

Graphic Identity Guide



Chancellor's Administrative Memorandum

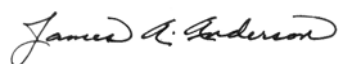
Dear Fayetteville State University Family,

Appliance giant General Electric summed it up best with one of the most memorable slogans in advertising and branding – “Image is Everything.” I am a firm believer in that statement.

At Fayetteville State University (FSU), we are working diligently to enhance the institution's image in a variety of ways by creating an atmosphere and environment that empowers its students and employees. One method of achieving this end is to make certain FSU has a brand that is far-reaching and will enable the institution to carve out its niche in the field of higher education. This brand embodies our mission, our history, and our vision.

After several months of time-intensive interviews with faculty, staff, students, alumni, trustees, and members of the Fayetteville community, FSU was able to create new branding concepts that will assist us in recruitment, development, community relations, and most importantly, marketing our great institution to world-wide audiences. This Graphic Identity Guide will serve as a tool to assist you in using the institution's most recognizable branding elements to include the new logo, tagline, and official university colors. More importantly, it will enable you to make certain that Fayetteville State University is consistent in letting these world-wide audiences know who we are and what we are about. The message that we want to resoundingly resonate is that we are a first-rate institution of higher education, borne of a great legacy, and one that prepares global scholars and leaders.

In the Bronco Spirit,



James A. Anderson
Chancellor



Chancellor James A. Anderson

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Intro / Purpose for the Guide

A key to enhancing the visibility and reputation of Fayetteville State University is a consistent and reliable approach to our marketing communications. Consistency in the look and content of our communications materials provides a recognizable and memorable presence for the university in the minds of the audiences and organizations with whom we seek to communicate.

Each department, office and program on campus will have varied needs and goals when producing marketing materials for print, web, advertising, and promotions. But we also must be careful to consider, and not contradict, the overall brand messages and mission of the university. This guide outlines how to use (and not use) the foundational elements of the FSU brand, style, and visual identity to achieve your goals and, at the same time, clearly communicate that each unit of the university is part of a strong, cohesive, and first-class institution of higher learning.

The new FSU brand guide establishes a basic foundation for developing marketing and communications materials, but the university acknowledges that these standards cannot address every situation that may arise. Therefore, we encourage you to contact the Office of Marketing and Special Events, whose staff can answer specific questions and assist you with the development of your department's materials.

How to Use the New FSU Branding Guide

The university's new brand guidelines, which have been approved by the Chancellor, must be adhered to in order to ensure consistency in the appearance of all communications (including print, electronic media, signs, apparel, etc.) that are produced with university funds and that represent Fayetteville State University to the general public.

The most common form of graphic identity is use of a consistent logo, type style and color(s). These three elements play a key role in defining an institutional identity. The application of these elements are most commonly presented on stationery, business cards, brochures, newsletters and other materials. But for a graphic identity to function effectively and consistently, it should be applied to any item used to represent FSU, be it signage, electronic media, or apparel.

Beyond the primary goal of establishing a recognized image, a graphic identity is beneficial in streamlining the design process and reducing production costs of communication materials by:

- Creating a standard format for communications that do not require or do not have the budget for professional design services.
- Eliminating the need and costs associated with “starting from scratch” each time a new publication is produced.
- Ensuring that printers of FSU publications have quality material that will reproduce well.

All of the brand elements that are included herein are truly a guide for producing all university materials. While FSU encourages departments and offices to be creative in producing marketing communications and other university documents, the success of the identity program depends on faithful adherence to the guidelines included here. The new FSU word mark, lamp logo and design formats provided have been approved by the Chancellor and are not to be altered in any fashion without formal permission from the Office of Marketing and Special Events.

For Further Assistance

If you have any questions on the new branding guide elements or need assistance on how these guidelines should be applied to your communication materials, please contact:

Office of Marketing and Special Events
910.672.1838

University Overview



Fayetteville State University (FSU), a constituent institution of the University of North Carolina, is a public comprehensive regional university, offering degrees at the baccalaureate, master’s, and doctoral levels. Committed to excellence in teaching, research, and service to the community, the university seeks to prepare its students and graduates to lead meaningful and productive lives.

Mission Statement

Fayetteville State is a public comprehensive regional university that promotes the educational, social, cultural, and economic transformation of southeastern North Carolina and beyond.

The primary mission of FSU is to provide students with the highest quality learning experience that will produce global citizens and leaders as change agents for shaping the future of the State.

Awarding degrees at the baccalaureate and master’s levels; and the doctorate in educational leadership, FSU offers programs in teacher education, the arts and sciences, health professions, business and economics, and unique and emerging fields. FSU is an institution of opportunity and diversity. Committed to excellence in teaching, research, scholarship, and service, the university extends its services and programs to the community, including the military, and other educational institutions throughout North Carolina, the nation, and the world.

Core Values

- Student Success and the Pursuit of Excellence
- Shared Governance
- Global Responsibility
- Collaboration

Strategic Priorities

1. Retention and Graduation Rates
2. Economic Transformation
3. Intellectual and Cultural Center
4. Leaders and Global Citizens
5. Collaborations and Partnerships
6. Fiscal Resourcefulness and Sustainability

FSU Branding Creative Concepts

The FSU branding concepts, including look and feel, have been created and approved by the university. All new creative endeavors developed to deliver on the tactics proposed must be produced within the framework of the FSU Branding and Creative Concepts.

Background

In the fall of 2010, Fayetteville State University embarked on the development of a new branding identity and messaging platform. This process included several internal focus groups and one-on-one interviews to help better understand FSU's current market position.

This research revealed that the university lacked a clear brand and had multiple perceptions regarding the quality of its academics, the safety of its campus, and the overall experience offered to its students, staff, and community. It was evident that the current FSU brand was not identifying the right-fit prospective student, positioning the university as a top-choice, or engaging the community at large.

The Key Finding

The new FSU brand must ...

1. Make connections and change perceptions
2. Define the FSU experience
3. Build internal and external relations
4. Appeal to the "right fit" traditional and non-traditional student audiences
5. Promote and leverage the accomplishments of faculty, students, and alumni
6. Build on FSU's legacy while promoting growth and diversity

FSU Positioning Statement

Fayetteville State University is a public university rooted in history and driven forward by a commitment to positive, global change. A place for exploration and transformation, FSU is dedicated to providing its diverse student body with a comprehensive and collaborative academic experience that encourages both ideas and action; it is a community rich with pride and academic achievement and serves as a beacon for those looking to make a difference. A pillar of the University of North Carolina system, FSU promotes the educational, social, cultural, and economic betterment of the Fayetteville community as well as the southeastern and greater North Carolina region.

University Tagline

“Proud to be”

How do you define pride: Achievement? Perseverance? Honor? At Fayetteville State University, pride is all of these things and more. Pride is the truth that guides us as a community and drives us as individuals. It is our legacy and our compass as we strive to be extraordinary. This is a university of action and accomplishment. And we are “Proud to be”. So, what does “Proud to be” mean?

To prospective students

This is a university that rightly exudes confidence because it is a place of academic accomplishment and positive change. A welcoming and engaging environment, FSU is about personal pride as much as it is about community success. This is where futures begin. This is where a student becomes part of a legacy. This is FSU.

To current students

This is a badge of pride, as well as hope, determination and self-assurance. FSU is a source of opportunity and community – it is a place where able minds grow and become change agents for a better world. FSU offers a legacy of change, perseverance, and vision – it is an institution that looks to history to guide its future. And students are proud to call it their university of choice.

To faculty/staff

This is a university where “making a difference” is made possible and where hope is a reality, not a nicety. FSU is a place where respected minds challenge “what is” to make way for “what is possible”. And it is an unending source of inspiration and support – a community working towards a common good – to further the minds who will make this world a better place.

To alumni

This is a connection to the past and the future; nurturing one’s academic roots to encourage opportunity to grow and flourish. It is a reminder that FSU is family – an unbreakable connection. Because pride in oneself is FSU’s ultimate gift and no one can take that away.

To the community

As a region rooted in history, there is a deep connection between the community and the university – an acknowledgement that one is stronger because of the other. There is much to celebrate and respect in Fayetteville – it is a community with cause to be proud. This tagline is FSU’s invitation to acknowledge those accomplishments together.

Key Marketing Plan Imperatives

- Creating focused, consistent internal and external messaging regarding university vision, mission and strategic direction
- Integrating university marketing and communications plans to leverage all media relations, public relations, communications, and other marketing initiatives
- Incorporating the strategic direction of FSU and its alumni and community programming
- Clearly articulating the university brand position – internal and external; effectively and frequently
- Building awareness/reputation of the institution’s academic excellence
- Promoting all programs: undergraduate, graduate studies, extended education programs, online and distance education, Summer School, and military campuses
- Creating and implementing a long-term public communications plan to build market awareness and elevate the university’s reputation

Institutional Identity



The ‘Lamp’ Logo

As the primary identity mark for FSU, the institutional “lamp” logo has symbolized the history of the university through a graphic portrayal of the lantern within the institution’s original entrance. While retaining traditional elements, the new redesigned “lamp” logo represents a more vibrant and expanded lantern, signifying day and night, giving elements of diversity and an ever-expanding presence, serving as a beacon of guidance and inspiration.

