



Identity Standards Manual
and Editorial Stylebook
for Alcorn State University

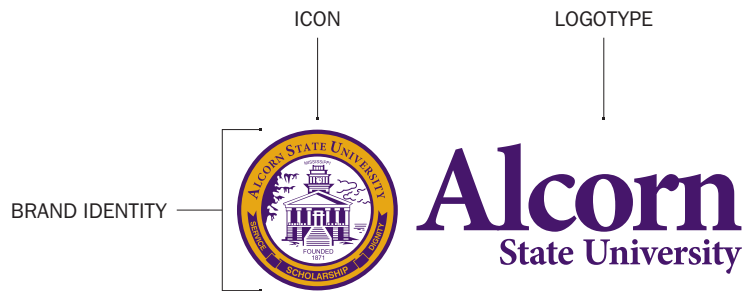
PRESERVING OUR STORY THROUGH GRAPHIC STANDARDS

Alcorn State University is more than an institution of higher learning. As **one of the nation's leading HBCUs**, it is a **constant connection** between our rich past and vibrant future. With a story as complex and compelling as ours, communications promoting Alcorn have the greatest impact when they share a **consistent look, feel, and tone**.

This graphic standards manual establishes **official standards** for Alcorn's visual identity. It is designed to help stakeholders like you promote Alcorn consistently and accurately throughout every point of contact with our audiences. Inside, you will find guidelines for the proper use of the Alcorn State University logo, official seal, and other symbols, as well as acceptable color use, approved typefaces, and more.

Adherence to these standards reflects our credibility, strengthens our brand, and enhances our recognition as Alcorn grows.

If you are planning to produce a printed, broadcast, or digital piece promoting the University, approval from the Office of University Relations is required. Our role is to help interpret the identity standards presented in this manual for your specific application. To submit your project for approval or simply ask a question, call 601.877.6130 or email news@alcorn.edu.



HORIZONTAL LOGO AND LOGOTYPE
 THIS IS THE PREFERRED CONFIGURATION.
 USE WHENEVER POSSIBLE.



VERTICAL LOGO AND LOGOTYPE
 USE WHEN AVAILABLE SPACE
 WARRANTS A TALLER BRANDING.



DISCONTINUED LOGO
 THIS FORMER ALCORN LOGO
 SHOULD NO LONGER BE USED.

OFFICIAL LOGO CONFIGURATIONS

The **brand identity (logo)** consists of several components. The size and arrangement of the individual components should always be maintained, never altered, distorted, or recreated. The horizontal configuration shown above is the preferred acceptable arrangement. The **icon** is the only component that may be detached and used alone; however, the full brand identity must appear somewhere on the application. The **logotype** is a single piece of art — it is not typeset and should not be re-created by attempting to do so with a font. The Alcorn logo should never appear with a tagline. No official tagline exists.



Minimum size is 2" wide



Minimum size is 2" wide

ACCEPTABLE CLEARANCE AND MINIMUM SIZE

The brand identity and its ability to communicate should not be infringed upon by other type or graphic elements. This requires a **minimum acceptable space** around the logo to be adhered to.

Acceptable clearance is established by creating a unit of measure (X) by measuring the height of the logo icon. That distance should be the clearance border around the logo. An exception to this clearance distance is the use of the Alcorn website address and/or phone number or physical address. All other art, type, or other graphic elements should remain outside of this safe zone.

The **minimum size** the identity should be is 2" wide.



OFFICIAL SEAL

This is the official University seal. Note the scalloped border that distinguishes it from the logo. Do not use the seal as a design element on printed pieces. The seal is reserved for use on official University documents. Use of the seal must be authorized by the Office of University Relations.

ASU

ASU WORDMARK

The wordmark is primarily used for promotional merchandise, such as hats, shirts, pencils, and cups. In other cases, the wordmark should be used sparingly. The official ASU logo (page 2) is the preferred brand identifier in most situations.

