ECSU
ELIZABETH CITY STATE UNIVERSITY
FOUNDED 1891

BRAND BOOK

Identity Standards and Guidelines

Come to *Discover*. Leave to *Conquer*.

ELIZABETH CITY STATE UNIVERSITY

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Elizabeth City State University
BRAND BOOK: Identity Standards and Guidelines

Introduction

Elizabeth City State University's institutional identity is more than just a logo and a tagline. It is a part of our brand. The ECSU brand is tied closely to our image, which is expressed across the various traditional and new media the university uses to communicate strategically with our constituents. From printed materials such as letterhead and business cards, to publications, presentations, promotional items, clothing, signage, digital/electronic communications, audio/video productions, advertising and marketing, our institutional identity makes the visual impression that builds our reputation and our image – two of our key assets. The ECSU brand experience occurs each time the university touches a constituent, including students, parents, prospective students, faculty, staff, partners and the community. In order to be effective and to enhance the brand experience, it is important that our brand be used consistently in a high-quality, professional manner.

Inconsistent use of the institutional identity and lack of a consistent style across all communications may reduce the effectiveness and strength of the ECSU brand. Therefore, the ECSU institutional identity program standards apply to all communications that represent the university internally or externally. This guide outlines the institutional identity standards, publication guidelines and procedures, and editorial style guidelines intended to help writers and editors communicate clearly and consistently about Elizabeth City State University in print and electronic media. **These standards, guidelines and procedures apply to all print and electronic materials.**

The following tools for branding the university consistently are included in this guide:

- University Name
- Official University Colors
- University Logos
- University Tagline
- Stationery/Business Cards
- Fonts
- Clothing
- Signage
- Promotional Items
- Brand Structure
- Templates
- Editorial Style Guide

Please use this guide to help you create your communication and marketing materials. If you need additional assistance, please contact the Office of Communications and Marketing (CAM) at (252) 335-3594.

In many cases, the first contact a person has with Elizabeth City State University is through a publication, a letter, a promotional item or through our website. Therefore, it is important that logos, colors and other elements are used consistently and uniformly to ensure recognition and to enhance the university's image. Standards and guidelines have been established for using colors, logos and visual representations of the university.

All print, electronic, and other visual communications for Elizabeth City State University must include the university's name and adhere to professional standards for content and appearance. The ECSU brand, including all identifying marks, must also adhere to the same professional standards.

All communications created by divisions, departments, units and programs of the university must comply with the standards and guidelines established in this guide.

The Office of Communications and Marketing is responsible for reviewing and approving communications to ensure compliance with graphics standards. However, the creating university unit is responsible for the content, accuracy and initial proofreading of their internal and external communications.

Please note:
Any visual materials paid for in part or wholly by university funds, by public and private grants awarded to the university, and by funds given to the university through its foundation are included in this institutional identity program.

UNIVERSITY NAME

Effective July 1, 1969, the college became Elizabeth City State University. In 1971, the General Assembly redefined the University of North Carolina system with all sixteen public senior institutions, including ECSU, becoming constituents of the University of North Carolina, effective July 1972.
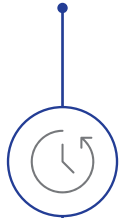
History of the university's name

- **1892** – Elizabeth City State Colored Normal School
- **1939** – Elizabeth City State Teachers College
- **1963** – Elizabeth City State College
- **1969** – Elizabeth City State University

Use of Name

First Usage:
- Elizabeth City State University

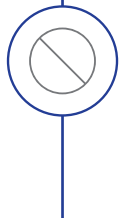**Second Usage or abbreviation:**
- ECSU
- the university (note that the "u" is lower case)

Do not use:
- Elizabeth City University
- EC State University
- ECS University
- EC University
- E City State University
- ESCU
- ECU

Use of the University of North Carolina Name:
- the University of North Carolina ("the" is not capitalized except at the beginning of a sentence.)
- Seventeen (17) member institutions comprise the UNC system.
- the UNC system
- the University (note that the "U" is upper case when referring to the system)

INSTITUTIONAL LOGO
Institutional Logo

The institutional logo is a major building block of ECSU's brand. Therefore, it should be used consistently and correctly in all marketing, branding, advertising, publications, printed materials, web communications and other strategic communications.

Official University Logos:

The Institutional Logo is the official symbol of the university. It may be used with or without the tagline depending on the circumstance of the usage (Refer to *University Tagline* section on page 10 for proper usage).

The University Seal is used **ONLY** for formal academic ceremonies, legal applications, diplomas and official certificates typically issued by the Office of the Chancellor or the Chancellor's designee. It is not a symbol for publicizing, marketing, advertising or branding the university or any university programs/activities. The institutional logo should be used for those purposes.

Events Include:
Commencement, Founders Day, Freshman Convocation

The Viking Head Logo is used primarily by the ECSU Intercollegiate Athletics Program and affiliated programs. The Viking Head logo may also be used in association with student activities or student interests. It is not the official identity of the greater university and should not be used as the institutional identity.

Please note: The registered mark symbol ® must be included as part of **the Viking Head logo and the official seal.**

LOGO VARIATIONS

Formal Logo:

Vertical Logo:

Extreme Horizontal Logo:

Special Configuration Logo:

All logos designed for divisions, departments, units and programs must be approved by University of Communications and Marketing (CAM) before they are used on any print or electronic communications. Please contact the Office of Communications and Marketing, (252) 335-3594, if you would like assistance in creating a logo design or to begin the design review process.

Always maintain the proportions when reducing or enlarging institutional or logos. **Only in rare instances should the seal or logos be used smaller than 1.5" (inches) wide. Under no circumstances may the official university logos be redrawn, rescanned, modified, or used to create a new logo for an existing or new program, event, or initiative.** Logos should always be reproduced from high-resolution camera-ready copies or high-resolution digital files to maintain the best quality.

Do Not use more than one ECSU logo on a particular item, including clothing, promotional items, publications, presentations, etc.

1.5"

Logo DONT's

Do not alter the size or relationship of the ECSU to the type.

Do not change the font in which the letters ECSU are typed.

Do not change the logo color to any color other than the official PMS Color (286), black or reversed out in white.

Do not combine the logo with type to create a new logo.

Do not resize the logo disproportionately causing the logo to be distorted and/or stretched.

Do not combine the logo with any other logo.

UNIVERSITY COLORS

The official colors of **ECSU are royal blue and white.** An accent color and complementary colors may be used to create a color palette. The exact colors are specified using the Pantone Matching System (PMS). Viking blue (royal blue) is PMS 286. White has no PMS number. University colors should be matched to official PMS color chips. Colors on computer monitors or color copies may not be correct.

Red, Gray and Black are the complementary or supporting colors that may be used.

Official Colors

PMS: 286

#0039A6
C: 100, **M:** 67, **Y:** 0, **K:** 2
R: 0, **G:** 57, **B:** 166
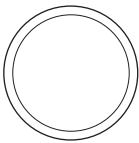
WHITE

#FFFFFF
C: 0, **M:** 0, **Y:** 0, **K:** 0
R: 255, **G:** 255, **B:** 255

Accent/ Complementary Colors

PMS: 200

#B71234
C: 3, **M:** 100, **Y:** 66, **K:** 12
R: 183, **G:** 18, **B:** 52

PMS: 421

#B1B9B7
C: 12, **M:** 8, **Y:** 9, **K:** 21
R: 177, **G:** 185, **B:** 183

PROCESS BLACK

#000000
C: 0, **M:** 0, **Y:** 0, **K:** 0
R: 0, **G:** 0, **B:** 0

Pantone
Pantone allows you to 'color match' specific colors when a design enters the production stage—regardless of the equipment used to produce the color.

