

# Graphic Identity Guide



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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 Strategic Communication, 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.

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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 Strategic Communication.

### **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 Strategic Communication**  
(910) 672-1661

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# 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 University (FSU), a public comprehensive, Historically Black University, offers robust and innovative degree programs rooted in the liberal arts tradition. The university advances knowledge through the integration of teaching, learning, research, and public service. FSU strives to meet the educational, career, and personal aspirations of its students from rural, military, and other diverse backgrounds so that they are equipped with academic and practical knowledge to serve local, state, national, and global communities as enlightened citizens, globally astute leaders, and engaged solution creators.

## **We Accomplish Our Mission Through**

- » A rigorous academic environment
- » A student-centered education
- » Specialized offerings and services to meet the needs of traditional, online, nontraditional, and military-affiliated students
- » Dedicated staff and scholarly faculty
- » Faculty and student engagement and partnerships with industry, employers, alumni and the community

## **Core Values**

- » **Integrity:** Commitment to transparency
- » **Flexible and Adaptable:** Producing career and life-ready global citizens
- » **Shared Governance:** Engaging all members of the university community in decisionmaking
- » **Diversity, Equity, and Inclusion:** Working collaboratively and effectively in a global society
- » **Collaboration and Partnerships:** Strengthening relationships among alumni, community, and other stakeholders
- » **Innovative:** Creatively pursuing excellence in organizational endeavors
- » **Culturally Connected:** Preserving the University's HBCU legacy and pride

## **Strategic Priorities**

1. Academic Excellence
2. Student Campus Engagement
3. Employee Vitality
4. Impactful Community Outreach And Research
5. University 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



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# 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.”

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## 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 Grey**  
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

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##### 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

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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.

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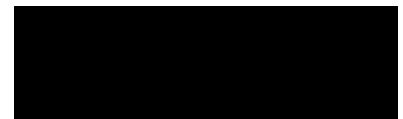
#### FSU Blue

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

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### FSU Word Logo



PANTONE 293



Black



Reversed in white

**FSU Alternate Logo**



PANTONE 429 (Gray) & PANTONE 293 (Blue)



PANTONE 293



Black



Reversed in white

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**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 Strategic Communication. 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.



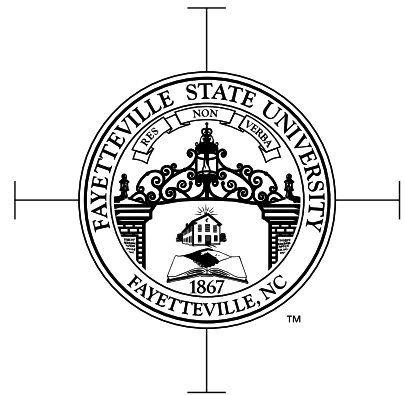
The logo cannot be placed on an angle. Logo cannot be skewed or disproportionately scaled in any way.

## 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.

### Spirit Logo

There are occasions when it is important to convey a sense of spirit. The Office of Admissions, Student Affairs, and the Division of University Advancement may use the spirit logo when appropriate, in place of the lamp logo. The lamp logo must still be used for official communications.



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# Athletic Identity



## Athletic Identity

The athletic logo is to be used in the promotion of all Fayetteville State University athletic departments and events. The athletic logo 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. Athletics has sole permission to use the athletic mark on equipment and uniforms and along with the athletic logo on marketing.

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

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

### 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)

### Athletic Mark Only



PANTONE 293



Black



Black



PANTONE 293



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.

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# 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

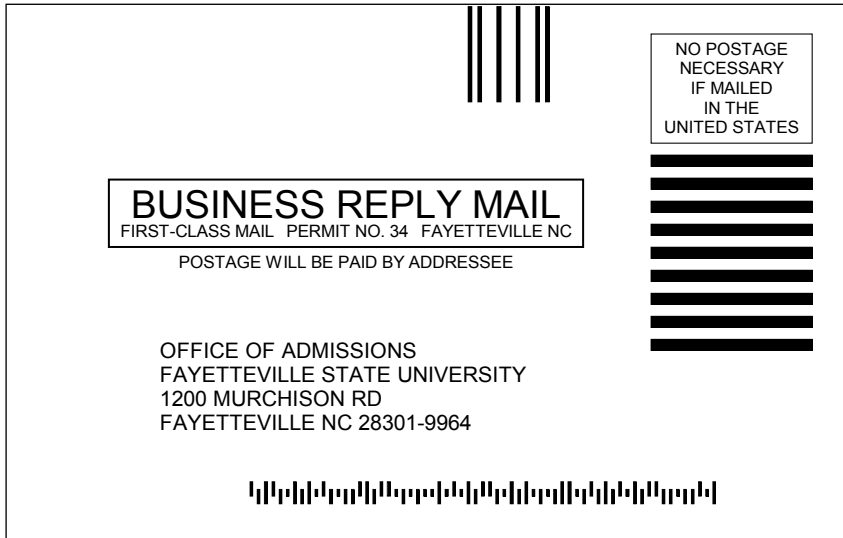
### Standard 1 oz. Envelope



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"

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# 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.

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

**Office of Strategic Communication**  
(910) 672-1661

Or go to:  
[www.uncfsu.edu/OSC](http://www.uncfsu.edu/OSC)

  
**FAYETTEVILLE**  
STATE UNIVERSITY™

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**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](http://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 “l” 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 Strategic Communication. Photographs submitted from professional photographers must be received in TIF or JPEG format. The Office of Strategic Communication 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 Strategic Communication 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 Strategic Communication. 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 Strategic Communication 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 Strategic Communication 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 Strategic Communication 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 Strategic Communication can provide advisement and consultation on bulk mailings, as needed and requested. Products created by the Office of Strategic Communication that require an RSVP should contain the contact information of the requester or their designee for response. The Office of Strategic Communication 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 Strategic Communication 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*).

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# 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 <sup>TM</sup> symbol should be placed in the upper right hand corner near the “y” in “University”.

All university marks should carry the <sup>TM</sup> symbol.

Official versions of any of the university’s marks are available from the Office of Strategic Communication.

### 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 Strategic Communication. 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 Office of Strategic Communication.

### 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.

## Approval Process

All university layout and design projects are required by university operational policy to be reviewed by the Office of Strategic Communication prior to any print or subsequent distribution. The Office of Strategic Communication will review all university layouts for brand, identity adherence, and quality of layout. Internal layouts may be submitted directly to the Director of Strategic Communications 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 Office of Strategic Communication. 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 Strategic Communication has reviewed and given approval. This review is for layout quality and brand identity, primarily. Copy will be reviewed by the Office of Strategic Communication 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 Strategic Communications. The Office of Public Relations serves as a secondary review option should the Office of Strategic Communication be unavailable and a deadline is eminent.



**Office of Strategic Communication**

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**Graphic Identity Guide**

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