When used as a brand identifier, the wordmark is considered a logo: it has a unique proportion and should never be typeset. The official image file of the wordmark is available by request from the Office of University Relations. When the acronym *ASU* is used in a sentence or headline, it is not considered a logo and can be set in any typeface consistent with the font used throughout the publication.

Alcorn State University
COLLEGE FOR EXCELLENCE

Alcorn State University
SCHOOL OF ARTS AND SCIENCES

Alcorn State University
SCHOOL OF AGRICULTURE, RESEARCH,
EXTENSION & APPLIED SCIENCES

Alcorn State University
SCHOOL OF BUSINESS

Alcorn State University
SCHOOL OF EDUCATION
AND PSYCHOLOGY

Alcorn State University
SCHOOL OF GRADUATE STUDIES

Alcorn State University
SCHOOL OF NURSING

SECONDARY BRANDS

Secondary brands enhance the University's core identity because they serve distinct and important audience segments. However, they add complexity to Alcorn's graphic identity and should be used sparingly and strategically. Alcorn State University recognizes seven secondary brands:

1. College for Excellence
2. School of Arts and Sciences
3. School of Agriculture, Research, Extension & Applied Sciences
4. School of Business
5. School of Education and Psychology
6. School of Graduate Studies
7. School of Nursing



EXTENSION PROGRAM LOGO

As a part of the Alcorn State University identity system, the Extension logo plays a special role in identifying Extension programs, events, and departments. The Extension logo is part of the University's identity and is to be used only in association with Extension. University communications and marketing collateral should always bear the official ASU logo (page 2). Materials that are primarily about Extension should be co-branded with the Extension logo.

If you have questions concerning usage for the Extension logo, please contact Alcorn State University Extension Program at 601.877.6137 or email deidre@alcorn.edu.



ATHLETICS LOGO

As a part of the Alcorn State University identity system, the ASU Athletics logo plays a special role in identifying Athletics programs, events, and departments. The Athletics logo is part of the University's identity and is to be used only in association with Athletics. University communications and marketing collateral should always bear the official ASU logo (page 2). Materials that are primarily about Athletics should be co-branded with the Athletics logo.

If you have questions concerning usage for the Athletics logo, please contact Athletics at 601.877.6509 or email weir@alcorn.edu.

Coated



C 3 M 36 Y 100 K 6
R 206 G 142 B 0



C 80 M 95 Y 0 K 35
R 75 G 48 B 106

Uncoated



C 3 M 39 Y 97 K 9
R 195 G 136 B 52



C 70 M 85 Y 9 K 7
R 108 G 89 B 127

BRAND COLORS

Controlling the consistent use of color in all applications is crucial to maintaining the power of the brand. The standard for matching color across various applications is the Pantone Matching System (PMS).

The approved **coated brand identity colors** (in addition to black and white) are PMS 131 C Gold and PMS 269 C Purple. When necessary, these colors may be converted to a 4-color process or RGB version.

The approved **uncoated brand identity colors** (in addition to black and white) are PMS 131 U Gold and PMS 269 U Purple. When necessary, these colors may be converted to a 4-color process or RGB version.



ACCEPTABLE COLOR USAGE

Controlling the **consistent use of color** in all applications is crucial to maintaining the power of the brand. The preferred brand identity usage is purple and gold. White (reversed) out of a background of one of the brand colors or black is also acceptable. Black and white on a light background is permissible when a one-color application is needed. Approval for this usage must come from the Office of University Relations.

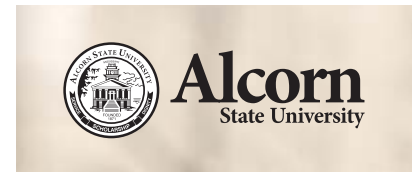
The logo icon, when used alone, may be reproduced in the approved colors and may be screened for graphic use (as a background, for example). The identity art is a **digital file** that is to be reproduced only from artwork obtained from the Office of University Relations.