CMYK
Short for cyan, magenta, yellow, and black. Often referred to as four color process, this subtractive color model is used in digital and offset color printing.

RGB/Hexadecimal
Short for red, green and blue. Used in video displays such as television, computers and pda displays.

Black & White
When used in black and white formats, the university's logo is solid black or reversed out in white.

UNIVERSITY TAGLINE

Elizabeth City State University's approved tagline is **Come to Discover. Leave to Conquer.**

Come to *Discover.* Leave to *Conquer.*

The official tagline is typically used for communications that market the university. No other slogans, phrases or quotes should be used to market the university, including divisions, schools, departments, offices, programs or units. The tagline should not be rephrased or paraphrased.

The tagline should not be used:
• When the logo is reduced to a size that makes the tagline unreadable.
• When the communication is not intended to publicize the university or university programs/activities.

The tagline may **NOT** be used alone without the ECSU institutional logo.

Tagline DONT's

Come to *Discover.* Leave to *Conquer.*

Do not reduce to a size that makes the tagline unreadable.

Come to Discover. Leave to Conquer.

Do not change the font used in the tagline.

Come to *Discover.* Leave to *Conquer.*

Do not change the tagline color to anything other than the official PMS Color (200), black or reversed out in white.

Come to *Discover.* Leave to *Conquer.*

Do not resize the tagline disproportionately causing the tagline to be distorted and/or stretched.

WORDMARK

Elizabeth City State University (or ECSU on second reference) is the core brand under which all divisions, departments, offices, programs and units are marketed. One purpose of branding is to be consistent in the visual representation of the university's brand (name) so that all components have a uniform appearance.

The ECSU wordmark (Vertical):

ELIZABETH CITY
STATE UNIVERSITY

The ECSU wordmark (Horizontal):

ELIZABETH CITY STATE UNIVERSITY

Use the wordmark to identify the university on all printed and electronic materials that promote the university and its activities or programs.

- The wordmark must be used to identify the university on all printed and electronic materials that do not include an **approved logo.**
- The integrity of the wordmark typeface must be maintained.
    The typeface is Garamond.
- The wordmark may be used alone.
- The minimum size of the wordmark is five inches.
- The wordmark may not be altered, italicized, stretched, curved or distorted.

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OFFICIAL STATIONERY GUIDE

All divisions, departments, offices, programs and units of the university are required to use the **approved** letterhead and business card styles. Envelopes, fax cover sheets, and other stationery items must also conform to the approved styles.

Sub-brands which have distinct identities such as Athletics, Drug Information Center, WRVS radio and W18BB-TV are exempt from this guideline. These sub-brand entities have their own logos and operate as a functioning unit to the public; however, they are not allowed to deviate from their sub-brand logo and/or university logos.

Under no circumstances should **any** other academic, administrative, and/or support units of the university deviate from the approved letterhead and business card style.

BUSINESS CARDS

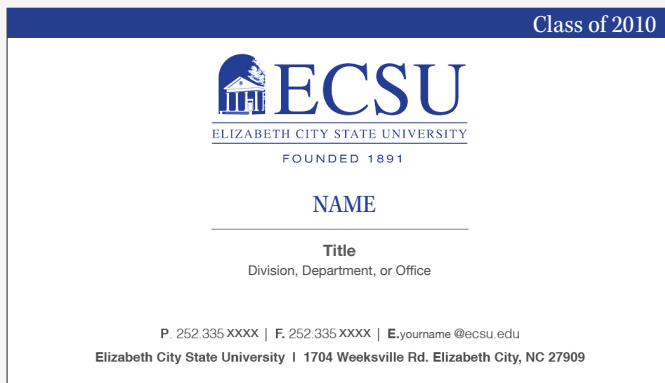## Official University Business Card:
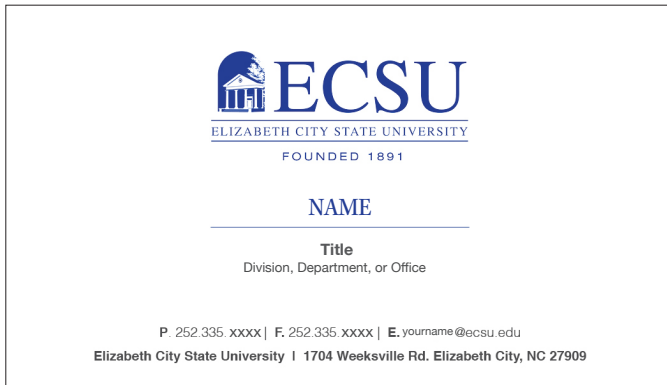
FRONT

BACK

**Official University Business Card -
Alumni Option**

**Official University Viking Head Business
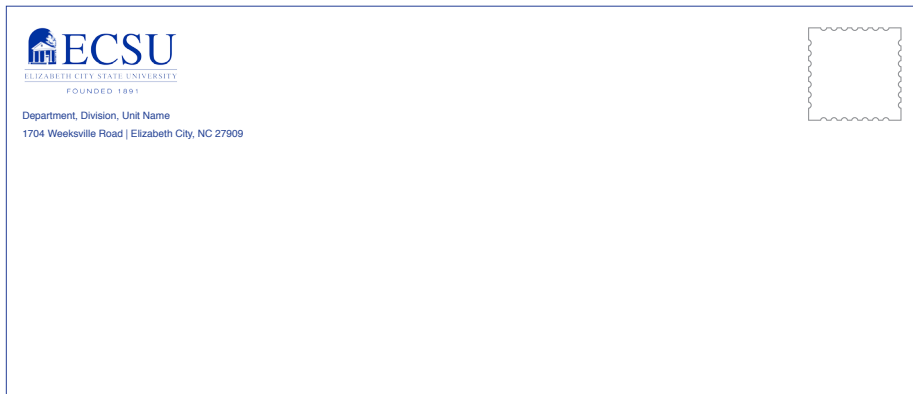Card (Intercollegiate Athletics)**

Please use this guide to help you create your communication and marketing materials.
If you need additional assistance, please contact the **Office of Communications and Marketing at (252) 335-3594.**

ENVELOPES

Official University Envelope

ECSU
ELIZABETH CITY STATE UNIVERSITY
FOUNDED 1891

Department, Division, Unit Name
1704 Weeksville Road | Elizabeth City, NC 27909

Official University Seal Envelope

Authorized Users:
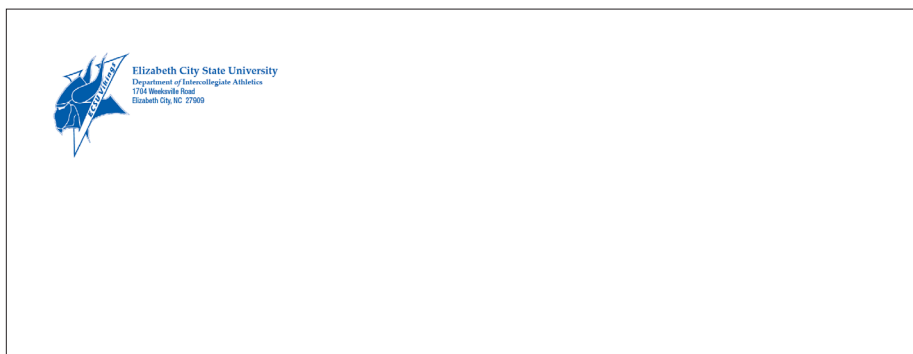
- Office of Chancellor
- Legal Affairs

Office of the Chancellor
1704 Weeksville Road | Elizabeth City, NC 27909

Official University Viking Head Envelope

Intercollegiate Athletics

Elizabeth City State University
Department of Intercollegiate Athletics
1704 Weeksville Road
Elizabeth City, NC 27909

LETTERHEAD

Official University Letterhead

Official University Viking Head Letterhead

FONTS

The use of consistent typestyles is a component of the university's branding efforts to ensure consistency across all communications. Standard typestyles or fonts have been selected for use on printed and electronic materials.