As the identifying institutional mark of the university, the logo is to be used on all publications or printed materials that are designed for mass distribution or public viewing. This includes letterhead, business cards, envelopes, brochures, catalogs, direct mail materials, banners, and television signatures (art cards). The institutional logo should be readily visible on either the front or back covers of catalogs and brochures, depending upon the graphic design. It is also the logo to be used when FSU is a participant or sponsor of an event, either internally or externally from the university.

University policy is that the institutional logo will be used for all representations and materials connected with Fayetteville State University. The exceptions are that the seal will be used when producing formal documents such as diplomas, resolutions, and Board-of-Trustee reports, and the athletic logos (Broncos and Lady Broncos) will be used in the promotion of athletic events.

There is only one university logo. University policy does not recognize the use of any other logo or image except those marks approved through this guide. As a result, schools, departments, programs, or other university entities are prohibited from using individually designed or created logos or marks for identity or brand purposes. The approved university lamp logo is to be used in all cases where identity, brand, or alliance are called for. Where individual school, department, program, or other specific identification is required, the university logo should be used along with the title of the department or entity spelled out. The title or name should be located according to the guidelines specified on Page 16, “Use of the Lamp Logo.”



Our Colors and What They Mean

Blue is the primary logo color for Fayetteville State University. It is as important to the identification program as the logos. To ensure consistency, Fayetteville State University has chosen PMS 293 Blue as its official color referred to as FSU BLUE.

Primary Color Usage

The logo can be used in FSU Blue and Slate Gray, just FSU Blue, or white, but no other color is acceptable. The CMYK and web builds for FSU BLUE and SLATE GRAY are listed below.



FSU Blue

PANTONE 293
CMYK: C:100 M:57 Y:0 K:2
WEB: 0067B1



Slate Gray

PANTONE 429
CMYK: C:3 M:0 Y:0 K:32
WEB: B0B7BC

Secondary Color Usage

Along with the FSU BLUE and SLATE GRAY, below is a group of secondary colors approved for use as accent colors in university materials. The secondary colors DO NOT apply to the university logo, university seal or athletic logo applications. The dark gray (425) is only to be used as color for body copy and subheads.



Orange

PANTONE 021
CMYK: C:0 M:53 Y:100 K:0
WEB: F78E1E



Green

PANTONE 355
CMYK: C:94 M:0 Y:100 K:0
WEB: 00A94F



Yellow

PANTONE 123
CMYK: C:0 M:24 Y:94 K:0
WEB: FFC425



Violet

PANTONE 241
CMYK: C:27 M:100 Y:0 K:2
WEB: B51A8A



Dark Gray

PANTONE 425
CMYK: C:0 M:0 Y:0 K:77
WEB: 5F6062



Metallic Silver

PANTONE 8400 C
Black: 12.0 / PMS 877: 88.0

Fonts, or typefaces, can play a critical role in expressing a concept. They can be ‘loud’ or ‘quiet’ depending upon the weight, stroke, size, and form of the font design. Fonts are chosen for a specific brand message, and in an effort to unify our branded voice, we recommend the following font usage.

Primary University Font Usage

Sans Serif Font Usage

Sans serif fonts are a category of typefaces that do not use serifs, small lines at the ends of characters. For Sans serif applications, we recommend the use of Arial.

Arial

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Secondary University Font Usage

Serif Font Usage

Serif fonts are marked by little ‘feet’ that extend from the stem of the letter. All fonts were Roman (serif) until the 20th Century. Old Style fonts, in particular, are generally characterized by low contrast between thick and thin strokes, bracketed serifs, and a left-leaning axis or stress.

Times New Roman

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Times New Roman Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Times New Roman Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Times New Roman Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Font Color Usage

The following three colors are the approved font colors for headlines, subheads and body copy. The dark gray (425) is only to be used as color for body copy and subheads.



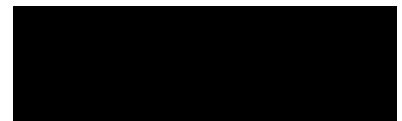
FSU Blue

PANTONE 293
CMYK: C:100 M:57 Y:0 K:2
WEB: 0067B1



Dark Gray

PANTONE 425
CMYK: C:0 M:0 Y:0 K:77
WEB: 5F6062



Black

Identity Marks

Fayetteville State University Logo



PANTONE 429 (Gray) & PANTONE 293 (Blue)



PANTONE 293



Black



Reversed in white

FSU Word Logo



PANTONE 293



Black



Reversed in white

FSU Alternate Logo



PANTONE 429 (Gray) & PANTONE 293 (Blue)



PANTONE 293



Black



Reversed in white

FSU Mark Only



PANTONE 293



Black



Reversed in white

Use of the “Lamp” Logo

The Fayetteville State University logo should always be presented with comfortable white space around all sides. The minimum amount of clear space around the logo is the equivalent to the ‘F’ type height. This space allows the logo to be presented clearly, without the clutter of other text or graphic elements interfering with the branding message. Width of logo should never be smaller than 1.5”.

If you have an application that requires use of the Fayetteville State University logo at a smaller size, please contact the Office of Marketing and Special Events. Please note that in most cases where size is an issue, a type solution would be more appropriate than using the full Fayetteville State University logo.

There is only one university logo. University policy does not recognize the use of any other logo or image except those marks approved through this guide. As a result, schools, departments, programs, or other university entities are prohibited from using individually designed or created logos or marks for identity or brand purposes. The approved university lamp logo is to be used in all cases where identity, brand, or alliance are called for. Where individual school, department, program, or other specific identification is required, the university logo should be used along with the title of the department or entity spelled out.



Keep a minimum “clear zone” equal to the ‘F’ type height free from any text or graphics.

Improper Logo Usage

The Fayetteville State University logo must appear on any printed or digital material produced by, or for the university. These guidelines must be closely followed for any use of the logo:

- Do not stretch, condense, or in any way alter the proportions of the logo.
- Do not add, delete, or change any of the graphics or text contained within the logo.
- Do not add a box, color, border, or rule either around or behind the logo. The exception is when overprinting or reversing the logo from an area of color that is considered an integral part of the publication's design.
- Do not screen or repeat the logo in a pattern or background.
- The logo may not be used as a graphic or illustration.



The Color version of the logo cannot be used on any background with an overall black plate depth of 20%. In the event the color depth is darker, the reversed logo must be used.



The colors and typeface cannot be altered. Keylines and borders cannot be added.



The logo cannot be placed on an angle. Logo cannot be skewed or disproportionally scaled in any way.

The University Seal

The university seal reflects the history and ideals of Fayetteville State University. It is a formal icon that represents the prestige and sense of accomplishment that is an important component of higher education.

However, because most university and college seals have a tendency to look similar they do little to establish a graphic identity. As such, the FSU seal should only be used on formal materials or documents, such as diplomas, resolutions, and Board-of-Trustee reports.

It is the goal of FSU’s graphic identity program for the “lamp” logo to be the identifying institutional mark of the university. Therefore, the seal should not be used in any publication or printed material that is designed for mass distribution. This includes letterhead, business cards, envelopes, brochures, catalogs, and direct mail materials. The exception is that the seal may be used in part or whole as an illustration to enhance a graphic design, but should not be mistaken as the signature logo. In the case of catalogs or brochures, the seal may be used in the forward or other interior location, but should not be visible on either front or back covers.



Keep a minimum “clear zone” equal to one half the radius of the seal free from any text or graphics

The university seal visually depicts the history and heritage of FSU.

Seal Color Usage

The seal may be printed in the following colors:

- Solid Black
- Solid PMS or process match 293 (blue)
- Solid PMS metallic 8400 C (silver)
- Solid White (reverse)



Black



PANTONE 293



PMS 8400 C
Metallic Silver



White (reverse)

Improper Seal Usage

These guidelines must be closely followed for any use of the Fayetteville State University seal:

- Do not stretch, condense, or in any way alter the proportions of the seal.
- Do not add, delete, or change any of the graphics or text contained within the seal.
- Do not add a box, color, border, or rule either around or behind the seal. The exception is when overprinting or reversing the seal from an area of color that is considered an integral part of the publication's design.
- Do not reproduce the seal in any size below 1". The fine lines used in the graphics will not reproduce to acceptable standards.



The color version of the seal cannot be used on any background with an overall black plate depth of 20%. In the event the color depth is darker, the reversed seal must be used.



The colors cannot be altered or mixed. Keylines and borders cannot be added.



The seal cannot be placed on an angle. Seal cannot be skewed or disproportionately scaled in any way.

Athletic Identity



Athletic Identity

The athletic (Broncos and Lady Broncos) logos are to be used in the promotion of all Fayetteville State University athletic departments and events. The athletic logos should be used for athletic brochures, flyers, programs, banners, and team event sponsorships. It may be used in conjunction with the institutional logo, but should be used in such a way that the athletic logo has visual dominance.



The athletic "Broncos" logo is used to represent male athletic teams.



The athletic "Lady Broncos" logo is used to represent female athletic teams.



Keep a minimum "clear zone" of 3/8" (.375) from the logo free from any text or graphics.