REVERSED OUT OF ONE OF THE APPROVED PMS COLORS



REVERSED OUT OF DARK PHOTOGRAPH



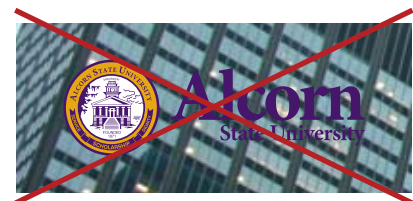
BLACK OVER LIGHT PHOTOGRAPH



APPROVED PURPLE AND GOLD ON WHITE



WHITE OUT OF GRAY (40% BLACK)



UNACCEPTABLE USE OF LOGO OVER DARK PHOTOGRAPH



BLACK LOGO ON UNACCEPTABLE PATTERN



COLOR LOGO DISTORTED BY CONDENSING IT



UNACCEPTABLE USE OF LOGOTYPE AND IDENTIFIER WITHOUT ICON

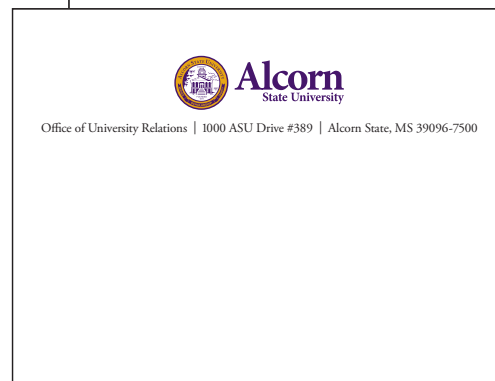
BRAND IDENTITY APPLICATION

The above examples show acceptable and unacceptable brand identity application over a variety of backgrounds. The logo should always be reproduced in a manner that allows for maximum readability and visibility. Usage over busy patterns or colors that are too similar to the logo may obscure the logo. This practice weakens brand recognition and is not permitted.

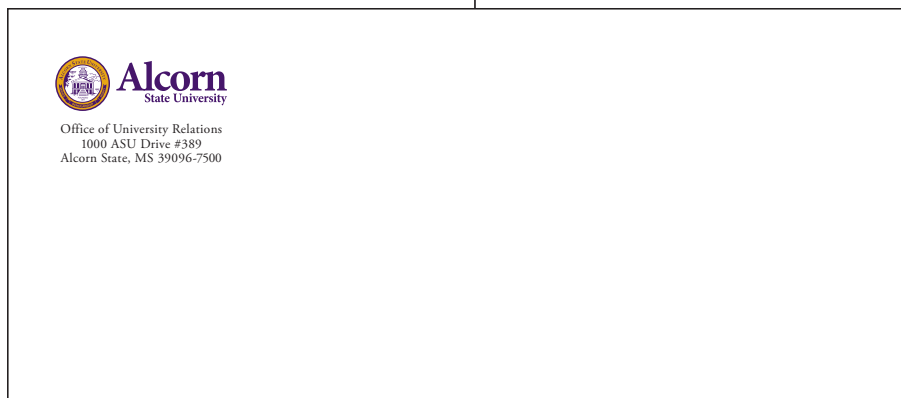
On light colors and screens, color logos or the solid black logo may be used. On dark backgrounds that are at least 40% black or an equivalent value of color, the reversed version should be used.



