



BRAND BOOK

Standards and Guidelines



Dear Colleagues,

The following brand book was created to help bring consistency to the way we all communicate about North Carolina State University.

We share a responsibility to present the university brand correctly in any form of communication, whether it occurs in print, online or in PowerPoint presentations. This brand book provides you with the necessary tools to accomplish our collective goal.

In the pages that follow, you will find a wealth of resources: the elements of our brand and the standards and guidelines for supporting them. By utilizing the brand book as a framework for creating collateral, we can begin to reflect the university brand in all our communications.

The standards established in the following manual were developed with the broad involvement of the university community. We are grateful for the input and insight provided by the NC State Brand Advisory Committee and others across campus. We will continue to work collaboratively as we champion the NC State brand.

The success of the NC State brand depends on all of us communicating with consistency, clarity and effectiveness. The elements in these guidelines take effect for the colleges, departments and affiliated organizations of the university on July 1, 2009. It is important to note that the expectation is not to adjust communications already produced. We do not expect anyone to adjust collateral materials retroactively. However, it is expected that during the next 18 months, we will all work to comply with the standards set forth in the brand book, and to begin that process now with any new work. Thank you for your cooperation in advance.

Best regards,



Nevin E. Kessler
Vice Chancellor
University Advancement
North Carolina State University

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Setting the standard.

With the launch of our new brand campaign, North Carolina State University is finally saying all the things we've wanted to say. We're becoming known for how we're changing the world.

Because of people like you, our impact is dismantling preconceived notions, our campaign is becoming a movement and our brand is finding champions. You're why we're getting noticed and you're how we can build momentum.

No matter what position you hold, you have the power to protect the NC State brand. Following these guidelines is more than a responsibility. It's an opportunity. A chance for you to be a part of this extraordinary effort to push the perception of NC State forward – fast forward.



LOGOS

Making your mark.

A logo is the face and signature of the brand. It connects the brand to all forms of communication. The more consistent a logo looks and is used – the more likely it will be remembered and make an impact.

Each communication needs to be able to stand alone as a proper representation of the brand, but also gain strength as a cohesive and integrated collection of materials. These guidelines provide direction for how the NC State logo should be used to help unify materials and continue to build the brand.

Visit ncsu.edu/brand to download the approved versions of the logo.

NC STATE UNIVERSITY

UNIVERSITY LOGO

THE BRICK

This is the logo for use in all branding materials or communications from or about the university. Examples include letterhead, business cards, print ads, university collateral, admissions documents, direct mail, television commercials, videos, Web sites and more. Guidelines for how to use this version have been established to maintain consistency and are detailed in the following pages.

Colleges, departments, units and organizations within the university should not create any new logos. If you have a question about your unit logo, contact University Communications.

Visit ncsu.edu/brand to download the approved versions of the logo.

FORMATS



CLEAR SPACE REQUIREMENTS

The x-height of the brick logo is based on the height of the N in NC STATE. No design elements, type or photos should come any closer to the logo than $\frac{1}{2}x$. The actual distance of x will change depending on how large the logo is scaled.

PROPORTION

The red rectangle and type should always be kept in proper proportion to maintain the integrity of the logo. Always use the approved logo files and use only vector files of the logo when printing. Never try to recreate the logos yourself, but if you need to scale the logo, always constrain proportions so the height and width are scaled together. To maintain the correct proportions of the brick logo, always hold down the shift key as you drag the corner to increase or decrease its size.

SIZE

The brick logo should not appear smaller than $1\frac{3}{8}"$ in any printed material, or 100 pixels wide on screen.



COLOR LOGO FORMATS

NC STATE UNIVERSITY



NC STATE UNIVERSITY



NC STATE UNIVERSITY



COLOR OPTIONS

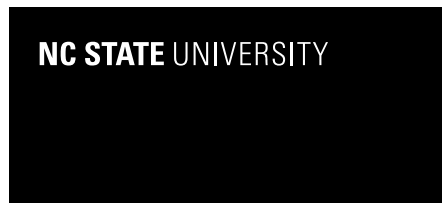
There are two approved color options. One is red (PMS 186) and white. The other is a black and white version. The red and white version should be used whenever color is available. Use the primary brick logo with the red background whenever possible.