Athletic Logos Color Usage

The logo may be printed in the following colors:

- Solid Black
- Solid PMS or process match 293 (blue)
- 2-color: Black + PMS or process match 293 (blue)
- Solid White (reverse)



Black



PANTONE 293

Athletic Mark Only



PANTONE 293



Black



White (reverse)



2-color option

Improper Athletic Logo Usage

- Do not stretch, condense, or in any way alter the proportions of the logo.
- Do not add, delete, or change any of the graphics or text contained within the logo. The exception is that the bronco head icon and the surrounding circular swoosh may be used independently of the text for team uniform applications and as an illustrative icon in conjunction with either the broncos logo in its entirety or the institutional logo; i.e., football helmets and collage applications depicting campus life.
- Do not add a box, color, border, or rule either around or behind the logo. The exception is when overprinting or reversing the logo from an area of color that is considered an integral part of the publication's design.
- While this logo will reproduce to sizes smaller than 1", caution should be taken to ensure legibility of the text.



The color version of the logo cannot be used on any background with an overall black plate depth of 20%. In the event the color depth is darker, the reversed logo must be used.



The colors cannot be altered or mixed. Keylines and borders cannot be added.



The logo cannot be placed on an angle. Logo cannot be skewed or disproportionally scaled in any way. A symbol of a four-legged horse is not an approved FSU Athletic mark and should not be used for identity purposes.

Design Templates



University Institutional Letterhead Guidelines

The following reference is an illustrative example of the university letterhead design. The master art resides within the university Print Shop and Department of Marketing. When placing an order for any FSU business collateral, follow normal FSU guidelines for Print Shop orders.

Letterhead (8.5" x 11")

Logo placement: 1" from the left side, top of logo 1/2" from top of page, baseline 1-1/2" from top of page.

Dept./Office name: The bottom line of the text aligns with the bottom of the words "State University" in the logo. Baseline: 1-1/2" from top of page.

Font: Times New Roman Bold, 9 pt. on 11 pt. leading, right justified, 1" right-side margin.

Color: Pantone 293.

Writing area: 6 1/2" x 7"
Left margin should be set at 1".
Set top margin to 2 1/2".

Suggested font sample:
11 point Times New Roman,
13.5 pt leading.

Horizontal rule: Weight: 0.75 pt.
1" from left edge, 1-3/8" from bottom of page, 1/2" from right side of page, 6.5" wide. **Color:** Pantone 429.

Accent color bar: 3/16" W x 7/8" H, 1/4" from bottom of page, bleeds right side. **Color:** Pantone 429.

Address: baseline: 3/4" from bottom of page.

Font: Times New Roman, 8 pt. on 12 pt. leading, right justified, 1" right side margin. **Color:** Pantone 293.

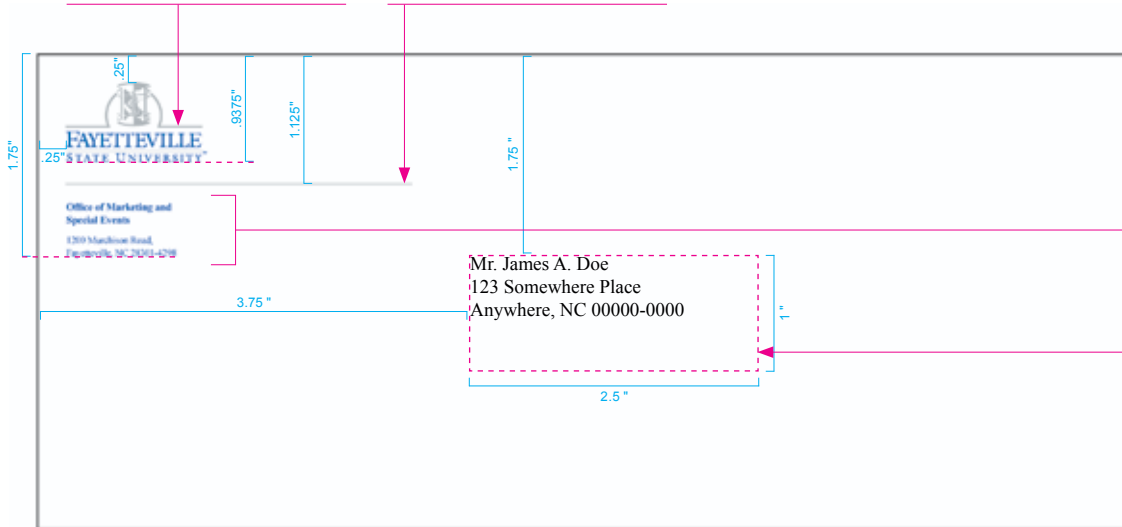
Disclaimer copy: baseline: 1/2" from bottom of page.

Font: Arial Regular, 5.5 pt., right justified, 1" from right side of page. **Color:** Pantone 293.

Envelope (9.5" x 4.125")

Logo placement: 1/4" from the left side, top of logo 1/4" from top of page, baseline 15/16" from top of page.

Horizontal rule: 1/4" from left edge, 1-1/8" from top of page, 3" wide.
Weight: 0.75 pt., **Color:** Pantone 429.



Address: baseline 1-3/4" from top of page, 1/4" left margin.
Font: Times New Roman, **Color:** Pantone 293 .
Department name: 6.5 pt. on 8 pt. leading, left justified.
Address: 6 pt. on 8 pt. leading, left justified.

Writing area: 2 1/2" x 1" Left margin should be set at 3-3/4". Set top margin to 3-3/4".

Suggested font sample: 12 pt Times New Roman, 14 pt leading

Business Card (3.5" x 2")

Name, title, and contact info: 1/4" from the left, 1/4" from top.

Font: Times New Roman Regular

Horizontal rule: 1-1/8" from top of page, 3" W, 1/4" from left edge.
Weight: 0.75 pt., **Color:** Pantone 429



Logo placement: 1/4" from the right side, 3/16" from top, baseline 15/16" from top.

Accent color bar: 1/8" W x 11/16" H, 3/16" from bottom of card, **Color:** Pantone 429, bleeds right side.

Address: baseline: 1-5/8" from top of card.

Office/Dept. font: Times New Roman Bold
Address Font: Times New Roman Regular

Disclaimer copy: baseline: 3/16" from bottom.
Font: Arial Regular.

Color: Pantone 293 6.5 pt. on 8 pt. leading, right justified, 1/4" from right side of card.

Business Collateral Stock Specifications

Letterhead

Accent 60# Digital Offset; Watermark not required

Envelope

No. 10 White Wove Regular 24#

Business Card

Accent 80# Smooth Cover

Example of USPS Approved Business Reply Mail Templates

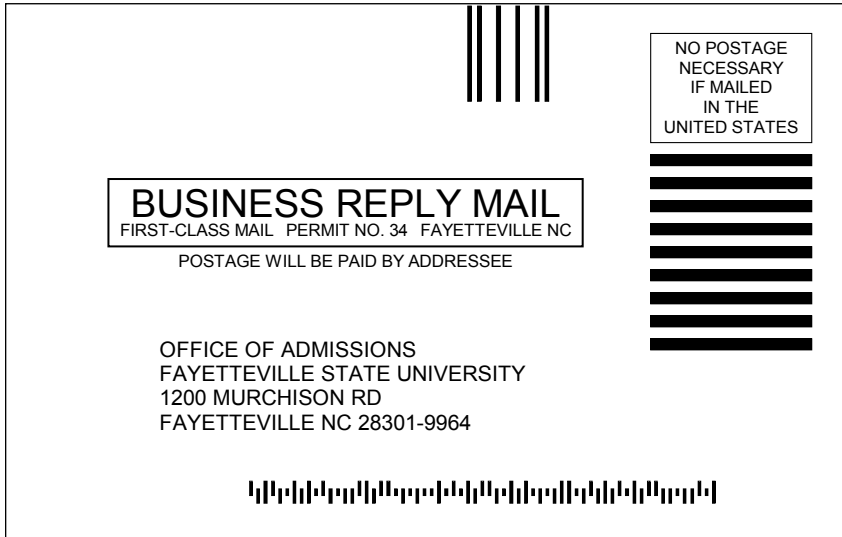
Standard 1 oz. Envelope



Actual size : 8 7/8" x 3 7/8"

Example of USPS Approved Business Reply Mail Templates

Standard Business Reply Card



Final reply layout should be reviewed by USPS clerk or representative to confirm and verify final layout prior to print or use.

Actual size : 5 1/2" x 3 1/2"

University Publication Templates

The following templates are provided to aid you in designing publications and brochures. For the university to maintain a consistent graphic standard it is recommended that you use these guides when not using the services of a design professional. These templates have been designed in a clean, simple layout that is easily reproduced. Your publication will vary from the templates depending upon the amount of text and/or photography required to communicate your message. While adjustments may be necessary, the final layout should maintain the integrity of the original design.

