRED TO AS "CT."

SGTV NEWS 4

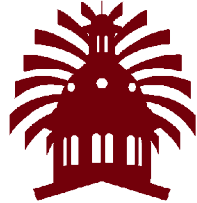
SGTV NEWS 4 IS RESPONSIBLE FOR THE NEWS COVERAGE AT SGTV. THE ICON OF THE SGTV NEWS 4 LOGO CAN BE USED SEPARATE FROM THE FULL LOGO. SGTV NEWS 4 CAN ALSO BE REFERRED TO AS "NEWS 4."

TALK OF THE TOWN

TALK OF THE TOWN IS RESPONSIBLE FOR THE ENTERTAINMENT NEWS AT SGTV. THE ICON OF TALK OF THE TOWN IS RARELY USED AND STILL BEING DEVELOPED. TALK OF THE TOWN CAN ALSO BE REFERRED TO AS "TOTT," BUT NEVER "ToTT."

1080C PRODUCTIONS

1080C PRODUCTIONS IS RESPONSIBLE FOR THE SHORT FILM PRODUCTION AT SGTV. THE ICON OF THE 1080C LOGO CAN BE USED SEPARATE FROM THE FULL LOGO. 1080C PRODUCTIONS CAN BE REFERRED TO AS "1080C" BUT NEVER "1080c."



CAPITAL CITY
SPORTS

*Carolina
Tonight*

NEWS 

TALK OF THE
TOWN

 1080C
PRODUCTIONS

TYPOGRAPHY

CLEAR AND LEGIBLE

HEADLINE A

AVENIR ROMAN
30 PT

HEADLINE B

AVENIR HEAVY
17 PT

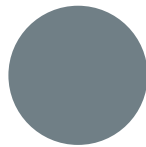
HEADLINE C

AVENIR HEAVY
14 PT

PARAGRAPH
AVENIR ROMAN
12 PT

AVENIR SHOULD BE THE ONLY FONT USED FOR INTERNAL AND EXTERNAL COMMUNICATIONS. THIS INCLUDES ALL GRAPHICS UPLOADED ON SOCIAL MEDIA AS WELL AS ANY POSTED FLIERS.

COLOR



SLATE GREY

707f86
C: 60 M: 42
Y: 40 K: 7

ALL TEXT SHOULD MATCH THE SLATE GREY COLOR. IF THE TEXT IS NOT LEGIBLE, WHITE (#ffffff) MAY BE USED, BUT ONLY AFTER SLATE GREY HAS BEEN DEEMED UNUSABLE.

WITHIN GRAPHICS

WHEN MAKING SOCIAL MEDIA GRAPHICS AND PRINTED FLIERS, AVENIR BLACK AND ROMAN MUST BE USED. SIZING REGULATIONS DO NOT APPLY AS LONG AS TEXT IS LEGIBLE. COLORS FROM THE PRIMARY PALETTE ONLY MAY BE USED WHEN CREATING GRAPHICS.

AVENIR ROMAN

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

.,?!:;

AVENIR HEAVY

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

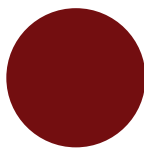
1234567890

.,?!:;

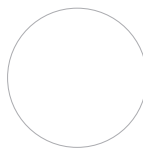
THE COLOR PALETTE

INVITING AND MODERN

THE PRIMARY PALETTE



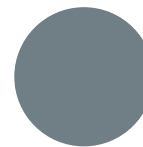
GARNET
73000a
C: 31 M: 100
Y: 100 K: 44



WHITE
ffffff
C: 0 M: 0
Y: 0 K: 0



BLACK
000000
C: 0 M: 0
Y: 0 K: 100

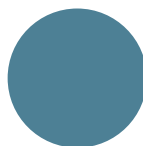


SLATE GREY
707f86
C: 60 M: 42
Y: 40 K: 7

THE SECONDARY PALETTE



SALMON
e15756
C: 7 M: 81
Y: 64 K: 0



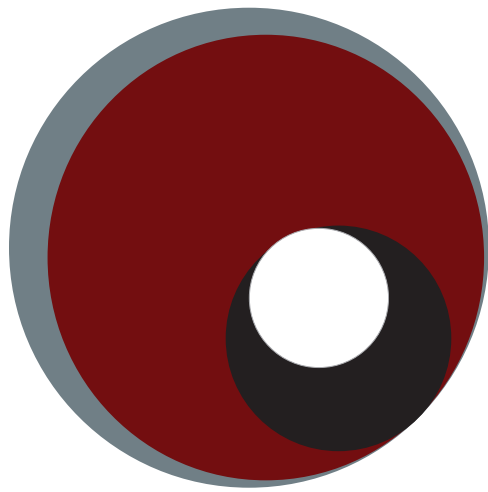
MED. BLUE
4d8095
C: 73 M: 40
Y: 32 K: 4



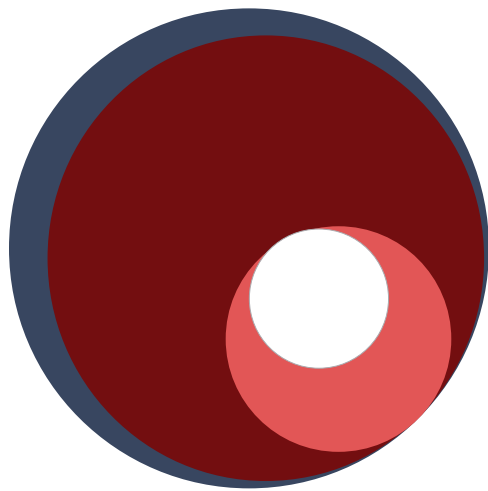
DEEP BLUE
384660
C: 83 M: 70
Y: 41 K: 28



SANDSTORM
fff2e3r
C: 0 M: 7
Y: 15 K: 0



SGTV'S PRIMARY COLOR PALETTE SHOULD BE USED BEFORE ANY OF THE COLORS IN THE SECONDARY PALETTE. THE PRIMARY PALETTE CAN BE USED WITHOUT THE COLORS IN THE SECONDARY PALETTE. GARNET (#73000a) SHOULD ALWAYS BE CONSIDERED FIRST.



SGTV'S SECONDARY COLOR PALETTE SHOULD BE USED IN ADDITION TO THE COLORS IN THE PRIMARY PALETTE. THE SECONDARY PALETTE CANNOT BE USED WITHOUT THE COLORS IN THE PRIMARY PALETTE.