The University Brand
GUIDELINES
This manual establishes Marshall University’s branding, logo standards and procedures and is to be used by all university affiliated departments and organizations. Contact University Communications at (304) 696-3958 or ucomm@marshall.edu if you have any questions or need additional information prior to starting a project.

MANDATORY REQUIREMENTS:

- Any use of the Marshall University name or trademarks must follow established guidelines
- Materials in violation of these guidelines may not be distributed
- Electronic logo files will be provided by University Communications
WHY CONSISTENT VISUAL IDENTITY IS IMPORTANT

We are all caretakers of the Marshall University brand. By utilizing these guidelines, you are doing your part to strengthen our brand and unify the Marshall image.

As stewards of Marshall University, an important part of our job is to ensure our university is represented in a professional and consistent manner. We have developed this style guide to assist everyone in maintaining the Marshall brand according to established guidelines. The guide details all of the logos and the manner in which they are to be reproduced.

All materials need to follow the enclosed style guidelines and, if not produced by University Communications, must be approved by the university before they are produced. Publications that do not follow the style guidelines and are not a professional representation of the university may not be distributed. For more information on this process, I ask that you contact Mallory Jarrell at (304) 696-3490 or haye1@marshall.edu. She serves as our Marketing and Branding Coordinator and will work with you to achieve your goals. Thanks for doing your part to promote Marshall University and Go Herd!

Sincerely,

Ginny Painter
Senior Vice President for Communications and Marketing
MARSHALL UNIVERSITY BRAND

The Marshall University brand guidelines establish consistent use of typography, colors and logos. Their purpose is to maintain the integrity of the Marshall University brand and promote maximum recognition and awareness of Marshall University.

The Marshall University brand guidelines have been developed to enable all university departments and organizations to consistently represent Marshall University in all communications, advertising, marketing, and other promotional materials.

WHO GOVERNS THE LOGO USE?
The Marshall University logo is a registered trademark, may only be used for approved purposes and cannot be modified in any way without approval.

University Communications and the Collegiate Licensing Company work together to oversee the proper use of Marshall logos and to maintain the Marshall brand.

University Communications is responsible for materials produced at the university level.

If materials are found not to conform to the guidelines outlined in this manual, the department or program producing the piece will be expected to take corrective action. This includes ceasing distribution and producing a corrected version of the publication.

WHO ARE THE GUIDELINES FOR?
The Marshall institutional identity establishes a standardized graphic identity for administrative and academic units throughout the university. It is to be used according to the specific guidelines outlined in this manual.

All academic, research, outreach, student services and administrative units of Marshall University must follow the visual identity guidelines that are described in this guide. Outside agencies that create print or electronic materials for any Marshall University unit must also follow the guidelines.

These guidelines apply to all external and internal communications, including advertising, websites, brochures, invitations, direct mail, postcards, fliers, booklets, catalogs, case statements, posters, billboards, banners and other environmental graphics, video, DVD, CD, film, presentations and stationery.

REFERENCING THE UNIVERSITY
The university should always be known by its proper name — Marshall University — as a first reference. The full name Marshall University should appear prominently on the front cover of all marketing materials or publications, as well as in the credits of all videos and films. Marshall is acceptable for second and subsequent references. Marshall University should not be referred to as MU. There are other MUs, but only one Marshall University.
MARSHALL UNIVERSITY BRAND COMPONENTS

MARSHALL UNIVERSITY PRIMARY LOGO
The Marshall University primary logo is the Bar M logo. It should appear on all communications, printed or electronic.

Mari

OFFICIAL COLORS OF THE LOGO
The preferred Marshall logo is the two-color version using the specified Marshall Green PMS 354 and Black. No other colors may be used for the two-color logo. When using the logo on a solid background, a solid white line should be around the logo for maximum visibility.

In instances where budgetary constraints are a factor the one-color logo version may be printed in 100% black.

Bar M Logo
Preferred version
PMS 354 and Black

Bar M Logo
Black and White version

Bar M Logo
PMS 354 version

MARSHALL UNIVERSITY ATHLETIC LOGO
This logo should be used in sports-related publications for which it is deemed appropriate. Use of the athletics logo is limited to sports teams, athletics branding communications and trademarked merchandise. Additional athletic word and stylized buffalo logos are available; see the official logo sheet for samples.

M

THE HERD
**MARSHALL UNIVERSITY PRESIDENTIAL SEAL**
The Latin version of the seal is reserved for the use of the President’s Office only.

The English version of the university seal may not be substituted for the Marshall logo. This version of the seal may be used only for merchandising and certain documents, such as commencement, diplomas, some invitations and certificates. It may not be used on letterheads or general publications, either printed or electronic.