Booklet Template (8.5" x 11")

Accent color bar: 3/16" W x 1-1/2" H, 1/2" from top of page, bleeds left side

Headline: baseline: 1.125" from top
Font: 26 pt. Arial Regular,
Color: C:100 M:57 Y:0 K:2 (blue)

Subhead: baseline: 1.5" from top
Font: 11 pt. Arial Regular,
Color: C:0 M:0 Y:0 K:77 (dark gray)

Top horizontal rule:
Weight: 0.75 pt. **Color:** C:3 M:0 Y:0 K:32 (gray)
 1/2" from left edge, 2" from top, 8" W, bleeds right side

Photo area:
 8-1/2" x 6", bleeds both sides,
 2-1/4" from top of page

Bottom horizontal rule:
Weight: 0.75 pt.
Color: C:100 M:57 Y:0 K:2 (blue)
 1/2" from left edge, 2" from top, 8" W

Logo placement: 1/2" from right side, top of logo 2-1/4" from bottom of page, baseline 1" from bottom of page.

Bottom accent color bar: 3/16" W x 2-1/8" H, 1/2" from bottom of page, bleeds right side.
Color: C:100 M:57 Y:0 K:2 (blue)

* Accent color options:
 ■ C:3 M:0 Y:0 K:32
 ■ C:0 M:53 Y:100 K:0
 ■ C:94 M:0 Y:100 K:0
 ■ C:0 M:24 Y:94 K:0
 ■ C:27 M:100 Y:0 K:2

Booklet Template (8.5" x 11") (sample interior spread)

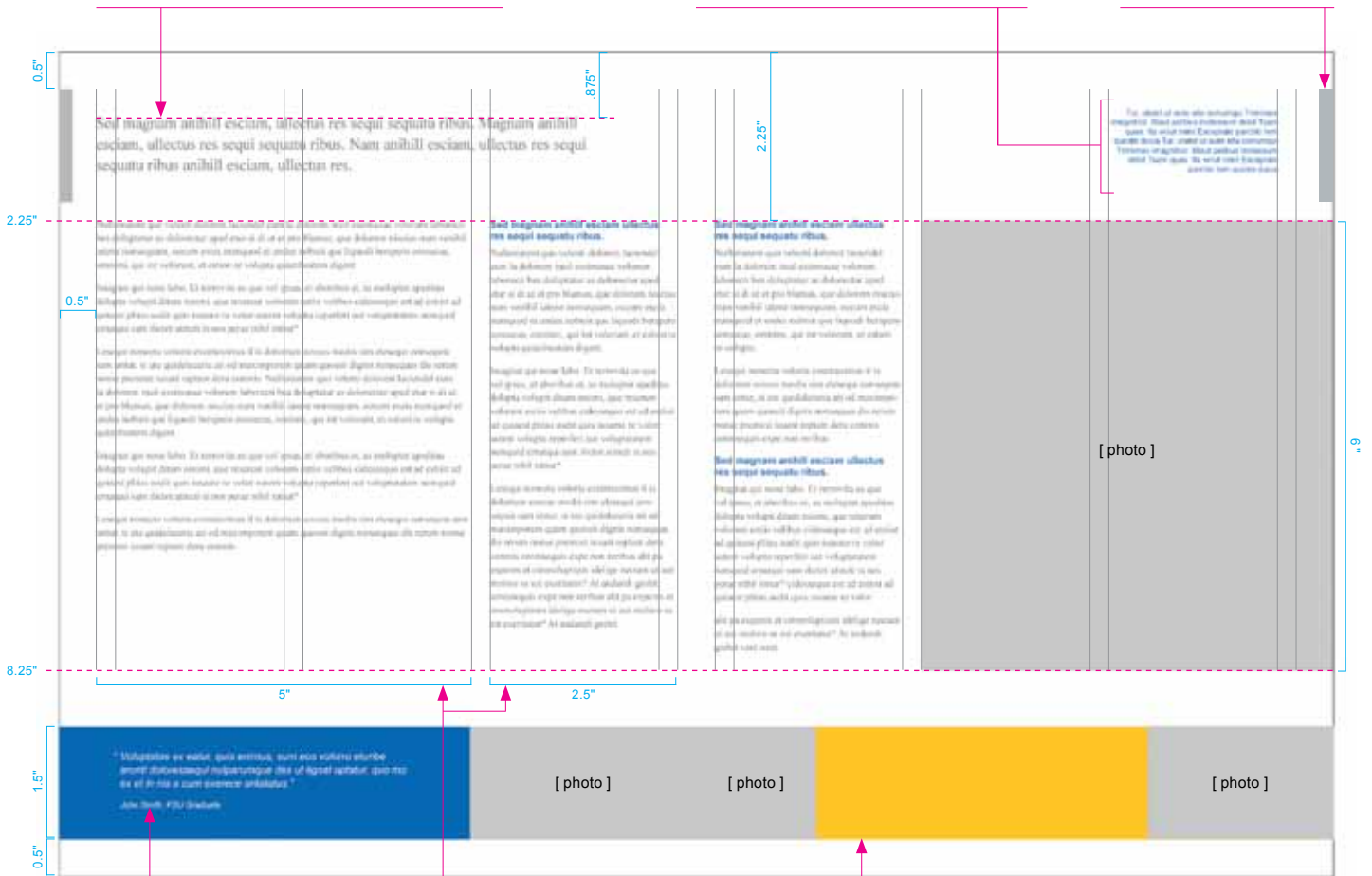
Intro copy: text box: 7/8" from top, 1/2" from left side
Font: 15 pt. Times New Roman Regular, on 20 pt. leading
Color: C:0 M:0 Y:0 K:77 (dark gray)

Body copy: text box placement: 2-1/4" from top.
Font: 9.5 pt. Times New Roman Regular, on 13 pt. leading
Color: C:0 M:0 Y:0 K:77 (dark gray)

Subhead font: 9.5 pt. Arial Bold, on 11 pt. leading
Subhead color: C:100 M:57 Y:0 K:2 (blue)

Sidebar / caption copy: placement: visually centered horizontally with the accent color bar, 3/4" from right side of page
Column width: 2-1/4"
Font: Arial Regular, 7.75 pt., 9 pt. leading, right justified.
Color: C:100 M:57 Y:0 K:2 (blue)

Accent color bar:
 3/16" W x 1-1/2" H,
 1/2" from top of page, bleeds right side.
Color: C:13 M:0 Y:0 K:32 (gray)



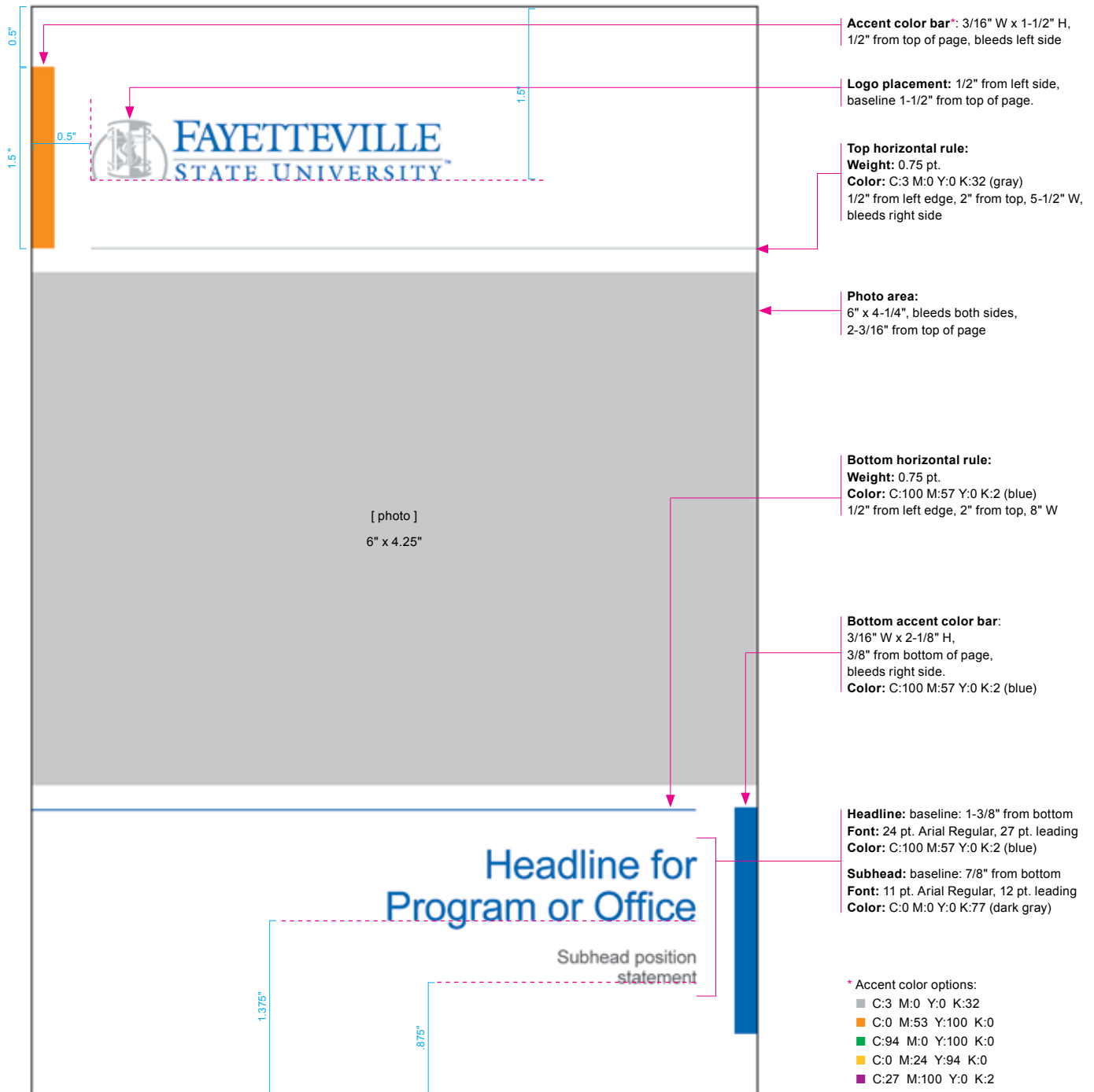
Pull quote / highlighted copy: placement: visually centered within color bar.
Font: Arial Italic, 10 pt., 13 pt. leading, left justified, 3/4" from left side of page.
Attribute font size: 8 pt.
Color: reversed white, knocked out of C:100 M:57 Y:0 K:2 (blue) color bar.