Garamond
(Serif Typeface)

Garamond   **Garamond Bold**
Garamond Italic   ***Garamond Bold Italic***

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

- -

Garamond is the serif typeface for all communications. Garamond, one of the most legible and readable serif typefaces, is elegant and classic making it a good choice to represent the university's voice.

Garamond should be used for headlines and for lengthy body text.

When used for text, the minimum size of the Garamond typeface is 8.5 points.

The alternate serif typeface is Times New Roman.

Gill Sans
(Sans Serif Typeface)

Gill Sans   **Gill Sans Bold**
Gill Sans Italic   ***Gill Sans Bold Italic***

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l
m n o p q r s t u v w x y z

- -

Gill Sans is the sans serif typeface for all communications. Based on old style Roman serifs, Gill Sans is classic with a more modern, artistic appeal. It is a good choice for text and for applications such as displays, signs, etc.

When used for text, the minimum size of the Gill Sans typeface is 8.5 points.

The alternate sans serif typeface is Arial.

LOGO FONTS

Kepler and Avenir are the typeface used in the logo composition.
Both Kepler and Avenir are contemporary font types that match well with the overall university communication's classic font types.

Kepler Typeface   Avenir Typeface

If approved by Communications and Marketing, other typefaces may be used as accents, headlines or in limited application. However, the document owner must be able to state a justifiable reason beyond personal preference for using other typefaces.

The institutional logo or wordmark should be used as the primary element on clothing. Academic schools may use the brand identifier in place of the institutional logo. The logo should be placed on the left side either centered or over the left pocket. Division, department, office, program or unit names should be placed on the right side directly across from the logo.

- Additional elements should be placed below the logo.
- The logo should not appear larger than 10 inches in width or smaller than 3 inches in width.
- College or department names should be set in 16 point Garamond or 16 point Gill Sans typeface.

The appropriate colors for all t-shirts or polo shirts are royal blue, white, gray or black. The logo and division/department/unit name must be printed or embroidered in royal blue (white, gray or black shirts) or in white (royal blue shirts).

MERCHANDISE + COMMERCIAL PRODUCTS

University bookstores and vendors who sell commercial products should consult the **ECSU BRAND BOOK: Identity Standards and Guidelines** to ensure that all products using the university's name and/or logo are produced according to graphics and style standards.

Learfield Licensing Partners manages licensing for ECSU. For information about how to become licensed to manufacture Elizabeth City State University merchandise, please visit www.learfieldlicensing.com, or call (616) 395-0676.

SIGNAGE FOR BUILDINGS

To enhance aesthetic appeal and to help people navigate the campus, the Office of Design and Construction has developed a standard wayfinding system for university signage that includes directional, pedestrian and vehicular signs. Other signs should use the logo and/or wordmark as deemed appropriate.

Internal campus signs and building identifications do not require the logo. All signage must be reviewed by offices of Design and Construction and Communications and Marketing before production.

PROMOTIONAL + SPECIALTY ITEMS

Elizabeth City State University divisions, schools, departments and units are encouraged to use the official university logos on promotional items and in promotional activities.

However, usage must adhere to standards and guidelines outlined by Communications and Marketing. All promotional items using the ECSU logo or any of the ECSU sub-brands should be reviewed by Communications and Marketing before they are printed or produced.

SIGNAGE FOR VEHICLES

The placement for any of the university's official logos on vehicles should be reviewed by Communications and Marketing before being painted on vehicles.

STUDENT ORGANIZATION USE

Viking Pride is an important element of the Elizabeth City State University college experience. Promoting the ECSU brand throughout student life and activities will help distinguish ECSU as a student-focused campus and help build brand loyalty among students. Student clubs and organizations that are officially recognized by the university are encouraged to use ECSU logos to promote student activities and programs when appropriate.

Use of any official university logos or marks on printed, electronic or promotional materials, including clothing, must be approved by Communications and Marketing. Student organizations should also contact Office of Student Engagement for approval to use the university's name or logos on commercial goods and specialty items that will be sold to students or the public.

All use of the university's logos or marks by student organizations must adhere to graphics and style standards in the **BRAND BOOK: Identity Standards and Guidelines.**

FRONT

BACK
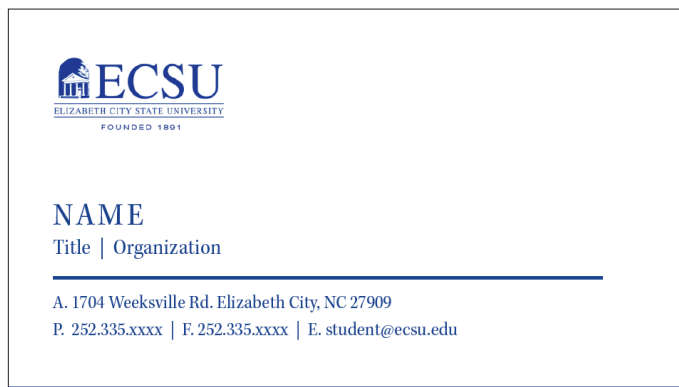
Student Leader Business Cards

Leaders of organizations recognized by ECSU as official student organizations may use the ECSU student business card. Student leaders are permitted to use the card for the official business of the organizations represented.

Contact the Office of Student Engagement, (252) 335-3271 for approval to use the student leader business card.

Individual Student Use

Use of the university's shield, logos, tagline or other university marks by individual students is prohibited. Occasionally, students may be permitted to use specific university logos/marks for class projects or for university-approved conferences and presentations. Any use of university logos/marks by individual students must be approved by Communications and Marketing prior to printing, manufacturing or distribution, and the use must adhere to graphics and style standards in the **BRAND BOOK: Identity Standards and Guidelines.**

PUBLICATION PRODUCTION PROCESS + APPROVAL

The Office of Communications and Marketing is responsible for the review and approval of all university publications that represent the university and bear the university name and/or logos. Therefore, in an effort to ensure high quality, a consistent image, positive publicity and effective marketing of the university in publications, every publication must be approved by CAM before it is printed and/or placed on the website.

This guideline applies to all divisions, departments, programs, and units of the university. We are one institution, and even though we represent different areas, it is important that we show unity in the way we present our programs and services. Publications do not have to look exactly alike, but they do need to follow certain parameters and incorporate certain identifying marks in specific ways to present an organized and consistent look. However, the creating university department is responsible for the content, accuracy and initial proofreading of their internal and external publications.

Examples of university publications include but are not limited to the following:

- Admissions recruitment marketing publications + event signage
- New Student Orientation marketing publications + event signage
- Fundraising Materials
- Posters, Fliers + Handbills
- Student Publications
- Event Banners and Signage

- Athletics Marketing Publications
- University Event Programs
  (ex. Founders Day, Commencement, Homecoming, Viking Fest)
- Invitations
- Departmental Brochures and Folders
- Newsletters
- Program Booklets and Brochures
  (official university events and other annual events)
- Departmental publications posted to the ECSU website

If you are designing more than one publication for the same event, the publications should have similar elements that tie all the pieces together.