Materials should be designed with the brick as the primary logo. It should work with most backgrounds, including solid colors and photographs. In certain cases, the type can be pulled out of the brick and used as red, white or black logotype, as indicated to the left.

BLACK AND WHITE LOGO FORMATS

NC STATE UNIVERSITY

NC STATE UNIVERSITY





PLACEMENT

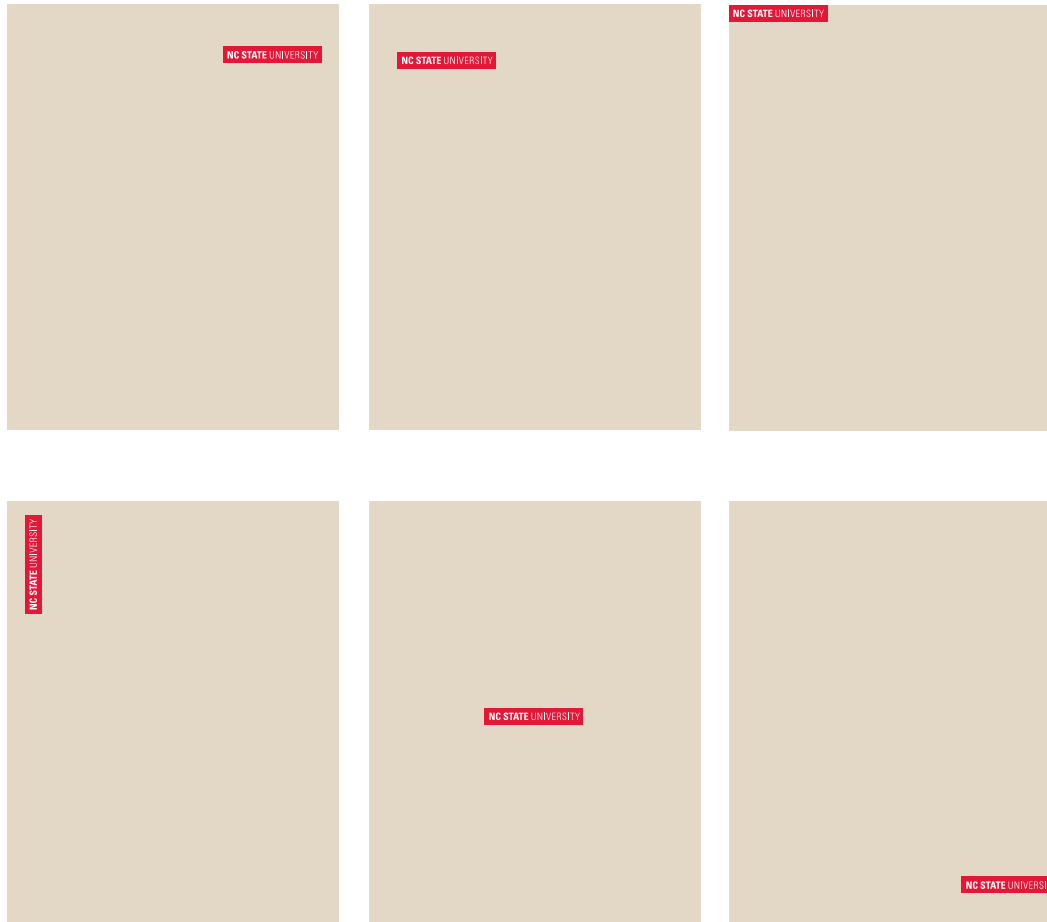
LOCATION

For all university communications, the logo should be placed in the upper-left corner $\frac{1}{4}$ " to $\frac{3}{4}$ " from the edges of the page. The logo should never be placed against the edge of the page as a bleed because when the page is trimmed the logo is often cropped disproportionately violating the logo standards.

The NC State logo should always appear on the cover of any piece of communication.