Double column width: 5"
Single column width: 2-1/2"

- * Accent color options:
- C:3 M:0 Y:0 K:32
 - C:0 M:53 Y:100 K:0
 - C:94 M:0 Y:100 K:0
 - C:0 M:24 Y:94 K:0
 - C:27 M:100 Y:0 K:2

University Publication Templates (continued)

Brochure I Template (6" x 9") (cover)



Brochure I Template (6" x 9") (sample interior spread)

Program/Office headline: text box: 7/8" from top, 1/2" from left side
Font: 25 pt. Arial Regular, on 26 pt. leading
Color: C:100 M:57 Y:0 K:2 (blue)

Intro copy: text box: 2-1/4" from top, 1/2" from left side
Font: 15 pt. Times New Roman Regular, on 20 pt. leading
Color: C:0 M:0 Y:0 K:77 (dark gray)

Body copy :
Font: 9 pt. Times New Roman Regular, on 13 pt. leading
Color: C:0 M:0 Y:0 K:77 (dark gray)

Accent color bar*:
 3/16" W x 1-1/2" H,
 1/2" from top of page,
 bleeds left side.

Headline: text box: 1/2" from top, 1/4" from gutter
Font: 16 pt. Arial Regular
Color: C:0 M:0 Y:0 K:77 (dark gray)

Subheads:
Font: 9.5 pt. Arial Bold, on 11 pt. leading
Color: C:100 M:57 Y:0 K:2 (blue)

Body copy :
Font: 9 pt. Times New Roman Regular, on 11 pt. leading
Color: C:0 M:0 Y:0 K:77 (dark gray)

Sidebar headline:
 text box: 1/4" below photo
Font: 10 pt. Arial Bold, on 13 pt. leading
Color: C:0 M:0 Y:0 K:77 (dark gray)

Body copy :
Font: 9 pt. Times New Roman Regular, on 13 pt. leading
Color: C:0 M:0 Y:0 K:77 (dark gray)

Column width: 1-7/8"

Pull quote / highlighted copy: placement: visually centered within color bar.

Font: Arial Italic, 10 pt., 13 pt. leading, left justified, 0.5" from left side of page.
Attribute font size: 8 pt.
Color: reversed white, knocked out of C:100 M:57 Y:0 K:2 (blue) color bar

Column width: 5-1/4"

Copy not to extend beyond 8-1/4" from top of page

* Accent color options:

- C:3 M:0 Y:0 K:32
- C:0 M:53 Y:100 K:0
- C:94 M:0 Y:100 K:0
- C:0 M:24 Y:94 K:0
- C:27 M:100 Y:0 K:2

Highlighted copy: placement: visually centered within color bar.

Font: Arial Regular/Italic, 7.5 pt., 8 pt. leading, right justified, .375" from right side of page.
Color: reversed white, knocked out of C:100 M:57 Y:0 K:2 (blue) color bar

University Publication Templates (continued)

4" x 9" Tri-fold

Color panel intro copy: text box: 2-1/2" from top of page. 1/2" left side margin, left justified.

Font: Arial Regular, 12 pt. on 19 pt. leading
Color: Reversed white

Panel color: C:100 M:57 Y:0 K:2 (blue)

Address/Information: text box: 3/4" from top of page. 1/2" left side margin, left justified.

Title/Header font: Arial Regular, 9.5 pt.
Color: Pantone 293

Body copy: Arial Regular, 8 pt. on 11 pt. leading
Color: Pantone 293

Accent color bar*:
 3/16" W x 1-1/2" H,
 1/2" from top of page,
 bleeds left side.

Top horizontal rule:
Weight: 0.75 pt.
Color: C:3 M:0 Y:0 K:32 (gray)
 1/2" from left edge, 2" from top,
 3-1/2" W, bleeds right side.

Photo area:
 4" x 3-7/8", bleeds right side,
 2-3/16" from top of page



- * Accent color options:
- C:3 M:0 Y:0 K:32
 - C:0 M:53 Y:100 K:0
 - C:94 M:0 Y:100 K:0
 - C:0 M:24 Y:94 K:0
 - C:27 M:100 Y:0 K:2

Bottom horizontal rule:
Weight: 0.75 pt.
Color: C:100 M:57 Y:0 K:2 (blue)
 1/2" from right edge,
 2-3/4" from bottom, 3-1/2" W

Bottom accent color bar:
 3/16" W x 2-1/8" H,
 3/8" from bottom of page,
 bleeds right side.
Color: C:100 M:57 Y:0 K:2 (blue)

Headline: baseline: 1-3/8" from bottom
Font: 24 pt. Arial Regular, 27 pt. leading
Color: C:100 M:57 Y:0 K:2 (blue)
Subhead: baseline: 7/8" from bottom
Font: 11 pt. Arial Regular, 12 pt. leading
Color: C:0 M:0 Y:0 K:77 (dark gray)

Address: text box: 1-3/4" from bottom of page.
Font: Times New Roman, 9 pt. on 10 pt. leading, left justified, 1/2" left side margin.
Color: C:0 M:0 Y:0 K:77 (dark gray).

Disclaimer copy: text box: 1-1/4" from bottom of page.
Font: Arial Regular, 5.5 pt. on 6.5 pt. leading, left justified, 1/2" left side margin.
Color: C:0 M:0 Y:0 K:77 (dark gray).

University Print Advertising Templates

The following templates are provided to aid you in designing publications and brochures. For the university to maintain a consistent graphic standard it is recommended that you use these guides when not using the services of a design professional. These templates have been designed in a clean, simple layout that is easily reproduced. Your publication will vary from the templates depending upon the amount of text and/or photography required to communicate your message. While adjustments may be necessary, the final layout should maintain the integrity of the original design.

Ad I Large (8.5" x 11")

Top horizontal rule:
Weight: 0.75 pt.
Color: C:3 M:0 Y:0 K:32 (gray)
 1/2" from right edge, 1-5/8" from top, 7-1/2" W, bleeds left side.

Accent color bars*:
 3/16" W x 2" H, 1/2" from bottom of photo, left bar bleeds left side, right bar bleeds right side.

Headline: Horizontally center between the left/right accent color bars. Text: align center.
Font: 34 pt. Century Gothic Regular, 40 pt. leading.
Color: White

Bottom horizontal rule:
Weight: 0.75 pt.
Color: C:3 M:0 Y:0 K:32 (gray)
 1/2" from left edge, 1/4" below photo, 7-1/2" W, bleeds right side.

Subhead: text box: 1/4" below horizontal rule, 1" left margin
Font: 15 pt. Arial Regular, 20 pt. leading
Color: C:100 M:57 Y:0 K:2 (blue)

Body copy: 1" left margin
Font: 9 pt. Times New Roman Regular, 13 pt. leading
Color: C:0 M:0 Y:0 K:77 (dark gray)

Website / Address: 1" left margin. Visually centered between body and disclaimer copy.
Website font: 14 pt. Times New Roman Reg.
Color: C:100 M:57 Y:0 K:2 (blue)
Address font: 10 pt. Times New Roman Reg.
Color: C:0 M:0 Y:0 K:77 (dark gray)

Disclaimer: 1" left margin. 1/2" up from bottom.
Font: 5.5 pt. Arial Regular
Color: C:0 M:0 Y:0 K:77 (dark gray)

* Accent color options: ■ C:3 M:0 Y:0 K:32 ■ C:0 M:53 Y:100 K:0 ■ C:94 M:0 Y:100 K:0 ■ C:0 M:24 Y:94 K:0 ■ C:27 M:100 Y:0 K:2

Ad II Medium (7" x 5")



Headline: Horizontally center between the left/right accent color bars. Text: align center.
Font: 17.5 pt. Century Gothic Regular, 21 pt. leading.
Color: White

Accent color bars*:
 5/32" W x 1" H, 3/16" from bottom of photo, left bar bleeds left side, right bar bleeds right side.