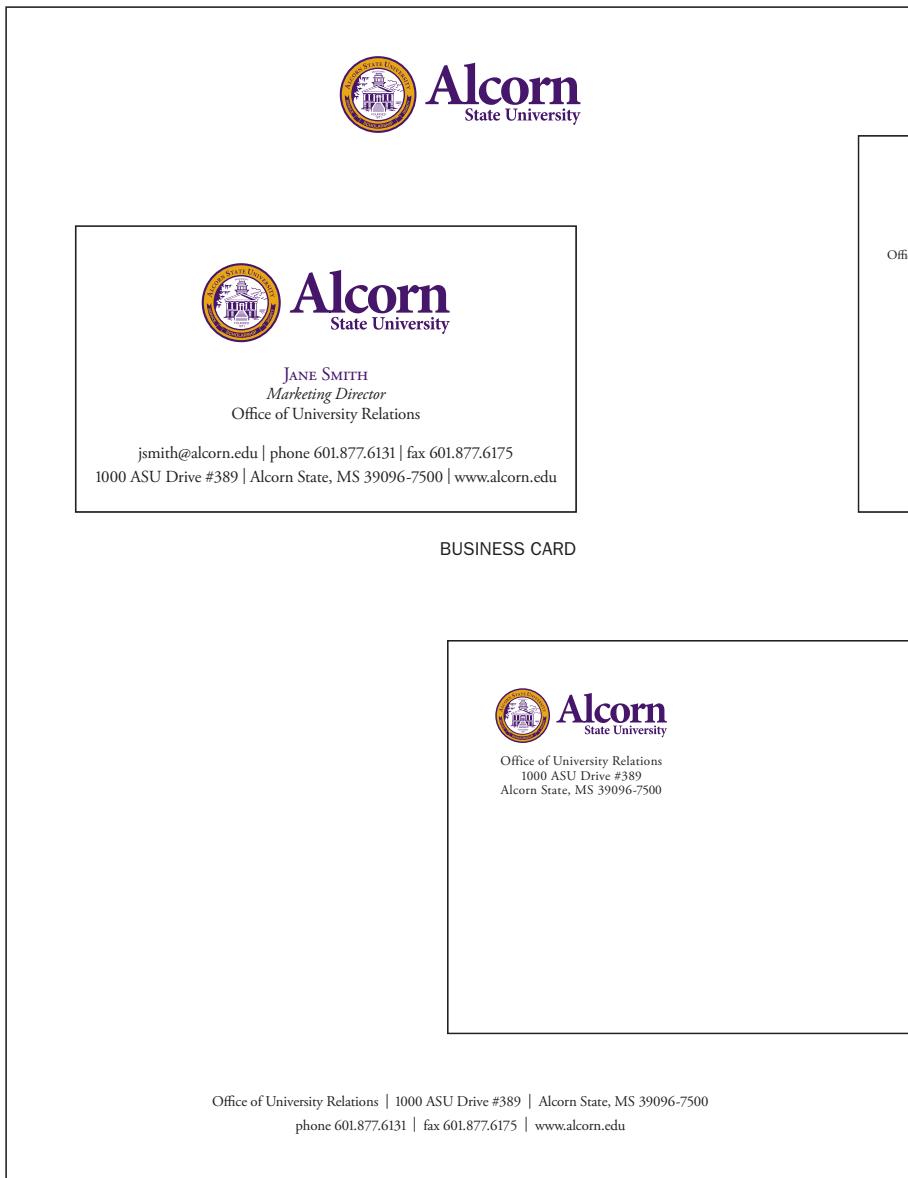
BUSINESS CARD



MAILING LABEL



ENVELOPE



LETTERHEAD

OFFICIAL STATIONERY SYSTEM

This is the official stationery system for Alcorn State University. It is designed to ensure that communications mailed from ASU appear authentic and polished.

The stationery system includes all basic elements necessary to communicate by mail: letterhead, envelopes, business cards, and mailing labels. This stationery may be used for communications from Alcorn State University faculty, staff, departments, and schools to one another, to current and prospective students, to alumni, and to all other individuals and organizations both within and outside the University community. To maintain a professional and credible appearance, official stationery components should never be mixed with unofficial letterhead, envelopes, business cards, or mailing labels.