Contact University Communications at 919.515.3865 for permission to place the brick in an alternate location. The top left location is sometimes problematic for video and print advertising purposes, but should pose no problems for general collateral creation.

PLACEMENT



INCORRECT PLACEMENTS

Do not place the logo anywhere other than the upper left corner.

Do not bleed the logo off the edges of the page.

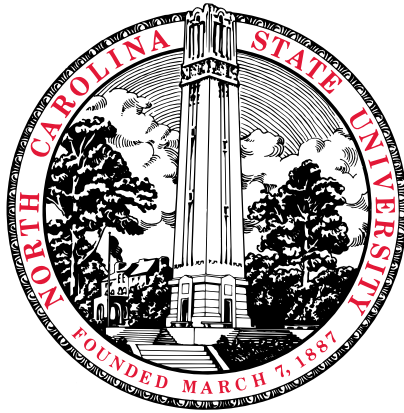
Do not use a logo format that does not conform to the guidelines. In a color application, the red and white brick should always be used.



INCORRECT USAGES

1. Do not obstruct the logo with any graphic or image.
2. Do not add a drop shadow to the logo.
- 3, 4. Do not scale the logo disproportionately so it is wider, taller, thinner or thicker than the approved proportions.
5. Do not change the size or shape of the red rectangle in relation to the type.
6. Do not change the font or recreate the logo in any way.
- 7, 8. Do not make the type or the rectangle in the logo any color other than red, white or black.
9. Do not put the red logo on a red background; instead use the white logotype.
10. Do not put a white line around the logo.
11. Do not combine the logo with type to make a new logo.
12. Do not combine the logo with any other logos.

CHANCELLOR'S SEAL



The Chancellor's seal is used for formal or official university documents. There are two versions, one for color and one for black and white.

Use of this seal is restricted to the Chancellor's Office, graduation materials, official university certificates and awards only. Contact University Communications with any questions.





TYPEFACES

Watching what you say.

From street signs to flyers to brochures, typefaces can help unify the look of many different types of materials. Even with pieces that may have different photos or layouts, the typeface is an obvious element that, when used consistently, can unify all the materials. A uniform typeface also gives personality to the design while conveying expertise in what's being said and how it's presented.

Univers Condensed

UNIVERS CONDENSED LIGHT (47)
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

UNIVERS CONDENSED (57)
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

UNIVERS BOLD CONDENSED (67)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

UNIVERS LIGHT CONDENSED OBLIQUE (47)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

UNIVERS CONDENSED OBLIQUE (57)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

UNIVERS BOLD CONDENSED OBLIQUE (67)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Univers

UNIVERS LIGHT (45)
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

UNIVERS ROMAN (55)
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

UNIVERS BOLD (65)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

UNIVERS LIGHT OBLIQUE (45)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

UNIVERS OBLIQUE (55)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

UNIVERS BOLD OBLIQUE (65)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

UNIVERS FAMILY

The primary typeface for NC State is Univers. This typeface is considered a versatile sans serif workhorse. The structure of the typeface is simple so it's easy to read, but it maintains an elegantly modern feel that adds a level of sophistication to the design. It was designed as a full system of fonts with a range of weights for almost any typographical need.

Univers Condensed is the preferred typeface and should be used whenever possible. Long form copy, however, may be harder to read in Univers Condensed. Univers may be a better option in these cases. Body copy can be set at 9 to 14 point, but 9 point is standard for long form copy. Headlines or headings should be at least 2 points larger than body copy.

Typefaces are readily available for purchase online at various sites.

Minion Pro

MINION PRO REGULAR
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

MINION PRO MEDIUM
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

MINION PRO SEMIBOLD
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

MINION PRO BOLD
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

MINION PRO ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

MINION PRO FAMILY

If circumstances require a serif for long form copy like an annual report or more formal communications like an invitation, you may consider using the complementary typeface, Minion Pro. This typeface was inspired by classical typefaces for an elegant and functional design. It should be used secondarily to Univers and not in headlines.

Body copy can be set at 9 to 14 point, but 9 point is standard for long form copy.

Typefaces are readily available for purchase online.