INDEPENDENT BRANDS

Independent brands represent a departure from the core brand while expressing their relationship to it. Independent brands have distinct identities, target audiences and may provide specific products or services.

- Center for Green Research and Evaluation
- Drug Information Center
- The Elizabeth City State University Foundation
- National Alumni Association
- WRVS (radio) and W18BB-TV
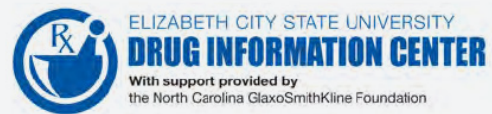
Radio and Television Services Logos

Drug Information Center

Down East Viking Football Classic Logo

Center for Green Research and Evaluation Logo

National Alumni Association Logo

The ECSU Foundation Logo

UNIVERSITY TEMPLATES

The Elizabeth City State University brand provides a consistent identity and image for the university. Nearly all print and electronic communications that bear the university's name, particularly those viewed by the public, project an image of the university. While consistency builds the ECSU brand, inconsistency can diminish the brand's value. Therefore, standard templates have been developed to help ensure a consistent and effective brand experience for our constituents.

BUSINESS CARD TEMPLATE

The business card template complements the overall stationary design. Since different symbols detract from a unified image of the university, other logos are not permitted on business cards.

Listings or logos of sponsors, funding agencies, staff, and professional agencies are not permitted on either side of the university's official business cards.

Format: 3.5" x 2" | **First Last Name** First letter of first and last name and middle initial in caps.

Title: Title in bold | **Email:** Email in lowercase | **Color:** 100% blue

Name of office or department Please refer to brand structure on page 19 for unit name format.

FRONT

ECSU
ELIZABETH CITY STATE UNIVERSITY
FOUNDED 1891

NAME

Director of Marketing
Communications and Marketing

P. 252.335.xxxx | F. 252.335.xxxx | E. yourname@ecsu.edu
Elizabeth City State University | 1704 Weeksville Rd. Elizabeth City, NC 27909

BACK

Come to *Discover*. Leave to *Conquer*.

www.**ecsu**.edu

ECSU is a constituent institution of the University of North Carolina.

Line Breakdown:

FRONT

	LOGO SIZE:	FONT COLOR:	PMS: 286
	Height: 0.5"	#0039A6	
	Width: 1.25"	C: 100, M: 72, Y: 0, K: 0	
		R: 0, G: 57, B: 166	

ECSU
ELIZABETH CITY STATE UNIVERSITY
FOUNDED 1891

FIRST NAME, LAST NAME

Title
Department

P. xxx.xxx.xxxx | F. xxx.xxx.xxxx | E. xxxxx@xxxxxx.xxx
1704 Weeksville Rd. Elizabeth City, NC 27909

FONT TYPE	FONT SIZE
Kepler	14
Helvetica Bold	10
Helvetica Light	10
Helvetica Light	8
Helvetica Bold	8

BACK

BACKGROUND COLOR:	PMS: 286
#0039A6	
C: 100, M: 72, Y: 0, K: 0	
R: 0, G: 57, B: 166	

Come to *Discover*. Leave to *Conquer*.

www.**ecsu**.edu

ECSU is a constituent institution of the University of North Carolina.

FONT TYPE	FONT SIZE
Kepler Std. + *Italic*	14
Helvetica Bold	9
Helvetica Light Italic	6

ENVELOPE TEMPLATE

The #10 envelope template complements the overall stationary design. Since different symbols detract from the a unified image of the university, other logos are not permitted on envelopes. This does not apply to Independent Brands. Listings or logos of sponsors, funding agencies, staff, and professional agencies are not permitted on either side of the university's official envelopes.

Envelopes

ECSU
ELIZABETH CITY STATE UNIVERSITY
FOUNDED 1891

Division, Department, or Unit Name
1704 Weeksville Road | Elizabeth City, NC 27909
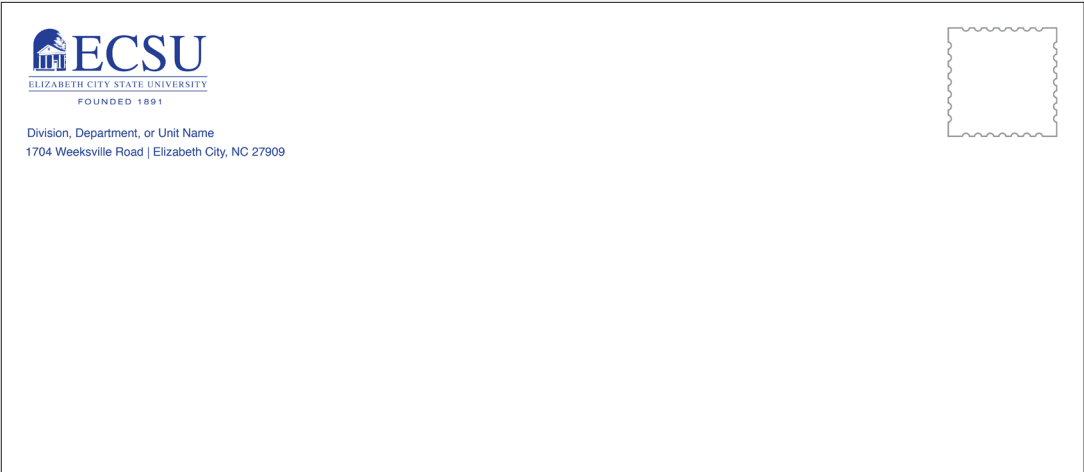
Format: #10 Envelope

Mailing Address:

Font: Kepler/ Helvetica

Size: 7-14 pt

Color: ECSU Blue

Line Breakdown:

LOGO SIZE:
Height: 0.75"
Width: 1.75"

FONT COLOR: PMS: 286
#0039A6
C: 100, **M:** 72, **Y:** 0, **K:** 0
R: 0, **G:** 57, **B:** 166

FONT TYPE	FONT SIZE
Helvetica	8

ECSU
ELIZABETH CITY STATE UNIVERSITY
FOUNDED 1891

Division, Department, or Unit Name
1704 Weeksville Road | Elizabeth City, NC 27909

LETTERHEAD TEMPLATE

The official letterhead template complements the overall stationary design. Since different symbols detract from a unified image of the university, other logos are not permitted on the university's letterhead. This does not apply to Independent Brands.

Letterhead is intended for departmental use only and will not be personalized. Names, titles, e-mail addresses, individual work phone numbers, and page numbers are not permitted on letterhead. Personal contact information can be included in the body of the letter.

Listings or logos of sponsors, funding agencies, staff, and professional agencies are not permitted on either side of the university's official letterhead.