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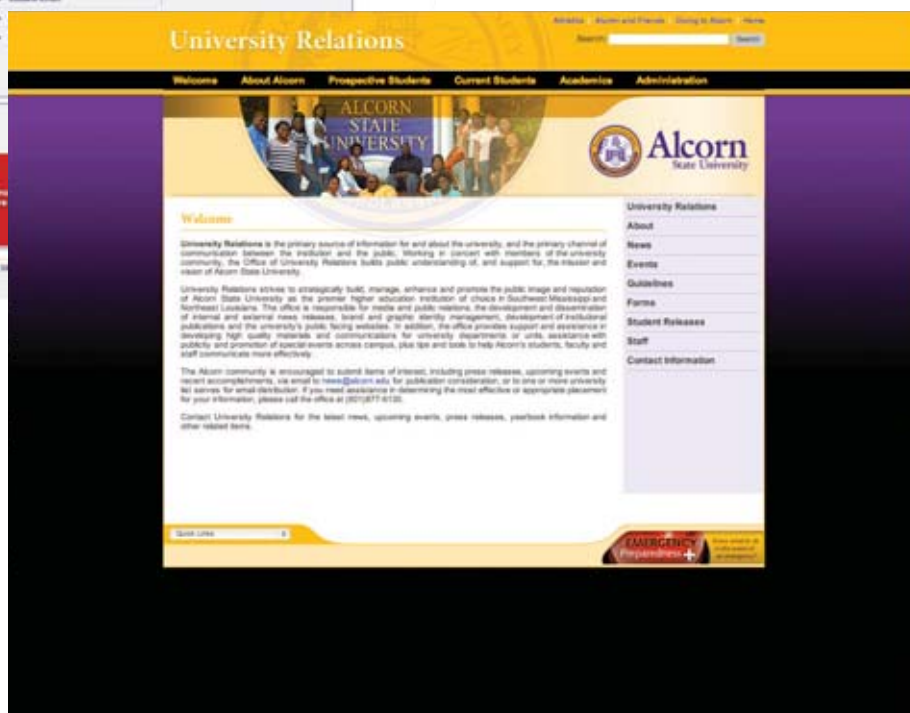
Alcorn
State University

E-MAIL SIGNATURE APPLICATION

Sign all e-mails. Your signature should automatically be included on each e-mail sent and replied to in this format. To add signatures to your e-mails, go to Tools and then Options. For a signature template and further assistance, contact the CITS Helpdesk Service at 601.877.6181.



HOMEPAGE



INTERIOR

WEBSITE

For many, the website serves as their introduction to Alcorn State University, and a great University website leaves a strong, positive first impression with website visitors. Alcorn’s Web presence must communicate in a clear and consistent manner the University’s mission, vision, and outstanding characteristics. To meet this goal, the Center for Information Technology Services has developed a template for use by Web developers at the University. Alcorn’s website template gives Web developers across the University an easy way to build pages that have the look and feel of Alcorn’s homepage.

The University’s website template also gives developers a solid foundation for building websites that are Web-standards compliant, accessible to people with disabilities, and compliant with the University’s visual identity standards. For additional information, contact the Center for Information Technology Services at 601.877.6181 or email web@alcorn.edu.

Adobe Garamond Pro Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

Adobe Garamond Pro Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

Adobe Garamond Pro Semibold

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Adobe Garamond Pro Semibold Italic

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Adobe Garamond Pro Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

Adobe Garamond Pro Bold Italic

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

Futura Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

Futura Light Oblique

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

Futura Book

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

Futura Book Oblique

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

Futura Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

Futura Bold Oblique

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

BRAND FONTS

Adobe Garamond Pro is the preferred serif font for use with the graphic identity. It is shown in three weights: Regular, Semibold and Bold. **Futura** is the preferred sans-serif font for use with the graphic identity. It is shown in three weights: Light, Book and Bold.

ALCORN STATE UNIVERSITY EDITORIAL STYLEBOOK

Alcorn State University strives to maintain a consistent and strong identity and image. The printed materials the University produces should speak with one voice to present clear and precise messages in a distinctive manner.