SUBSTITUTE TYPEFACES

Arial

ARIAL ROMAN
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ARIAL BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ARIAL ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ARIAL BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

SANS SERIF TYPEFACE

Univers should be used as the primary sans serif typeface, but if for some reason it can't be obtained, the substitute typeface is Arial. Similar to Univers, Arial offers a contemporary feel with versatile function.

SERIF TYPEFACE

If for some reason you are not able to get access to the complementary typeface Minion Pro, the substitute typeface, Times New Roman, should be used. Similar to Minion Pro, it has many classical characteristics but offers excellent legibility as well as a crisp and clean appearance.

Times New Roman

TIMES NEW ROMAN REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

TIMES NEW ROMAN BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

TIMES NEW ROMAN REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

TIMES NEW ROMAN BOLD ITALIC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890



COLOR

Coloring within the lines.

Universities understand the importance of color in creating pride and unity. The power of NC State red and white is obvious at every sporting event. Color can be just as powerful in other forms of communication as well. When used consistently, colors help make a brand more cohesive and recognizable. Colors can become as identifiable as the logo or the name, but only if they are used consistently and correctly.

PRIMARY



PMS 186
CMYK: 0, 100, 81, 4



WHITE
CMYK: 0, 0, 0, 0



BLACK
CMYK: 0, 0, 0, 100

SECONDARY



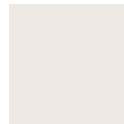
PMS 7503
CMYK: 0, 12, 35, 25



PMS 7401
CMYK: 0, 4, 18, 0



PMS 4545
CMYK: 0, 3, 19, 6



WARM GREY 1
CMYK: 0, 2, 3, 6



PMS 405
CMYK: 0, 10, 33, 72

SUPPORT



PMS 575
CMYK: 48, 0, 100, 53



PMS 5275
CMYK: 60, 47, 0, 30



PMS 653
CMYK: 100, 62, 0, 20



PMS 723
CMYK: 0, 43, 97, 17

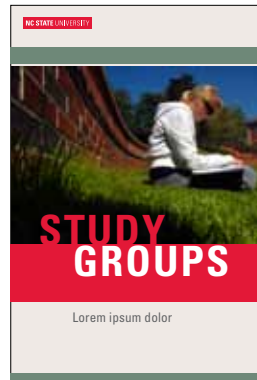


PMS 5625
CMYK: 28, 0, 29, 48



PMS 7492
CMYK: 12, 0, 50, 7

COLOR PALETTE USAGE



PRINT COLOR PALETTE

PRIMARY COLOR PALETTE

Red, white and black comprise the primary color palette. They should be the dominant colors used when designing all print materials. Red should appear in every piece of communication that allows color. Red type, however, should not be used for long lists or lengthy copy blocks. The colors in the primary color palette should always cover more area or be used more than any other color that appears in the material. CMYK and PMS colors are provided to allow for exact matching.

SECONDARY COLOR PALETTE

The secondary color palette includes a range of neutrals that complement the primary colors without overpowering them. In any given application, only two secondary colors should be used with the primary colors to keep the primary colors dominant. The use of too many secondary colors will dilute the power of the primary colors.

SUPPORT COLOR PALETTE

The support color palette includes a range of colors that can add a deep, rich quality to the materials. One support color may be used with as many as two secondary colors and any or all of the primary colors. The support colors are almost like accent colors in that they should never overtake the design.



VOICE

Cheering for each other.

When everyone comes together and speaks as one, we're able to communicate our message in an impactful way. We all have many individual voices, but it's through speaking in the same way with a consistent voice that we're more likely to be heard. Not only does the message break through the clutter – others begin to listen more thoughtfully to what's being said. As a part of this university, we have the privilege and the honor to speak as one – for many.

AVOID:

Recommending that a student copy from another student's paper is certainly not something he would ever think about advising.

For the most part, our woodlands are coming back by virtue of the fact that our economy seems to have shifted its emphasis in another direction, and this is really starting to catch more attention and appear in more news stories all over the area.

Researchers who knew what was going on tried to make sure someone heard about it.

FOLLOW:

He wouldn't advise cheating.