LOGO SIZE:
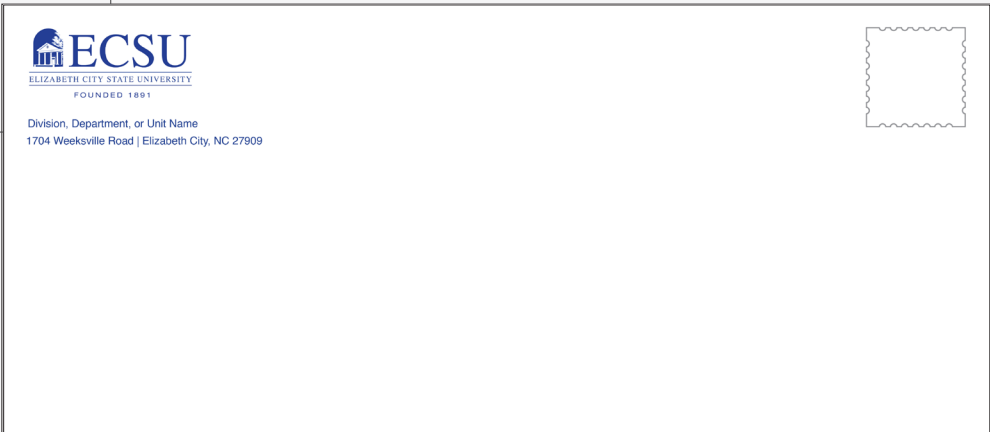
Height: 1.75"
Width: 2.5"

8.5 in.

11 in.

FONT COLOR: PMS: 286

#0039A6
C: 100, **M:** 72, **Y:** 0, **K:** 0
R: 0, **G:** 57, **B:** 166

LINE WEIGHT: 0.5

ECSU
ELIZABETH CITY STATE UNIVERSITY
FOUNDED 1891

Department of xxxxxxxxxx
1704 Weeksville Rd. Elizabeth City, NC 27909
p: 252. 335. xxxx | f: 252. 335. xxxx | www.ecsu.edu
ECSU is a constituent institution of the University of North Carolina.

FONT TYPE	FONT SIZE
Avenir Book - Bold	12
Avenir Regular	11
Avenir Regular	11
Kepler Std Italic	11

LINE WEIGHT: 0.5

Format: 8.5 x 11

Letter Style: Block Style Shown

Body Copy:

Font: Kepler/ Helvetica Neue

Size: 9-14 pt

Color: ECSU Blue/ 100% Black

ELECTRONIC LETTERHEAD TEMPLATE

Every email and document you send is a reflection of ECSU and an opportunity to develop and promote our identity, image, and brand. With branded, electronic email letterhead, you can send emails just as you do your printed official letterhead that includes our university name, logo, and contact information. The university's web address will be coded as an active hyperlink in the email letterhead which, when clicked upon, opens our website. Please contact the Office of Communications and Marketing if you need E-letterhead for your area.

MAILING LABEL TEMPLATE

The official mailing label template complements the overall stationary design. Since different symbols detract from a unified image of the university, other logos are not permitted on the university's mailing label.
This does not apply to Independent Brands.

Official University Standard Mailing Labels
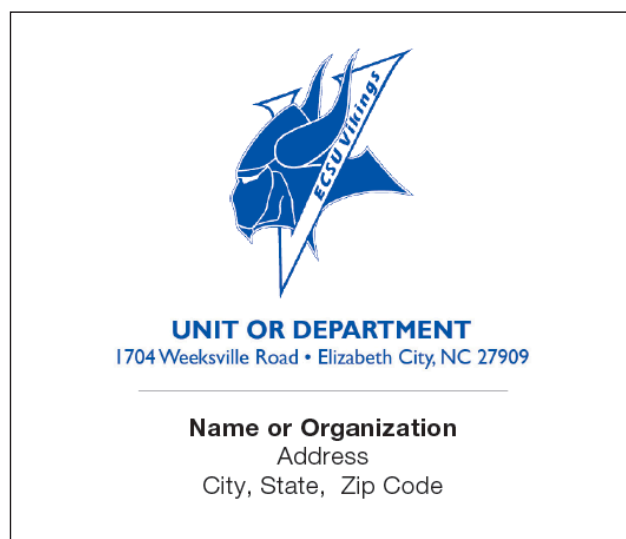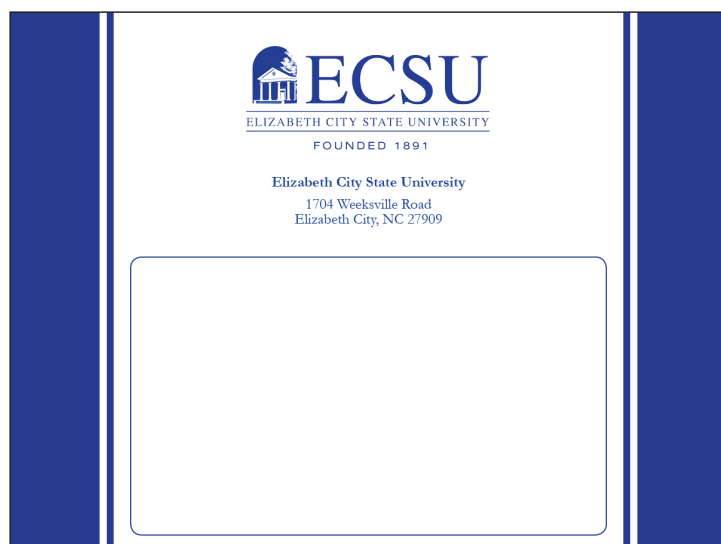
Size: 3 x 4

Mailing Address: Block Style Shown

Typeface: Garamond

Size: 6 pt

Color: ECSU Blue

NOTEPAD TEMPLATE

The official notepad template complements the overall stationary design. Since different symbols detract from the a unified image of the university, other logos are not permitted on the university's official notepads.
This does not apply to Independent Brands.

Official University Standard Notepads

Size: 8.5" x 11" or 5″ x 11″

Typeface: Kepler

Color: ECSU Blue

FAX TEMPLATE

The FAX cover sheet template is designed to help build the university's brand by complementing the stationery and providing a uniform cover sheet for the entire campus. You may complete the FAX cover sheet on your keyboard by downloading the template and typing over the text. You may also download a blank PDF of the template and complete the fax cover sheet by hand.

To download the FAX cover sheet template, go to www.ecsu.edu/templates

Official University Standard Fax

Size: 8.5" x 11"

Typeface: Helvetica Neue/ Garamond

Font Size: 8-48 pt

Color: ECSU Blue/100% Black

Elizabeth City State University
1704 Weeksville Road Elizabeth City, NC 27909
P: 252. 335. 3400 | F: 252. 335. 3769 | www.ecsu.edu

Fax

TO:	Recipient name	**FROM:**	Sender email
FAX:	Recipient fax number	**PAGES:**	Number of pages
PHONE:	Recipient phone number	**DATE:**	Date
RE:	Subject	**CC:**	Names

☐ Urgent   ☐ For Review   ☐ Please Comment   ☐ Please Reply

Comments: Your comments here

POWERPOINT TEMPLATE

PowerPoint presentations are used for internal and external communications, which makes them an important component of our brand experience. However, the effectiveness of PowerPoint can be diminished by weak design and improper use of the university's marks. Therefore, three official PowerPoint templates have been designed to complement the institutional identity of the university.

You may download these templates, which incorporate the university's colors and logo, and customize them with your content. The templates will help you to create well-designed presentations that convey your information clearly and also leverage the ECSU brand.

After you download the template, you will need to click on "Save As" and rename your document as a PowerPoint Presentation – not as a template to help ensure your presentation will work properly.

Please go to www.ecsu.edu/templates to download a PowerPoint templates.

Official University Standard PowerPoint

Option 1

Presentation Title
Subtitle
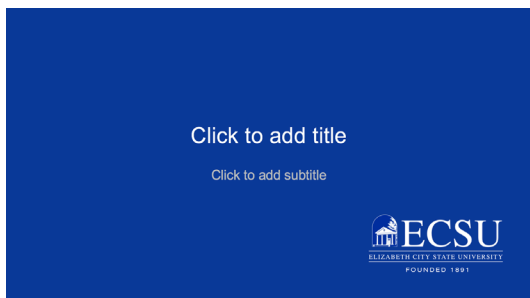
Option 2

Typeface: Arial

Size: 24-36 pt

Color: ECSU Blue/ White

DESKTOP WALLPAPER TEMPLATE

Branded desktop wallpaper templates are available to download for use on desktop monitors and laptop screens. Please go to www.ecsu.edu/templates to download the various ECSU wallpaper themes.