The Reversed version of the seal should be used on any dark background for print or merchandise. In general, the seal can appear in black or green PMS 354. The seal should never appear in two colors. When a black and white application of the seal is used, it must be printed as a solid black on a white field. At no time should it have other graphic devices, color and/or shapes added to it.

If the seal is to be foiled, embossed or reversed on a dark background, a reversed version of the seal is available from University Communications.

The university seal and Marshall University logo should never be combined.

The seal should be used at a size no smaller than 1 1/4” in diameter to prevent the details from filling in.

The university seal should never be positioned at an angle.

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Latin Version  
English Version  
Reversed Version
INCORRECT USAGE

UNACCEPTABLE USES
In order to create a strong, unified Marshall brand identity, it is imperative to avoid improper uses of the logo. The logo is NOT to be altered in any way.

The stylized elements of the logo, the official Marshall green color, as well as the typography are all integral elements of the logo. These elements should not be modified.

Do not:
- Stretch or condense the logo (in most software, hold down shift key to avoid this)
- Isolate the logo in a frame
- Display the logo at an angle or distort it
- Add a unit name in place of “MARSHALL” in the BAR “M” logo
- Alter the proportions of the words “Marshall University” or the stylized “M”
- Set the words “Marshall University” in another typeface and use them in the official logo
- Combine the official logo with another logo or add graphics to the logo

DO NOT STRETCH OR CONDENSE THE LOGO

DO NOT ADD ANY UNIT NAME ACROSS THE BAR “M”

DO NOT ANGLE THE LOGO ON PRINTED PIECES

DO NOT ADD ANY GRAPHICS TO THE LOGO OR COMBINE WITH ANY OTHER LOGOS
UNIT NAMES AND CORRECT USAGE

UNIT IDENTIFIERS FOR SCHOOLS, COLLEGES, AND OTHER CAMPUS UNITS
The unit name logo must be created and approved by University Communications.

We realize that every Marshall University unit prefers their own branding, however, every unit is a part of the Marshall University brand. The preferred logo for most publications would be the stand alone Bar M.

DO NOT COMBINE more than one unit logo on any publication. When more than one school, college or other campus unit is represented in a single piece, use the primary university logo and list the affiliated unit names.

IDENTIFIERS FOR SPECIAL EVENTS
Special event identifiers such as Homecoming, Alumni Weekend or Anniversary type events that are university wide in nature, temporary, etc. are acceptable with approval by University Communications. For additional information, contact the design team.
MARSHALL UNIVERSITY WORD MARKS

WE ARE MARSHALL WORD MARKS
“We Are...Marshall” captures the enthusiasm and strength of the university. The wordmark should not replace the institutional Bar M logo. “We Are Marshall” word mark should be incorporated as a complementary graphic with your unit identifier or the primary Bar M logo.

There are two versions of the “We Are...Marshall” word mark shown here. “We Are...Marshall” can be reproduced in PMS 354, black, gray or reversed white.

WE ARE...MARSHALL. WE ARE...MARSHALL.

MARSHALL UNIVERSITY WORD MARK
These word marks are an adjusted letter form version of the name “Marshall University” and “Marshall”. In cases where the Bar M logo isn’t feasible, these approved word marks may be used without the Bar M. Like our primary logo, the word marks should appear only in the approved Marshall University PMS 354 and black. They cannot be replicated through typesetting. The minimum size is 1.5 inches on printed materials.

MARSHALL UNIVERSITY® MARSHALL™

INCORRECT USAGE OF THE WORD MARKS

• Don’t apply unapproved colors to these word marks
• Don’t alter or redraw the word mark
• Don’t distort the word mark
• Don’t use the word mark in place of text
• Don’t position the word mark on a background or image that will compromise its visibility
UNIVERSITY TYPEFACE

PRIMARY TYPEFACE
University communications are most effective when the words are both consistent in both content and appearance.

Myriad Pro is our primary university sans serif typeface and is used for headlines, introductory copy. Some samples are shown BELOW.

Open Sans or Arial may be used as a substitute for Myriad Pro for text for the Web, PowerPoint presentations and other documents.

Myriad Pro Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SUBSTITUTE FOR PRIMARY TYPEFACE

SECONDARY TYPEFACE
Sentinel is used as a serif typeface intended to balance the boldness of Myriad. Use it for introductory copy and for lengthy body copy.

Bookman Old Style or Times Roman may be used as a substitute for Sentinel, for the Web, PowerPoint presentations and other documents.