To help accomplish this goal, Alcorn has adopted the following editorial guidelines based on three primary reference works: the most current editions of *The Associated Press Stylebook*, *The Chicago Manual of Style*, and *Webster's New World College Dictionary, Fourth Edition*.

University magazines, newsletters, and materials that target the news media, such as press releases and tip sheets, are the only exceptions. In those cases, *The Associated Press Stylebook* should be consulted for journalistic “style” questions. In specific cases related to the publication of faculty research, each department should follow the accepted style for their respective disciplines.

This guide contains some of the most frequently encountered elements of editorial style common to Alcorn State University. Every effort should be made to adopt these guidelines when developing copy for publications or simple correspondence. If you have any questions, please contact the Office of University Relations at news@alcorn.edu or 601.877.6130.

ABBREVIATIONS

Avoid abbreviations in text material. If you must use an abbreviation, spell out the entire name on first reference followed by the letters in parentheses. The abbreviation, generally without periods, can be used thereafter: Alcorn State University (ASU).

Abbreviations frequently used at Alcorn that do not need to be spelled out:

B.A.	Bachelor of Arts
B.S.B.A.	Bachelor of Science in Business Administration
B.S.	Bachelor of Science
M.B.A.	Master of Business Administration
e.g.	for example
Ed.D.	Doctor of Education
i.e.	that is
M.A.	Master of Arts
M.Ed.	Master of Education
M.S.	Master of Science
Ph.D.	Doctor of Philosophy
Prof.	Professor

ACADEMIC DEGREES

Capitalize in the following manner:

Ph.D., M.S., B.S. (always include the periods)

doctoral degree in psychology, master's degree in English, bachelor's degree in marketing

He received a Bachelor of Science in physics. She will receive a B.S. in psychology.

She received her M.A. in English. He earned a master's degree in physics. She has a Ph.D. in chemistry.

He received his doctorate in psychology.

The word “degree” should not follow a degree abbreviation.

Correct: He has a B.A. in history. Incorrect: He has a B.A. degree in history.

ACADEMIC SUBJECTS

Uppercase when it is the name of a language or used as a specific course title:

He majored in history with a minor in Spanish.

She teaches Biology 101.

Lowercase an academic subject when it is used as a general field of study:

Alcorn State University offers programs in history, economics, biology, accountancy, and education.

AGE

Always a numeral:

1 day old to 110 years old, 7 years old, 110 years old

Always hyphenate when used as a modifier:

12-year-old boy

Always spell out numbers used at the beginning of a sentence, but try to avoid beginning sentences with numbers.

ALUMNI, ALUMNAE, ALUMNUS, ALUMNA

Alumni: plural, masculine; preferred plural form when referring to both men and women

Alumnae: plural, feminine

Alumnus: singular, masculine

Alumna: singular, feminine

Alum: accepted informal singular form of alumna and alumnus

Alums: accepted informal plural form of alumna and alumnus

APOSTROPHES

Plural nouns not ending in s: Add 's

the children's contributions

Plural nouns ending in s: Add only an apostrophe

the students' needs

Nouns in plural form, singular in meaning: Add only an apostrophe

mathematics' rules

Singular nouns not ending in s: Add 's

Alcorn's history reflects a commitment to a values-oriented education.

Singular common nouns ending in s: Add 's unless the next word begins with s

the hostess's invitation; the hostess' seat

Singular proper names ending in s: Use only an apostrophe

Chris' car; Tennessee Williams' plays

Do not use an apostrophe to indicate plural with a number:

He graduated in the 1950s.

Use an apostrophe to indicate omitted numbers:

The Class of '62; he graduated in the '50s.

BOARDS, COMMITTEES, AND OTHER FORMALLY ORGANIZED GROUPS

Capitalize "Alcorn State University Board of Directors" on first reference; may be shortened to "the Board" on second and subsequent references. Lowercase all other University boards of directors.