ELECTRONIC MAIL (EMAIL) SIGNATURE TEMPLATE

Electronic mail communications are often the only contact you may have with a constituent. Therefore, emails sent via any of the university's electronic communications systems must project a positive image of the university and build the ECSU brand. An email signature template has been designed to ensure consistency and uniformity across the campus.

Please go to www.ecsu.edu/templates to download and copy the sample email signature template.

Guidelines for your Email Signature

All emails sent via the university's electronic communications systems should have a **plain white background.**
- No other colors or graphics such as clouds, stripes, plants, etc., should be used.

- No non-ECSU logos or taglines should be part of an email signature
- Middle initial and professional designation (PhD, EdD, MLS, MAT, etc.) are optional.
- Class year is optional for alumni.
- The mobile phone number is optional.

Instructions for Creating your Signature in Microsoft Outlook 365:

1
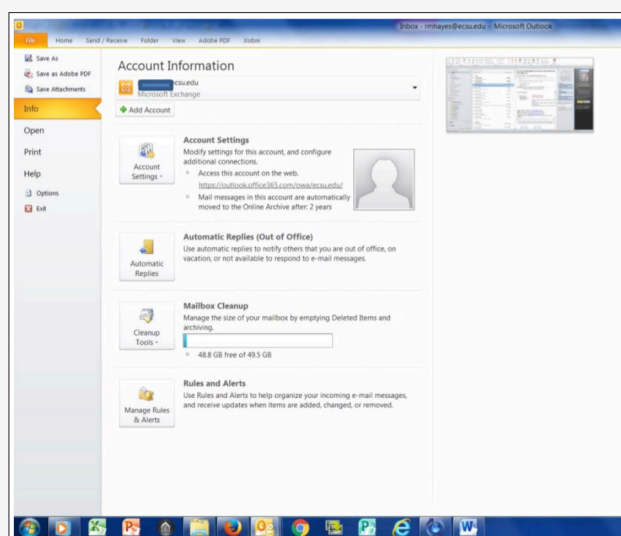
In order to create a signature in Outlook Office 365, go to File, then select Options.

2
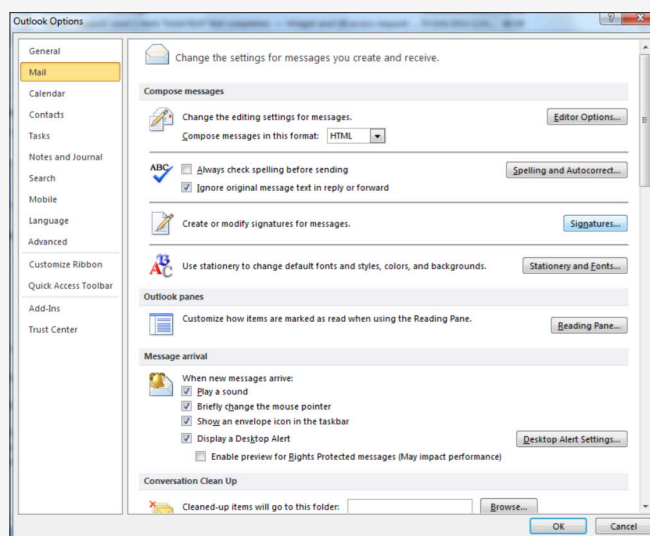
Within Options, choose Mail, then push on the Signatures button.

3
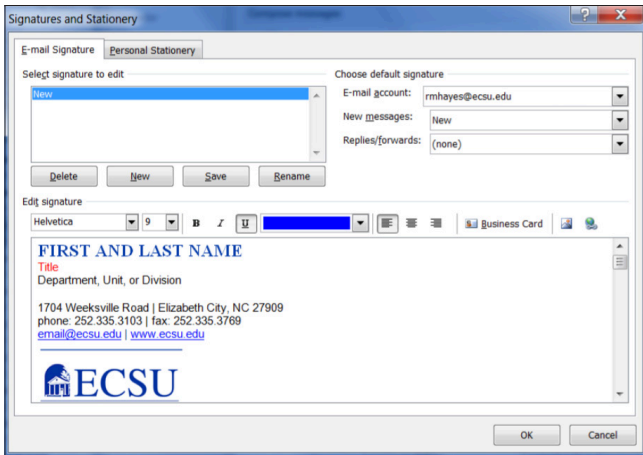
Press on the New button to create a new signature.

Specs to follow:

Insert ECSU E-Sig approved logo *after* **your information. Select the insert picture symbol from the toolbar. Do not distort, resize, or manipulate the logo. Download the email signature logo from the ECSU Logos and Marks webpage.)**

First Name, Last Name

- Font Type: Baskerville or Times New Roman
- Font Style: CAPS
- Color: ECSU Blue/PMS 286
- Size: 14pt

Title

- Font Type: Helvetica or Arial
- Font Style: Regular
- Color: Red
- Size: 9pt

Body Text

- Font Type: Helvetica or Arial
- Font Style: Regular
- Color: Black
- Size: 9pt

4

Press Save to save the signature. Make sure the signature is set to be used in New Messages and Replies/Forwards. Click OK to save the signature. **Your email signature is now set to be used in Outlook.**

NAME BADGE TEMPLATES

Name badges worn daily by employees and temporary name badges worn during special events hosted by ECSU are an extension of the university's brand. Consistency and uniformity across the campus and across various events are important to projecting a positive image of the university and building the ECSU brand.
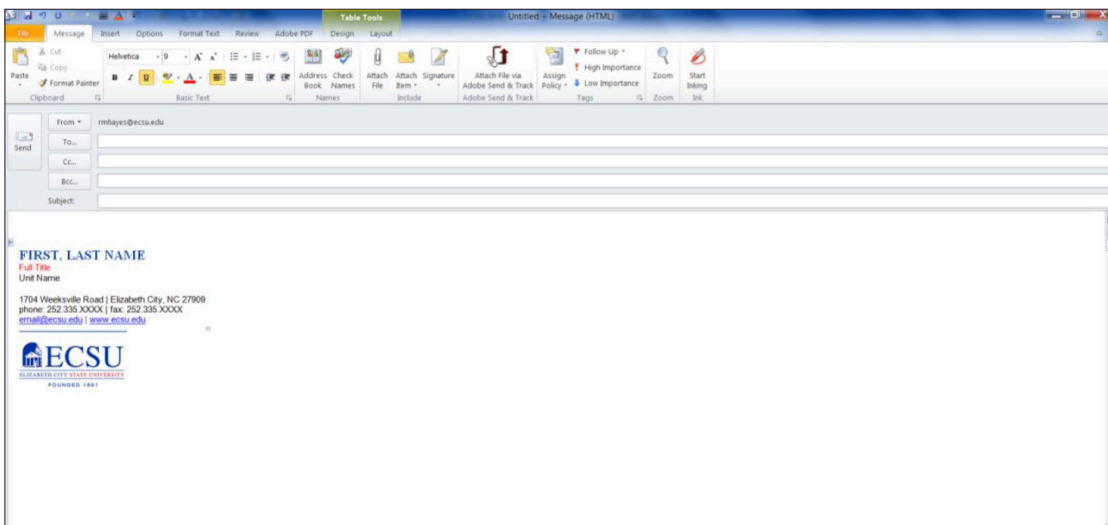
To download a name badge template, please go to www.ecsu.edu/templates