Sentinel Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sentinel Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SUBSTITUTE FOR SECONDARY TYPEFACE
OUR COLORS

PRIMARY PALETTE
Marshall University kelly green is who we are and we wear it with pride. Our branding should wear it with pride too. Marshall University is instantly recognizable by many of its audiences through kelly green.

Kelly Green (PMS 354) should always stand front and center in our branding of visual communications. We use black, gray and white to accent it and support it. These colors are to be used for all marketing materials of the University. Consistent use of our official colors helps us continue to build recognition with our audiences.

SECONDARY PALETTE
The colors in our secondary palette were chosen to complement our primary palette of green, black, and white. When using one of the colors, remember that kelly green should always be the dominant color in every piece.

All the colors should not be used within one piece. It’s best to find a strong combination of three or four colors and use that color scheme consistently and creatively throughout a piece or series of pieces.

For additional information and samples of color combinations, contact the University Communications design team.
JOAN C. EDWARDS SCHOOL OF MEDICINE AND AFFILIATES

The following affiliated organizations have been granted special permission to use the Marshall University Bar M logo as part of their identities.

MARSHALL HEALTH
Separate guidelines for Marshall Health and its brands are available. For details and guidance on Marshall Health items, e-mail info@marshallhealth.org.

COLLEGES AND SCHOOLS
The Marshall University Joan C. Edwards School of Medicine maintains two visually distinct official logos as part of its identity.

This logo is the primary logo of the School of Medicine.

For details and guidance about logo usage for the School of Medicine, please contact the Office of Public Affairs at 304-691-1713 or edwardl@marshall.edu

Additional information is available at https://jcesom.marshall.edu/students/graphic-design-services/
EMAIL SIGNATURES

Every communication from Marshall University is part of our branding, including e-mail correspondence. An e-mail signature acts as an authorized correspondence from Marshall University. Therefore it is important to follow the e-mail signature guidelines for all external e-mails. Follow the signature configuration shown here.

Do not customize or personalize an e-mail signature. Do not include images in your signature, or use decorative color backgrounds or other typeface colors other than shown here.

The recommended font is Calibri. If it is not available on your operating system, use Arial.

EMAIL TEMPLATE SPECIFICATIONS
YOUR NAME (all caps, bold font size 12 pt, color gray)
Your title (font size 11 pt, color gray)
Your department (font size 11 pt, color gray)

Your building (font size 11 pt, color gray)
Your building street (font size 11 pt, gray)
000-000-0000 / fax 000-000-0000 (font size 11 pt, gray)
email@marshall.edu / marshall.edu (font size 11 pt, color gray)

JOHN DOE
Director
University Communications

Old Main 000
One John Marshall Drive
Huntington, WV 25755
000-000-0000 / fax 000-000-0000
abcdefg@marshall.edu / marshall.edu
SOCIAL MEDIA

University affiliated social media accounts are an extension of our brand and reflect directly on the university’s reputation. Please keep this in mind before you post, comment or share on an associated university account.

All Marshall University affiliated social media accounts must be registered through University Communications. This includes usernames, passwords and account administrators. Learn more at www.marshall.edu/connected or contact socialmedia@marshall.edu.

Before creating a new account, please check with your college or department to ensure other accounts do not already exist that could be used to better serve your audience. If another account does not exist, contact University Communications at socialmedia@marshall.edu for assistance in creating an account that is compliant with our brand guidelines.

USERNAMES AND DESCRIPTIONS

• Usernames should clearly identify the department, organization or college you are representing.
• If possible account name or profile page should include Marshall University or MarshallU.
• Avoid using “MU” as it could be confused as being affiliated with many other universities.
• Try to be consistent with your usernames across all social media platforms. Doing so will make your accounts easier to find by your followers and easier for you to promote.

Example: official university accounts

<table>
<thead>
<tr>
<th>URL</th>
<th>Username</th>
</tr>
</thead>
<tbody>
<tr>
<td>facebook.com/marshallu</td>
<td>Marshall University</td>
</tr>
<tr>
<td>twitter.com/marshallu</td>
<td>@MarshallU</td>
</tr>
<tr>
<td>instagram.com/marshallu</td>
<td>@MarshallU</td>
</tr>
<tr>
<td>pinterest.com/marshallu</td>
<td>MarshallU</td>
</tr>
</tbody>
</table>

Account descriptions should include your affiliation with Marshall University and a link to your website or the college/department you are associated with, i.e. student organizations should link to marshall.edu/student-activities.