Emeritus (masculine, singular), emeriti (plural), emerita (female, singular), emeritae (female, plural) Board members are retired Board members selected to retain the honorary title.

Enrollment Management Executive Council, Faculty Board of Review, Committee on Graduate Studies

CLASS YEARS WITH NAMES

For undergraduate degrees only: David A. Smith '66

For undergraduate and graduate degrees: David A. Smith '66, '73G; Renee Thomas '78, '83G; Carol Newman '92H (Honorary)

CLASSES AND CLASS YEAR

The Class of 1925

Members of the freshman (not freshmen) class

COMMAS

Use a comma between all items in a series, including before “and” for clarity. The exception is news writing.

With conjunctions, use a comma if the subject of each clause is expressly stated:

We are visiting Mississippi, and we also plan a side trip to Lorman.

No comma is needed when the subject of the two clauses is the same and is not repeated in the second:

We are visiting Mississippi and plan to see The Mississippi Museum of Art.

Do not use a comma between month and year or season and year (commas are used in dates primarily when a specific day is given):

The building is slated for completion in March 2010.

He is on sabbatical during summer 2010.

A comma should also follow the year when used with a month and day.

The story will appear January 12, 2010, in the *Vicksburg Post*.

Use a comma to separate two or more adjectives preceding a noun:

It was a cold, gray winter.

Set apart the name of a spouse or child with commas:

Smith and his wife, Renee, and children, Ann and Paul, live in Natchez.

DATES

Use Arabic figures without st, nd, rd, or th.

The orator will be coming to campus March 25.

DEANS

Capitalize when used as a formal title before a name. Lowercase when used after a name or in other uses.

Dean David Smith

David Smith, dean of the School of Business

DECADES

No apostrophe when plural: 1920s; 1980s; mid-1970s

Use an apostrophe for abbreviated years: '30s, '40s, '50s

DEPARTMENTS, DIVISIONS, AND OFFICES AT ALCORN STATE

Lowercase when used informally; uppercase when used formally or when needed for clarity.

John works for the chemistry department.

The Department of Chemistry is hosting a reception on Friday.

Division of Development and Marketing

Division of Student Affairs

All offices or service areas should be referred to as “office of”

Office of the President

Office of University Relations

E-MAIL

Always hyphenate.

ETC.

Avoid except within parenthetical expressions.

EXCLAMATION MARKS

Use only for emotion or strong feeling. Use sparingly.

FUNDRAISING, FUNDRAISER

One word.

GOVERNMENT, FEDERAL, OR STATE

Always lowercase, never abbreviate:

U.S. government, federal government, the state of Mississippi

(Exception: the Mississippi State Legislature, the U.S. House of Representatives, Congress, the House, the Senate)

HYPHENS AND DASHES

A general rule is that hyphens link items and dashes separate items.

A hyphen (-) joins words to form compound adjectives or is used to attach certain prefixes or suffixes to words.

The dash that is usually typed as two hyphens (- -) is typeset as an em dash (—). It indicates a break in thought and can be used within a sentence to insert a parenthetical phrase. Always place one space before and after em dashes.

Alcorn's three campuses — in Lorman, Natchez, and Vicksburg — offer convenient access to world-class education.

The en dash (–) is used between ranges of numbers or dates or between adjectival phrases containing two-word concepts (1984–87; pp. 126–34; New York–Dallas flight). Do not use an en dash to replace a hyphen. There are no spaces before or after an en dash.

Hyphenate compound words that are used as adjectives:

Both on- and off-campus activities are planned.

Do not hyphenate those that include an adverb ending in -ly or those used as nouns:

Noun: *Vice president* is not hyphenated.

Adjective: *Full-time* students carry a minimum of 12 credits per semester.

Adverb: He works *full time* for a company in New York.

Adverb: The *newly appointed* faculty member teaches English.

Preposition: The program is scheduled *on campus*.