Official University Standard Name Badges
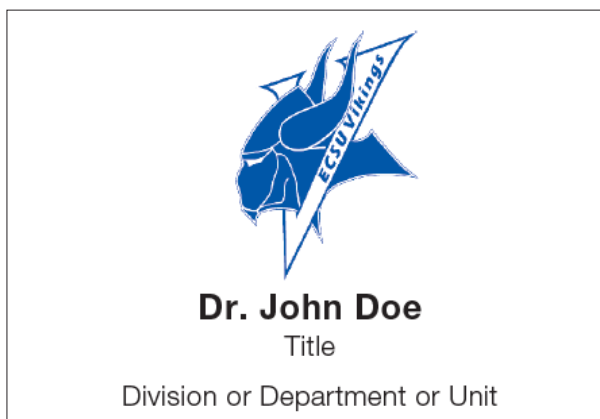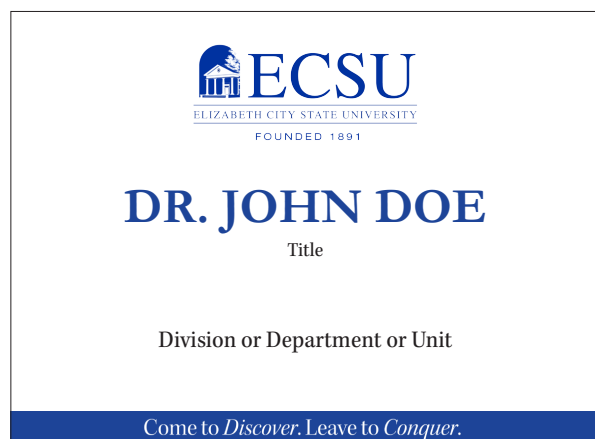
- You may modify the templates to fit the size of name badge (Avery or other brand) you use.

- Academic schools may use the brand extension in place of the ECSU logo.

- Athletics and programs affiliated with Athletics may use the Viking Head logo in place of the ECSU logo.

- In some instances, student organizations may use the Viking Head logo in place of the ECSU logo.

Templates:

Adhesive Badges- Avery 5395 • Avery 8395 • Clip Style Badges • Avery 5384 • Avery 74556

Typeface: Garamond/ Kepler | **Size:** 10-24 pt | **Color:** ECSU Blue/ Black

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Please note: Ask your vendor to contact Communications and Marketing for the approved template before you purchase permanent name badges that employees wear as part of their day-to-day duties.

The Editorial Style Guide is intended to help writers and editors communicate clearly and consistently about Elizabeth City State University in print and electronic media.

The guide recommends ways to present information about the University and its faculty, departments, research centers, and events. It addresses the most common questions that arise at ECSU about titles and tricky wording, but it is not a comprehensive grammar manual or dictionary.

For spelling, word division, and helpful usage notes, refer to **Merriam-Webster's Collegiate Dictionary.**

Academic Degrees

The following are examples of formal names of academic degrees and their abbreviations:

- Bachelor of Science (B.S.)
- Bachelor of Arts (B.A.)
- Bachelor of Social Work (B.S.W.)
- Master of Business Administration (M.B.A.)
- Master of Arts (M.A.)
- Master of Science (M.S.)
- Master of Education (M.Ed.)
- Doctor of Education (Ed.D.)
- Doctor of Philosophy (Ph.D.)

The general terms for academic degrees are as follows:

- associate's degree
- bachelor's degree
- baccalaureate
- doctoral degree
- doctorate
- master's degree

The plural forms are bachelor's degrees (B.A.s), master's degrees (M.A.s) and doctoral degrees (Ph.D.s).

Abbreviations and Acronyms

Avoid using abbreviations and acronyms unless they are universally recognized, such as AIDS, FBI, GPA, NASA and ROTC. See the Associated Press Stylebook for guidelines on this point.

Addresses

When writing to an on-campus address, use the preferred order below:

Recipient Name

Department Name

Elizabeth City State University

Campus Box (number)

1704 Weeksville Road

Elizabeth City, NC 27909

For return addresses, the preferred order is:

Elizabeth City State University

Sender Name

Department Name

Campus Box (number)

1704 Weeksville Road

Elizabeth City, NC 27909

African American

Hyphenate only when used as a modifier: He is African American. NABJ is an organization for African-American journalists.

alma mater

Do not capitalize.

alumna, alumnae, alumni, alumnus

An alumnus is a person, particularly a male, who has attended or is a graduate of a particular school, college or university; alumni is the plural form, referring to males as a group and males and females as a group. An alumna is a female alumnus; alumnae is the plural form, referring only to females as a group.

Board of Visitors

Use the full, capitalized title on first reference. Thereafter, use the board of visitors.

Building Names

Capitalize the proper names of buildings, including the word "building" if it is part of the proper name On first reference to a campus building, use its proper name. Use informal or casual building names on second reference and beyond. Never use the abbreviation for building: "bldg."

It is acceptable to use commonly abridged names for campus buildings and landmarks on first reference, but preference is to use a building's proper name on first reference when a name may be unfamiliar to external audiences being addressed. **Abridged names are not appropriate for printed materials associated with building dedications, commencements and other formal ceremonial events.**

- Bedell Hall (cafeteria)
- Bias Hall
- Butler Hall
- C. W. Griffin Hall
- Central Utility Plant
- Commuter Center/Bowling Alley
- Doles Hall
- E.A. Johnson Hall
- E.V. Wilkins Academic Computing Center
- G.R. Little Library
- Generator Building
- H. L. Trigg Building
- Housing Complex
- Hugh Cale Hall
- Information Technology Center
- Jimmy R. Jenkins Sr. Science Center
- K.E. White Graduate and Continuing Education Center
- Lane Hall
- Lester Hall
- Marion D. Thorpe Sr. Administration Building
- McDonald Dixon and Bishop M. Patterson Hall

- McLendon Hall
- McNair Scholars/Education Talent Search Building
- Melvyn N. and Vonda Reed Riley Wellness Center
- Mickey L. Burnim Fine Arts Center
- Mitchell-Lewis Hall
- Moore Hall
- Pharmacy Complex
- Robert L. Vaughan Center
- Roebuck Stadium
- Symera Hall
- Telecommunication Center
- Thomas L. Caldwell Physical Education Center and Field House
- Thomas-Jenkins Building
- University Suites
- University Tower
- Viking Village
- Walter N. and Henrietta B. Ridley Student Complex
- Walter N. and Henrietta B. Ridley Student Center
- Wamack Hall
- Williams Hall
- Willie and Jacqueline Gilchrist Education and Psychology Complex

Auditoriums and Centers
- Floyd L Robinson Auditorium
- Mary Albritton Douglas Auditorium
- Kennis and Brenda Wilkins Call Center

Central Intercollegiate Athletic Association

CIAA is acceptable on first reference.

Chair

Chair, chairperson, chairman, chairwoman.
Use discretion in selecting the appropriate term.

Chancellor

Capitalize when used before a name; lowercase after a name.