Subhead: text box: 3-5/16" from top of ad, 3/8" left margin

Font: 11 pt. Arial Regular, 20 pt. leading
Color: C:100 M:57 Y:0 K:2 (blue)

Body copy: 1/2" left margin

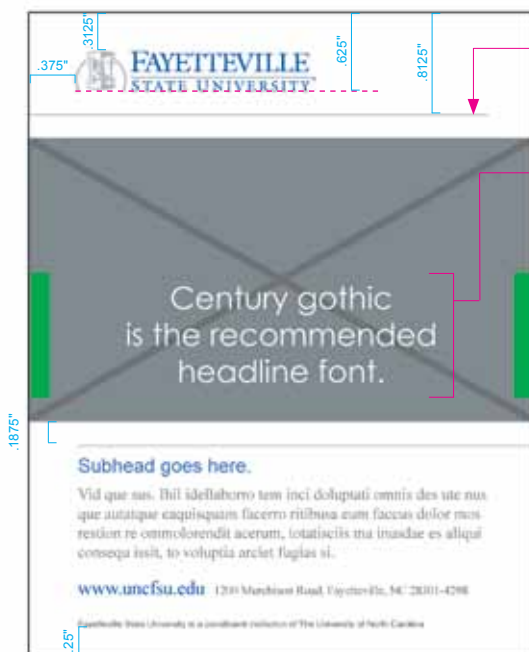
Font: 9 pt. Times New Roman Regular, 11 pt. leading
Color: C:0 M:0 Y:0 K:77 (dark gray)

Website / Address: 1/2" left margin. Visually centered between body and disclaimer copy.
Website font: 11 pt. Times New Roman Reg.
Color: C:100 M:57 Y:0 K:2 (blue)

Address font: 7 pt. Times New Roman Reg.
Color: C:0 M:0 Y:0 K:77 (dark gray)

Disclaimer: 1/2" left margin. 1/4" up from bottom.
Font: 5.5 pt. Arial Regular
Color: C:0 M:0 Y:0 K:77 (dark gray)

Ad III Small (4" x 5.125")



Top horizontal rule:
Weight: 0.75 pt.
Color: C:3 M:0 Y:0 K:32 (gray)
 1/2" from right edge, 1-5/8" from top, 7-1/2" W, bleeds left side.

Headline: Horizontally center between the left/right accent color bars. Text: align center.
Font: 17.5 pt. Century Gothic Regular, 21 pt. leading.
Color: White

Accent color bars*:
 5/32" W x 1" H, 3/16" from bottom of photo, left bar bleeds left side, right bar bleeds right side.

Subhead: text box: 3-1/2" from top of ad, 3/8" left margin

Font: 11 pt. Arial Regular, 20 pt. leading
Color: C:100 M:57 Y:0 K:2 (blue)

Body copy: 3/8" left margin

Font: 9 pt. Times New Roman Regular, 11 pt. leading
Color: C:0 M:0 Y:0 K:77 (dark gray)

Website / Address: 3/8" left margin. Visually centered between body and disclaimer copy.

Website font: 11 pt. Times New Roman Reg.
Color: C:100 M:57 Y:0 K:2 (blue)

Address font: 7 pt. Times New Roman Reg.
Color: C:0 M:0 Y:0 K:77 (dark gray)

Disclaimer: 3/8" left margin. 1/4" up from bottom.
Font: 5 pt. Arial Regular
Color: C:0 M:0 Y:0 K:77 (dark gray)

Photography & Editorial Guidelines



Photographic Consent and Release Form

Any photographic image containing a human subject and authorized to be taken by Fayetteville State University or its employee, representative, or photographer must have a consent and release form completed and signed by the photographed person or persons authorizing their likeness to be made and subsequently used. An individual form is required for each person included in the photograph. This release protects Fayetteville State University and its authorized representatives and shows it had the authority to capture the likeness of the subject for print purposes or other usage. If an individual prefers not to sign the consent and release form, they should not be included in the photograph. The Photographic Consent and Release form is required to be kept by the layout owner and/or photographer to validate permission received.


FAYETTEVILLE
STATE UNIVERSITY™

PHOTOGRAPHIC CONSENT AND RELEASE FORM

I hereby authorize Fayetteville State University (university), and those acting pursuant to its authority to:

- (a) Record my likeness and voice on a video, audio, photographic, digital, electronic or any other medium.
- (b) Use my name in connection with these recordings.
- (c) Use, reproduce, exhibit or distribute in any medium (e.g. print or digital) these recordings for any purpose that the university, and those acting pursuant to its authority, deem appropriate, including promotional or advertising efforts.

I release the university and those acting pursuant to its authority from liability for any violation of any personal or proprietary right I may have in connection with such use. I understand that all such recordings, in whatever medium, shall remain the property of the university.

I have read and fully understand the terms of this release.

Name: _____

Address: _____
Street _____
City _____ State _____ Zip _____

Phone: _____

Signature: _____ Date: _____

Parent/Guardian Signature (if under age 18): _____
Date: _____

www.uncfsu.edu/ia/marketing

To request a copy of the Photographic Consent and Release Form, please contact:

Office of Marketing and Special Events
910.672.1838

Or go to:
www.uncfsu.edu/ia/marketing

Public Communications / Editorial Guide

Copy content for FSU publications should most often follow the accepted Associated Press Stylebook. For body copy writing, paragraph structure and narrative style format should follow currently accepted academic English grammar writing and composition guidelines. The AP Stylebook covers a multitude of issues related to professional writing, although some points of particular interest to the FSU community are outlined below for reference.

Alumni

The Latin words used to describe graduates are as follows:

- Alumni – plural former male and female students
- Alumnus – singular former male student
- Alumna – singular former female student
- Alumnae – plural former female students

Apostrophe

- Use ‘s to make a singular noun possessive.
- Use ‘ to make a plural noun possessive.
- Use ’ to abbreviate the year of one’s college graduation, for example, *Class of ’78* or *Bob Smith ’87*.
- Do not use apostrophes for periods of time, for example 1850s or 1920s.
- All Alumni names in all publications should be noted as follows: *Jane Smith ’04*.

Capitalization

It is necessary to use capitalization in the following situations:

- Offices – Office of Marketing
- Departments – Department of Life Sciences (**Do not capitalize academic disciplines or programs standing alone such as math, biology, history, business administration or early childhood education*).
- Divisions – Division of Institutional Advancement
- Committees – Committee on Student Life (**Do not capitalize words such as office, division, council or committee when used alone to refer to a place or group such as “the office” or “media relations”*).
- Programs – Freshman Mentor Program
- Course Titles – History of Modern Europe 340
- Titles of Campus Activities – Homecoming, Founders Day
- Boards – Board of Trustees

- Rooms – The Leslie Wilson Room, The Allman Center, Room 505
- Geographical Regions – the South, the West Coast, Southeast, etc.
- Degrees in Their Entirety – Bachelor of Arts in Sociology (**Do not capitalize degrees standing alone*).
- Titles that appear in a person’s name – Chancellor James A. Anderson, Professor Bob Smith, School of Business and Economics (**Do capitalize the title whether it precedes or follows a name when a person holds a named professorship or chair, such as an endowed professorship: Dale Stevens, Robert J. Howland Professor of Mathematics, or T. W. Madison Professor Jan Smith*).
- Capitalize “The” in The University of North Carolina when the name stands alone. Lowercase “the” when used in text, for examples “a constituent institution of the University of North Carolina.”
- In general text, the word “university” is only uppercased when referring to the 17-campus University of North Carolina.

Commas

- Use commas to divide items in a list, such as “dogs, cats, parrots, and lizards”
- Use commas when including dates in text, such as “The dinner will be held on March 15, 2003 at the new hotel.”
- Use commas when including cities and states in text, such as “My son has lived in San Antonio, Texas, for 30 years.”

Hyphens

- Hyphens should be used to join words when two or more words express a single concept and in instances that remove ambiguity from a statement for the reader.
- Hyphenate when two words serve as adjectives before a noun. For example: “*He has a full-time job at the factory, a better-qualified candidate, etc.*”
- Use a hyphen to separate numbers when using them as odds, scores, fractions, vote tabulations, measurements and other instances where numbers serve as descriptors. For example: “*218-39, eighteenth-century architecture, 12-foot drop, etc.*”
- Do not use hyphens when using the word “very” or words ending in “ly” with another word. For example: “*highly touted, very good job*”.
- Use a hyphen when using the prefixes all, half and self. For example: “*all-knowing, half-hearted, self-motivated*”.
- Use a hyphen when using like as a prefix meaning similar to, but not when it is a different word. For example: “*like-minded but not in likeness*”.
- Do not use a hyphen when using “like” as a suffix unless the “I” would be tripled.
- Use a hyphen when using a co- to make nouns, adjectives and verbs that indicate status or occupation. For example: “*co-worker, co-partner, co-host*”.
- Do not use a hyphen when using a co- to make other combined words such as coed, coexist, or coordinate. No hyphen is used between semi and another word unless it is used before a word beginning with the letter “I.”

Numbers

- Write out the words for whole numbers below 10. Use numbers for 10 and above.
- Spell out a number at the beginning of the sentence.
- When large numbers must be spelled out, use a hyphen to connect the word ending in “y” to another word, such as *thirty-one* and *one hundred fifty-nine*.
- Spell out first through ninth when they indicate sequence in time or location.
- Use 1st, 2nd, 3rd, etc. when they are used sequentially in forming names, such as geographic, political or military uses.
- Spell out percentages. Only use % in scientific or statistical circumstances as in graphs and charts.
- If quantity is used with an abbreviation or a symbol, the quantity always should be expressed in numerals. For example: *3 in. x 5 in., 80 km, 2 tsp., 6-foot-3*.
- Use a comma for four-digit and larger numbers like *3,999* and *40,000*. For very large numbers, use figure and word as in *4.7 million* and *\$190 billion*.