PROFILE PICTURES

Profile pictures should be sized properly for each social media platform to avoid unintended cropping of logos and images. Profile picture size guide: (2015)

• Facebook 180 x 180 pixels
• Twitter 400 x 400 pixels
• Instagram 161 x 161 pixels
• Pinterest 600 x 600 pixels

Use of the official block M logo as a profile image is reserved for the official Marshall University accounts managed (by University Communications).
In order to prevent followers from being confused by multiple accounts using the same profile image, a template is available to use the Block M logo with an additional university image. The template will give your online presence a unique look while maintaining a consistent university brand across social media with the block M logo. This template can be used by any department or organization related to Marshall University.

- A tiny block M graphic is placed atop a university image. This allows the use of a photo or graphic that characterizes the personality and purpose of the group or organization.
- Only the official Block M logo can be used in this way. Do not use departmental or organizational logos in this template.
- The department should be clearly identified in the profile name.
- The account name or profile page should include Marshall University or MarshallU when using this template.

Another option is to simply use an identifiable university image without a logo.
- The department should be clearly identified in the profile name so that followers can determine which department is posting from the newsfeed.

The most easily identifiable option is to use your official department or organization logo. This will help your page to be easily identified in the newsfeed and represent the Marshall University brand. Department and organization logos may only be used by the department or organization they represent.

Remember: profile cover photos will still allow flexibility for departments to stand out from one another.
GRAPHICS
The most popular content on all social media platforms is visual. From infographics to photos and videos, create content that can be shared by followers.

University images can be found at http://muphotos.marshall.edu/
Cover photos can be found at www.marshall.edu/brand/social-media-photos/
• Including a logo will help viewers know the content originated from the university after it has been shared.
• While most social users enjoy visual content most, they still need to understand what the content is about. Find ways to tell quick, simple stories to accompany the visual content.
• Include a hashtag, web address or a way for followers to learn more

Shared image sizes (2015):
• Facebook 1200 x 1200 pixels
• Twitter 1024 x 512 pixels
• Instagram 640 x 640 pixels
• Pinterest 222 x 150 pixels

Cover photo sizes (2015):
• Facebook 851 x 315 pixels
• Twitter 1500 x 500 pixels

UNIVERSITY HASHTAGS
Visit marshall.edu/brand/socialmedia to view a current list of university-sponsored hashtags. Contact socialmedia@marshall.edu to make changes to this list.
CAMPUS COMMUNICATIONS

HERD HAPPENINGS: A GUIDE TO WHAT’S GOING ON AT MARSHALL UNIVERSITY
Herd Happenings is the newsletter designed to give students information on events taking place in the Marshall University community.
• **Herd Happenings** will be e-mailed on Fridays during the semester, and less frequently during the summer and when classes are not in session.
• Mass e-mails will not be sent as a substitute for an item in **Herd Happenings**.
• Items must be submitted by Marshall University departments or recognized student organizations.
• Please submit your item to mymuanouncements@marshall.edu by noon the Wednesday before the Friday the item is to appear.
• Preferred image size is 1280 pixels wide by 720 pixels high (same as digital signage). For all sizes, keep in mind that the item will appear approximately 600 pixels wide in the newsletter and type should be readable at that size.
• Contact printing@marshall.edu for design assistance.

To view the current issue or submit an item for Herd Happenings, please visit www.marshall.edu/herdhappenings.

WE ARE MARSHALL: THE NEWSLETTER FOR MARSHALL UNIVERSITY
The Office of University Communications publishes the online newsletter, “We Are…Marshall” for the university community.
• The **We Are Marshall** newsletter is e-mailed to faculty and staff on Wednesdays during the semester, and bi-weekly during the summer and when classes are not in session.
• Items for consideration must be submitted to PDickson@marshall.edu by 5 p.m. the Monday before the Wednesday the item will appear.

To view current and past issues of the We Are Marshall newsletter visit www.marshall.edu/wamnewsletter.

DIGITAL SIGNAGE

Our digital signage network is used as both informative and interactive applications. The digital signage keeps the university community informed about current events, welcomes visitors, provides directions, shows meeting schedules and academic calendars.

Digital Media Services and University Communications have established a process in which groups can advertise their events on the digital signs around campus.

**Process:**
• Slide size is 1280 pixels wide by 720 pixels high. Keep in mind that type should be readable at that size.
• All submissions must prominently display the name and contact information of the sponsoring university department or registered student organization.
• Postings must contain correct event date, time, and location.
• Contact: printing@marshall.edu for design assistance.
• E-mail submissions to: musign@marshall.edu.
• Learn more at: www.marshall.edu/it/digital-signage/

**Recommended Marks**
Primary logo or the unit identifier mark. **DO NOT COMBINE more than one unit logo** on signage. When more than one school, college or other campus unit is represented in a single marketing communication piece, list the school, college or other campus unit names in text in the appropriate space.
WEB PRACTICES

PRIMARY PALETTE
The overall look will be driven by 2-3 gray tones and white space, for modules, modal and forms, and accent colors with definitions for navigation, buttons, icons, and other detail elements which will be named the “primary palette”.