The names and terms of those who served as ECSU chancellors and presidents follow:

Peter W. Moore (president emeritus, 1928-1934)
John H. Bias (president, 1928-1939)
Harold L. Trigg (president, 1939-1945)
Sidney D. Williams (president, 1946-1958)
Walter N. Ridley (president, 1958-1968)
Marion D. Thorpe (president, 1968-1972),
(chancellor, 1972-1983)
Jimmy R. Jenkins (chancellor, 1983-1995)
Mickey L. Burnim (chancellor, 1995-2006)
Willie J. Gilchrist (chancellor)
Charles L. Becton, (interim chancellor, 2013-2014)
Stacie Franklin Jones, (chancellor, 2014-2015)
Thomas E.H. Conway, Jr. (chancellor, 2016-   )

Coed

No hyphen.

Commas and Periods

Do not use a comma before the conjunction in a series.
Put periods and commas inside an end quote.
Correct: Her shirt is red, white and blue.
Correct: She replied, "Yes, that's true."

Conference Titles

The full, official name of conferences should be capitalized and spelled out on first reference.

Courses

A course may be identified by its course number (ENGL 305, for instance) or by its name (for example, American Literature I).

Courtesy Titles

Courtesy titles include Mr., Mrs., Ms. and Miss.

Curricula, Curriculum

Curriculum is the singular form; curricula is the plural form.

Departments

On first reference, use a department's formal name (for instance, the Department of Music). After this reference, you may use the informal name (the music department) or (the department.) For the proper title of a particular department, refer to our website, www.ecsu.edu.

Dates

Follow the AP guide entry for "dates," "months" and "days of the week." **When writing the name of the day with the date, set the date in commas:** Monday, Jan. 28, is the day of… **Never use ordinal numbers; use only cardinals:** Nov. 6, not Nov. 6th

In times of day, use only necessary digits: 8 p.m., not 8:00 p.m., or 10-11:30 a.m. Note that "a.m." and "p.m." are lowercase, and periods are used except when space is limited.

On programs, invitations, and the like, use numerals for the date and time of day: May 16, 2010, at 3 p.m.

In very formal invitations, the date and time may be written in words: May Sixteenth at Three O'clock.

Dr.

The title Dr. may be used in front of a person's name when that person holds an earned doctoral degree. Do not use it along with a courtesy title or along with another title such as Dean, Professor, Chancellor or The Rev. in front of a name.

Correct: Dr. Joe Smith, dean of the School of Arts and Humanities, addressed the audience.
Incorrect: Dean Dr. Joe Smith addressed the audience.

Email

This term is the commonly used term for electronic mail; sometimes it is written e-mail. In listing an email address, lowercase all letters and characters.
Correct: joesmith@mail.ecsu.edu

Elizabeth City State University

This is the university's identifier. It should be printed or included as the university's logotype on the front cover of all publications and appear on all web pages as stated in the web standards.

Farther/Further

Farther refers to physical difference. Further refers to an extension of time or degree.
Correct: He walked farther into the woods.
Correct: They decided to research the issue further before making a decision.

Graduate School

When referring to the formal institution, capitalize the name; in general references, lowercase.
Correct: Dr. Jane Smith is director of the Graduate School.
Correct: She went to graduate school.

Internet

Lowercase unless it is the first word in a sentence.

Lecturers, Lectureships

The title "lecturer" or "adjunct lecturer" should be considered an occupational title rather than a formal title and as such be lowercased even before an individual's name: *Feature writing lecturer William Smith*

National Collegiate Athletic Association

NCAA is acceptable on first reference.

Numbers

In writing dates, use cardinal numbers, i.e., avoid "rd," "th," and "st" with dates. Write May 3, or March 12, or May 21, not May 3rd, 12th, or 21st. Decades may be written as either 1920s, '20s, or twenties, but not 1920's. When referring to sums of money, use only those digits that are necessary: $40, not $40.00. Write $40 million, not $40 million dollars

Office

Capitalize office only when it is part of an official name:
Correct: Office of Student Accounts
Correct: Stop by the admissions office for details.

Online

It is one word, not hyphenated when used in reference to computer communication. Otherwise, when used as an adjective, it is hyphenated and two words.

Professor

Capitalize when the term precedes a name; lowercase when it follows a name.
Correct: Professor Joe Smith teaches MTH 312.
Correct: Joe Smith, professor emeritus of music, teaches MUS 312.

Professorships and Scholarships

Capitalize named scholarships and professorships, even when they follow a person's name.
Correct: Jane Moore was named Distinguished University Research Professor.
Correct: Distinguished University Research Professor Jane Moore enjoys reading.

*When referring to an endowed professorship on first reference, the official title should be used.

Seasons

Use lowercase, even when in reference to an issue of a publication: It was featured in the fall 2010 issue of the ECSU Magazine

Southern Association of Colleges and Schools

On second reference, use SACS.

Theatre/Theater

The university preferred spelling for all generic references to auditoriums. *Use "re" ending only if part of the proper name: They are going to the theater. He is a theatre arts major.*

Titles

Capitalize a title when it immediately precedes a person's name. Lowercase when it follows a person's name or when it is used alone in text.
Correct: Elizabeth City State University National Alumni Association President Jane Doe lives in Elizabeth City, NC.
Correct: Jane Doe, president of the Elizabeth City State University National Alumni Association, lives in Elizabeth City, N.C.

Titles of works (refer to "The AP Stylebook" for additional information).

Place the titles of the these works in quotation marks: books, poems, stories, book chapters, essays, academic articles, dissertations, television programs, lectures, speeches, presentation titles, musical compositions, movies, plays, works of art (paintings, drawings, sculptures).

Do not place the titles of these works inside quotation marks or in italics: magazines, newspapers, journals.

Trustee

Capitalize when used before the name of an individual, lowercase in all other cases: Trustee William Smith; but William Smith is a trustee of the university.

The University of North Carolina

Elizabeth City State University is part of the 17-campus University of North Carolina. Capitalize "The" in The University of North Carolina when the name stands alone (as on letterhead or when used as a heading in formal documents). Lowercase the T when using the name in context (i.e. "a constituent institution of the University of North Carolina").

The University of North Carolina and UNC refer only to the 17-campus university. General Administration recommends that the term "system" be avoided. However, it can be used for clarity; "the University of North Carolina system" is appropriate in some contexts.

Following are the official names of the 17 institutions as designated by the UNC Board of Governors; preferred terms for second reference are in parentheses:

- Appalachian State University (ASU)
- East Carolina University (East Carolina or ECU)
- Elizabeth City State University (ECSU)
- Fayetteville State University (Fayetteville State or FSU)
- North Carolina A&T State University (NC A&T State or A&T)
- North Carolina Central University (NCCU)
- North Carolina State University (NC State)
- North Carolina School of Science and Mathematics (NCSSM)
- University of North Carolina at Asheville (UNCA)
- University of North Carolina at Chapel Hill (UNC-Chapel Hill or UNC-CH)
- University of North Carolina at Charlotte (UNCC)
- University of North Carolina at Greensboro (UNCG)
- University of North Carolina at Pembroke (UNCP)
- University of North Carolina at Wilmington (UNCW)
- University of North Carolina School of the Arts (School of the Arts or UNCSA)
- Western Carolina University (Western Carolina or WCU)
- Winston-Salem State University (Winston-Salem State or WSSU)

Capitalize university only when referring to the 17-campus University of North Carolina. Use lowercase when referring to a single campus, including ECSU.

Vice Chancellor, Vice President

Do not use hyphens. For instance, Jane Doe is the vice chancellor for business and finance.

World Wide Web (www)
Examples: web, web page, website.

ECSU

ELIZABETH CITY STATE UNIVERSITY

FOUNDED 1891

Come to *Discover*. Leave to *Conquer*.