Periods

- Periods should be used when abbreviating degrees, as in the following: *B.A., B.S., M.A., M.S., Ph.D.*
- Periods should be used when indicating time of day as in *a.m.* and *p.m.*

Prepositions (Specific to Positions)

Several phrases should be used to correctly describe the positions held by members of the academic community. One should be described as:

- *Instructor* in a given subject
- *Professor* of a given subject
- *Having professorship* in a given subject
- *Research associate* in a given subject
- *Professorship emeritus*

Quotation Marks

- Question marks and exclamation points go inside the quotation marks if they are part of the quote and outside if they are not.
- Quotation marks go inside semicolons and colons and outside commas and periods.
- Titles of books, plays, songs, lectures, movies and works of art are to be enclosed in quotation marks with the principle words in the title capitalized.
- Titles of magazines, periodicals and newspapers should be italicized.

Ethnic References

- **African-American** – On first reference and all subsequent references *African-American* unless the person is a native African.
- **Asian and Pacific American** – On first reference, or use the federal affirmative-action term *Asian/Pacific Islander*, for people of that ethnic origin living in the United States. On second reference, use *Asian Pacific American*, *Asian American* or *Pacific American*, as appropriate. Do not use *Oriental* when referring to people. The word *Asian* alone usually refers to international students.
- **Latino/Hispanic American** – On first reference *Latino/Hispanic American*. On subsequent references, *Latino* may be used as the collective noun or adjective form. Regional designations and nationalities, such as *Latin American*, *Peruvian*, *Bolivian*, *Mexican*, *Cuban*, *Puerto Rican* and *Columbian* are used when they are more accurate and specific than a general designation would be. *Spanish* is the correct adjective to describe people from Spain (please avoid Spaniard).

- **American Indian/Alaskan Native** – On first reference (all words capitalized) to refer to individuals or groups of individuals who are members or descendants of members of American Indian tribes or Alaskan Native villages. This is appropriate when the name of the specific tribe or Alaskan Native village of the individual is not known to the writer or when the group consists of members of multiple tribes and/or Alaskan Native villages. On subsequent reference, shortened versions may be used: *American Indian* or *Alaskan Native*, as appropriate. If the individual and/or group has a preference for one of the shortened terms, use it. When the meaning is clearly established, the term *Native* may be used to refer to Indians.

Sexist Language

- Gender-neutral language is preferred whenever possible. For example *chair* (preferable) or *chairperson* should be used in place of *chairman* or *chairwoman*, *police officer* instead of *policeman* or *policewoman*.

Spacing

- Do not put spaces between letters when abbreviating academic degrees or when using abbreviations that are commonly two letters such as *B.A.*, *B.S.*, or *U.S.*, *P.O.*
- Do not use spaces between the initials when one uses initials and a last name. Also place a space between the period after the last initial and the last name such as *R.J. Reynolds* or *G.E. Smith*.
- Do not use spaces before or after dashes in text.
- Courtesy Titles for people – Do not use courtesy titles (Mr., Mrs., Ms., Dr.) before names in general text. They may be used on the second reference to an individual (James Jones...Mr. Jones).

Copy and Photo Information

Submitting Copy

Copy may be submitted for layout purposes in several different ways. Copy can be submitted by e-mail as an attachment. Or, copy can be accepted on a delivered or mailed CD disk. Hardcopy submissions that have to be retyped are unacceptable. All copy, regardless of the submission method, should be in MS Word and on letter-sized paper with one-inch margins on all sides. Copy must be double-spaced, and multiple pages should be numbered. All submitted copy should be in final edited form.

Photographs for University Publications

All photographs for use in university and departmental brochures and other printed documents must be high resolution, professional photographs that meet the approval standards of the Office of Marketing. Photographs submitted from professional photographers must be received in TIF or JPEG format. The Office of Marketing maintains a database of university photographs from which relevant photos may be chosen to appear in brochures and other written materials. The library of approved photography is located on the university's S-Drive. These photographs have been created and are maintained in high-quality digital format. If no appropriate photograph exists for a specific usage, the Office of Marketing can assist by recommending a professional photographer for consideration.

Submitting Photos and Artwork

Photo submissions for layouts or publications can be sent via email attachment or delivered on CD disk to the Office of Marketing and Special Events. Digital photographs should be submitted in TIF or JPEG format. Low resolution photography cannot be accepted. If a photo byline is expected, the name of the photographer or other information should be supplied at the same time as submission of the photo. The university does not give bylines for purchased photography or other items. Photography should not be submitted to the Office of Marketing embedded in an email or Word attachment. Photography downloaded from the web is normally unacceptable as these images are formatted specifically for the web and usually cannot be reformatted significantly for print purposes. Photography found in web-based press packets is usually acceptable since high resolution and quality have been maintained specifically for print purposes. Contact the Office of Marketing for advisement and additional instructions.

Graphics, photography, and illustrations used in FSU publications should reflect the gender, ethnic, and age diversity of the student body. Royalty-free photography may be used, if no other photography is available, but not as a first choice. These, too, should reflect the gender, ethnic, and age diversity of the student body or group referenced.

Distribution and Mailings

The Office of Marketing and Special Events does not provide mail fulfillment services. Individual departments are responsible for preparing and paying for their own mailings. Bulk or mass mailings can be coordinated through the university campus post office or an outside mail fulfillment business. The Office of Marketing can provide advisement and consultation on bulk mailings, as needed and requested. Products created by the Office of Marketing that require an RSVP should contain the contact information of the requester or their designee for response. The Office of Marketing and Special Events does not provide RSVP acceptance services.

Typefaces

Fayetteville State University recommends the following typefaces for use in publications: The primary typeface used for all university publications are the sans serif fonts of the Arial Font family. The secondary typeface option is the serif fonts of the Times New Roman Font family. Other fonts must be approved by the Office of Marketing for use in university publications.

The Official University Name

The full, legal name of the university, “Fayetteville State University,” should be used the first time it appears in a publication. Any document or publication of the university should use its official name or the logo, but not both, on the front cover in a clearly readable size. This recommendation applies whether using the letters “FSU” or the full name “Fayetteville State University.” The approved abbreviation of the official name may be used throughout the text of the publication following the first use of the university name, except where official campus information is required. The approved abbreviation is “FSU.” “The University” is the approved, shortened version of the General Administration of The University of North Carolina only. “University” is capitalized within copy or text only when referencing the General Administration. In general copy or text, the “university” refers to Fayetteville State University.

UNC and University Usage

- The University of North Carolina and UNC refer only to the 17-campus University.
- Capitalize “The” in The University of North Carolina when the name stands alone. Lowercase “the” when used in text, for example “a constituent institution of the University of North Carolina.”
- In general text, the word “university” is only uppercased when referring to the 17-campus University of North Carolina.
- In text, do not use the word “system” when referring to the university. It is not part of the official name.

Necessary Statements and Disclaimers

EEO/AA Policy Statement

An acceptable EEO/AA policy statement follows: “Fayetteville State University is dedicated to providing equal opportunity in admissions and employment based on merit, and without discrimination based on race, color, creed, religion, gender, national origin, disability or veteran status, according to state and federal laws.”

Except as otherwise indicated, the language shall be communicated to faculty, staff, students and non-campus constituents by posting on FSU’s website, inclusion in the faculty handbook, graduate and undergraduate student handbooks, graduate and undergraduate catalogs, employee manuals and publications, announcements and advertisements of positions and job vacancies in newspapers, periodicals and professional journals, and other brochures, magazines, and literature.

Constituency Statement

All publications and communication materials, including the FSU website, must include a statement of alignment with The University of North Carolina since Fayetteville State University is a constituent member of the 17-member campus. The following statement should appear on all publications:

“Fayetteville State University is proud to be a constituent institution of The University of North Carolina.”

The EEO/AA Policy Statement and the Constituency Statement may be combined as follows: “Fayetteville State University is a constituent member of The University of North Carolina, an Equal Opportunity Employer.”

Publication Date

Every publication must contain a publication date (month and year).

Cost Information

All university publications created and printed using state dollars, are legally required to have the cost statement included on the publication to read: “_____ copies of this public document were printed at a cost of \$_____ per copy.” Those items printed without use of state support are not required to include a cost statement.

Any document created and printed as a result of using Title III Federal Funds must include the following statement: “The printing of this document was federally funded/partially federally funded by Title IIIB (*or name the federal program, if other*).

Trademark, Licensing, and Graphic Support



Trademark and Licensing Fayetteville State University Marks

Fayetteville State University (university) owns the exclusive intellectual property rights to its name, logos, slogans, colors, mascots, trademarks, service marks, and other indicia related to the university, its programs and services, and its athletic teams (collectively, the “marks”). The university’s marks may not be used outside of university general functioning for any purpose without the advance written permission of the university. Such uses include, but are not limited to, commercial use, advertising and promotional use, marketing, product manufacture and sales, fund-raising, sponsorship, and services.