SECONDARY PALETTE
The “secondary palette” is composed of the original digital palette and is only used when the primary palette needs additional contrast or emphasis. Areas that the secondary palette could be used include: block quotes, line breaks, sub-headings, and similar content areas. If these colors are to be used, they must do so in a way that does not over power the primary palette and specifically kelly-green. In addition, the secondary palette should not appear beside of kelly-green in any manner as it will create distortion in the overall experience.

MODIFICATION
The hue for black (Hex: #000000) is completely removed even for text. Using bolding and darker gray in this color’s place will create a tonal harmonious experience and make for improved readability.

ADDITIONAL NOTES
This color palette uses a range of hues that are subtle, balanced, and light overall. Additionally, these colors are focused on creating content sections that are easier to digest and more visually appealing.

TYPOGRAPHY
Clean and effective typography is crucial for the success of the displayed content to enhance the user experience. The interplay and hierarchy between treatments and where/when they are to appear creates an enhanced browsing experience that helps the flow of content.

PRIMARY FONT STACK
Helvetica Neue – Helvetica – Open Sans – Arial – san-serif

REM
Moving forward, all references to font size will be measured in “rem” instead of the previous “px.” The rem unit, which stands for “root em,” was introduced in CSS3 and helps the browser render the font correctly across all devices.

LINE HEIGHT
Line height will be set at 1.4 for all heading tags and 1.6 for all body text. This spacing will allow for maximum readability across all devices.

FOR MORE INFORMATION
Visit marshall.edu/webguide.
SAMPLE WEB TYPOGRAPHY

HEADLINE
Sub Heading Title


Lorem Ipsum


Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis id condimentum turpis. Curabitur sit amet porttitor.

Lorem Ipsum

• Lorem Ipsum
• Lorem Ipsum
• Lorem Ipsum
PHOTOGRAPHY AND VIDEO GUIDELINES

Photography and video graph tell our stories visually, and contribute to the Marshall brand image by demonstrating who we are and what we do. Please take note of the following guidelines for correct application of the university identity to assist you with the correct application of the university identity used in association with photographs and videos.

University Communications can help you with either creating new photographs and videos to complement your projects, website and marketing materials or you can access the photo database to create official marketing materials. These photos are copyright protected and should not be used for personal use.

COMPOSITION
• When photos are prominent in the design, use candid, action or environmental shots.
• Avoid staged/standing still photos. If used, be sure they serve a strong purpose and the subject is identified with a caption.
• Use photos that show a depth of field, e.g., blurred background or surroundings with an in-focus subject.

SOURCES
• All photos/images/graphics should be the property of the university or used with appropriate permissions from the owner(s).
• Photos taken by and property of Marshall University should always take preference, unless a situation warrants otherwise.
• Avoid the use of stock photos and clip art. If you use stock images, ensure that you have legal permission to do as many images are copyrighted and may charge royalty fees for use.
• If you need a photo, contact University Communications.
MERCHANDISE

Every year the Marshall University logo and Marshall University name are placed on a wide variety of merchandise—apparel, gift items, and sporting goods—found around the world. Adherence to the university’s identity program is extremely important to the Marshall brand.

Marshall University requires that businesses producing its merchandise be licensed. The licensing process (administered by the Collegiate Licensing Company in Atlanta, Georgia) ensures that the Marshall University name and logo are used appropriately, and that merchandise is manufactured under a code of conduct designed to reinforce fair-labor practices and prohibit sweatshop conditions.

For specific information regarding the trademark licensing program, including obtaining a license, visit www.marshall.edu/brand or contact Mallory Jarrell at 304-696-3490 or haye1@marshall.edu
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Contact Information

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- College of Health Professions
- College of Business
- College of Science/Forensic Science
- Academic Affairs
- Operations
- Public Safety
- Human Resources

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- College of Arts and Media
- College of Education and Professional Development
- College of Liberal Arts
- University College
- Student Affairs

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- Trademarks
- Licensing
- Athletics

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- Presidential Ambassadors
- Social Media

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- Honors College
- Alumni Association
- Marshall University Foundation
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- Marco – Mascot for Event Appearances
- Experts Directory
- Classified Staff Council

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- Marshall Magazine
- Academic Catalogs
- Graduate College/Graduate Education
- Marshall2020
- Finance/Budget/Bursar
- Faculty Senate

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