INTERNET

Always uppercase.

IT'S, ITS

It's represents a contraction for *it is* or *it has*:

It's been a part of the Alcorn State campus since 1871.

Its is the possessive form of the neuter pronoun:

The company sold one of its subsidiaries.

JUNIOR (JR.), SENIOR (SR.), OR II

It is unnecessary to use a comma to separate Jr. from the surname. A comma should never be used to separate II, III, etc., from the surname.

David Smith Jr. and John Brown II

MAJORS

Lowercase, except English, French, Latin, etc.

biology major

Spanish major

She is majoring in political science.

MONTHS

When used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov., and Dec. Do not abbreviate March, April, May, June, or July.

His birthday is Jan. 10.

Dec. 4, 1995, was the target date.

The deadline was April 13, 2010.

Spell out when using alone or with a year alone.

August 2009 was a hot, humid month.

NUMBERS

Spell out under 10 — one, two, three, etc. Starting with 10, use figures.

Spell out *first* through *ninth* when they indicate sequence in time or location.

first base

Alcorn ranks seventh among universities that grant a master's degree.

He was the 12th person to receive the award.

Always spell out at the beginning of a sentence:

One hundred seventy-eight students participated in the event.

Please note: Better to rewrite the sentence than to start in this manner.

Use a comma in numerals of one thousand and above, except for temperatures and dates:

2,957; 18,462

3000 degrees C

We look forward to the year 2011, when Alcorn State University celebrates its 140th anniversary.

PERCENT

Use numerals and spell out *percent*:

90 percent; 3 percent

PERIOD

Use a single space after a period at the end of a sentence.

QUOTATION MARKS

Use for titles of articles and chapters in books.

The headline in today's newspaper reads "Saints win the big game."

The first chapter in Stephen R. Covey's *The 7 Habits of Highly Effective People* is called "First Things First."

Italicize movie titles, radio and television programs, podcasts, titles of books, magazines, newspapers, and plays.

The Oprah Show

Gone With the Wind

Invisible Man

Newsweek

The New York Times

QUOTATION MARKS AND PUNCTUATION

The period and comma almost always go inside the quotation mark.

At the event she said, "It's time to plan another summer gathering."

"I have another great group of students this semester," the professor stated.

The question mark and exclamation mark always go outside the quotation mark unless the quotation is a question or an exclamation.

"What time is it?" Smith asked.

Who said, "It is nearly 3:30"?

SEASONS, SEMESTERS

Uppercase when part of a formal name:

Winter Olympics, Summer Olympics

Lowercase when not part of a formal name:

A copy of our summer sessions' catalog is enclosed.

The dance for the fall 2010 semester is a big event.

STATES

Always spell out.

Place one comma between the city and the state name and another comma after the state name, unless ending a sentence or indicating a dateline:

He was traveling from Houston, Texas, to Jackson, Mississippi, en route to his home in Orlando, Florida.

JACKSON, Miss. (AP) —

TIME OF DAY

Lowercase with periods (a.m., p.m.), and no :00s.

10 a.m., 10:30 p.m., 6:15 a.m.

10 a.m. to noon

2 to 4 p.m.

8 p.m. to midnight

Avoid the redundant:

10 a.m. this morning or 12 noon.

TITLES

Uppercase when the title precedes the name:

Dean David Smith

Professor Renee Thomas

Lowercase when the name precedes the title:

Clara Berry, president of Berry Publishing

Anthony Lawrence, vice president for design and research

Amy Williams is a professor in the College of Arts and Sciences.

UNITED STATES

Spell out on first reference and as a noun; abbreviate on second and subsequent references and when used as an adjective:

the United States

U.S. Court of Appeals

UNIVERSITY

Uppercase when referring to Alcorn specifically:

For more than 139 years, the University has provided a values-oriented education.

WEBSITE

One word, lowercase, unless it starts a sentence.



Alcorn
State University