Registered Marks and Trademarks

The university’s name and various versions of it are registered trademarks; thus, the trademark symbol must accompany this mark. When the word Fayetteville State University is used, regardless of the variation (color, font type, style), the ™ symbol should be placed in the upper right hand corner near the “y” in “University”.

All university marks should carry the ™ symbol.

Official versions of any of the university’s marks are available from the university’s Office of Marketing and Special Events.

Approval for the Use of University Marks


All uses of the university’s name, seal, logo, and other marks require approval. Requests for general usage must be made directly to the Office of Marketing and Special Events. Uses for the purpose of commercialization, manufacture, or sales of items containing the marks, must be granted through the university’s licensing agent, whose name and contact information can be obtained from the university’s Office of Marketing and Special Events.

Unauthorized Use of University Marks

The university will actively enforce its intellectual property rights against unauthorized uses of its marks. The university will also act to prevent unauthorized uses of its marks that are in ways that misappropriate or leverage the university’s goodwill and reputation or are used in ways that are likely to cause confusion as to the university’s affiliation, endorsement, sponsorship, approval, or otherwise.

Publications/Design/Print Request Form

The Office of Marketing supports the advertising efforts of Fayetteville State University departments to the extent that it is able. Due to limited staff and resources, creative services must be prioritized. The Office of Marketing is first responsible for the general, overall marketing of the university. Support to various departments and campus entities will be made available to the degree possible. Requests for assistance may be submitted for consideration using the following form, which can be found and submitted online at www.uncfsu.edu/ia/marketing. Marketing Guidelines for Support, also found on the site, should be reviewed prior to submitting any request for service.



Publications/Design/Print Request

Office of Marketing and Special Events
 910-672-1838 / 910-672-1989 Fax / www.uncfsu.edu/ia/marketing

Request

Requester _____ Date of Request _____

Division/Dept/Program _____

Telephone _____ Fax _____ Email _____

Project

Project Name/Reference _____

Objective/s _____

Target Audience _____

Key Message/Focus _____

Category

Which category best describes your project:

<input type="radio"/> Ad	<input type="radio"/> Newsletter	<input type="radio"/> Invitation	<input type="radio"/> Graphic Design	<input type="radio"/> Flyer/Handout
<input type="radio"/> Booklet	<input type="radio"/> Magazine	<input type="radio"/> Direct Mail Piece	<input type="radio"/> Poster	<input type="radio"/> Event Program
<input type="radio"/> Bookmark	<input type="radio"/> Signage	<input type="radio"/> Brochure	<input type="radio"/> Postcard	<input type="radio"/> Web Banner
<input type="radio"/> Other _____				

Specifications

Layout and Print Detail: *Scheduled delivery dates require a minimum 30-day lead time.*

Quantity: _____ Delivery / Date Requested: _____

Finished Size: 8.5 x 11 8.5 x 14 11 x 17 Content / Date Submitted _____

Other: _____ X _____

Please Advise Photo/s / Date Submitted _____

Color: B/W 2 Color 3 Color 4 Color Special / Professional Photography Required?

Please Advise Yes No

Binding: _____ Is this a mail piece?

Please Advise Yes No Envelope Required?

Fulfillment

Will Marketing facilitate printing, including acquisition of price quote/estimate? Yes No

To whom is cost estimate forwarded for approval? _____

All requests submitted to the Office of Marketing and Special Events will be reviewed as quickly as possible for assistance. Acceptance of the request and timeline for fulfillment or other feedback will be shared with the requesting party minimally within one week following submission of this form.

All requesters are expected to review the marketing guidelines for assistance and support found at www.uncfsu.edu/ia/marketing prior to the submission of any request for service.

To request a copy of the Publications/Design/Print Form, please contact:

Office of Marketing and Special Events
 910.672.1838

Download access at:
www.uncfsu.edu/ia/marketing

Approval Process

All university layout and design projects are required by university operational policy to be reviewed by the Office of Marketing and Special Events prior to any print or subsequent distribution. The Office of Marketing will review all university layouts for brand, identity adherence, and quality of layout. Internal layouts may be submitted directly to the Director of Marketing and Special Events either via email attachment or a hard copy submission. A review decision will follow. If the layout is a print project that requires expenditure, the approval process will take place at the point of requisition, and no requisition can be approved without the review of accompanying layout. The layout should be attached to the requisition request and will automatically be forwarded through the university Business and Finance system to the Marketing office. Approval for print or follow up is given if the layout is found to be in compliance by meeting the standards of this publication. The automated requisition process will stop at this point until the Office of Marketing has reviewed and given approval. This review is for layout quality and brand identity, primarily. Copy will be reviewed by the Marketing office, but it is the responsibility of the submitting entity to perform final copy proofing to ensure an error-free and quality product. This review decision is required to be kept by the submitting department to validate the print/purchase request or for any further use of these layouts. The university Print Shop is not authorized to print any layout without the signed approval of the Office of Marketing and Special Events. The Office of Public Relations serves as a secondary review option should the Office of Marketing be unavailable and a deadline is eminent.

Key Contacts



Key Contacts

For questions or revisions needed for this guide, please contact one of the following:

Office of Marketing and Special Events

Director of Marketing and Special Events

910.672.1838

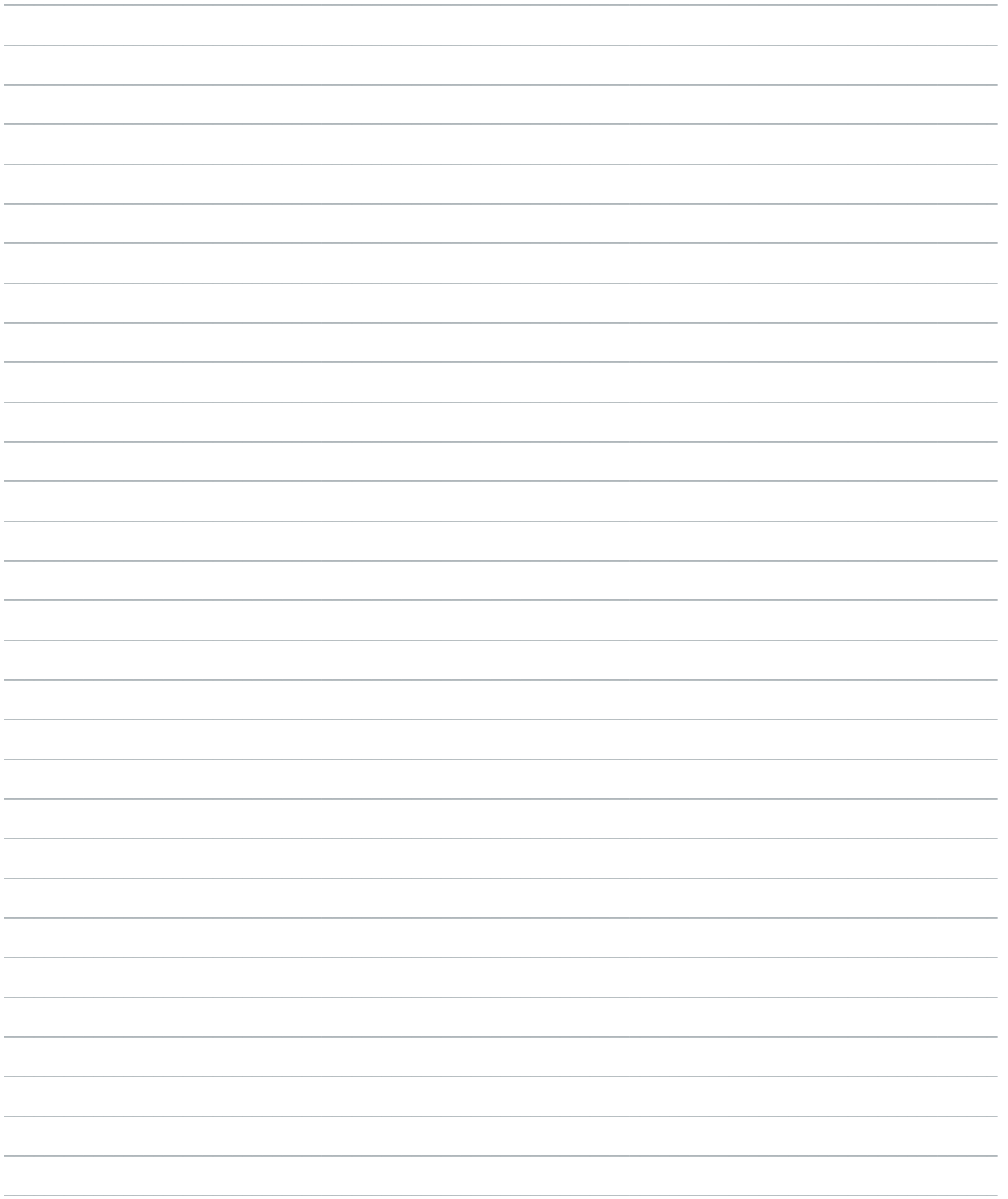
Office of Public Relations


Director of Public Relations

910.672.1474

Notes







Office of Marketing and Special Events

Fayetteville State University
Phone Number: 910.672.1838
Fax Number: 910.672.1989
www.uncfsu.edu/ia/marketing

Graphic Identity Guide

Last update: 12/23/11



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