Our economy has shifted its emphasis. Our woodlands are resurging. Reporters are taking notice.

Knowledgeable researchers spoke up.

TONE

The tone of NC State is one of eagerness, impatience and curiosity. There's a sense of urgency in those who are connected to North Carolina State University. We know what we want to accomplish and we go after it with vigor. We're fueled by our collective talent, pride and search for excellence. We're bold, yet down to earth. We're confident, yet approachable. That feeling should come through our words – both spoken and written.

Sentences should be short and efficient. No words are wasted in speeches or written materials for NC State. The structure and content of the language should mirror the brand and be just as powerful and dynamic. Passive voice is not preferred because everything about the NC State brand is active. Crisp, hard-hitting sentences drive home our points in a way that makes people stop and take notice. The words and phrases have an attitude and confidence that motivate and energize.

What will you invent today?

Question the answers.

The autobahn of innovation.

Tomorrow better think fast.
Because we're thinking faster.

Think out loud.

Where genius awaits but never waits.

There's only one wrong answer.
Having one answer.

BRAND PHRASES

Every form of communication offers an opportunity to reinforce NC State's brand. Beyond following the visual and style guidelines, you can incorporate these short, powerful sentences into almost any form of communication.

These brand phrases are not required elements, so don't overuse them and don't try to fit them in if they aren't working. But in certain instances, they may offer quick sound bites for speeches, headers for PowerPoint slides or they could even be used on promotional materials such as T-shirts or bumper stickers.

Do not use these brand phrases as taglines, sign-offs in advertising or locked-up with the logo. A tagline is one specific phrase that is associated with a brand.



REQUIRED ELEMENTS

Playing by the rules.

As a state entity, there are some legal requirements that we have to follow when we are using state dollars to pay for our communications.

If you're printing items or sourcing materials from a unit outside of the state system, you must go through purchasing if your cost for that material is over \$5000.

You also must include some language on your printed materials to let the public know how much it cost and how many units were printed.

You can contact University Communications at 919.515.3865 if you have questions about this. You can also visit the NC State purchasing Web site at <http://www7.acs.ncsu.edu/materialsmgmt/purchasing/home/> to find out more details about purchasing requirements.

EO Statement (Full Text):

North Carolina State University is committed to equality of educational opportunity and does not discriminate against applicants, students, or employees based on race, color, national origin, religion, gender, age, or disability. Moreover, North Carolina State University is open to people of all races and actively seeks to promote racial integration by recruiting and enrolling a larger number of black students. North Carolina State University regards discrimination on the basis of sexual orientation to be inconsistent with its goal of providing a welcoming environment in which all its students, faculty, and staff may learn and work up to their full potential. The University values the benefits of cultural diversity and pluralism in the academic community and welcomes all men and women of good will without regard to sexual orientation.

EO Statement (Condensed Version):

NC State University is dedicated to equality of opportunity. The University does not condone discrimination against students, employees, or applicants in any form. NC State commits itself to positive action to secure equal opportunity regardless of race, color, creed, national origin, religion, sex, age, or disability. In addition, NC State welcomes all persons without regard to sexual orientation.

Public Document Cost Statement:

(quantity) copies of this public document were printed at a cost of (cost \$ or ¢) per copy.

COST AND EQUAL OPPORTUNITY STATEMENTS

All printed materials must have the EO statement and a cost statement. These are state requirements for projects paid for with public funds. They may be placed in the most convenient spot on your piece and can be as small as 6 pt type. There are long and short versions of the EO statement that you can choose from as space permits.

You can download these statements from the brand Web site at <http://www.ncsu.edu/brand/downloads/downloads/>



PHOTOGRAPHY

Seeing it through.

Photography offers an opportunity to make a powerful first impression. In a glance, an image can create a compelling connection and begin to tell the story of the brand. Each image that appears in any communication should be chosen as thoughtfully as the words – because they are all a reflection of NC State. It's a snapshot of who we are – bold, bright, powerful and active. By maintaining high standards and carefully choosing photography that matches the brand, we'll continue to stand out above the rest.

Visit ncsu.edu/photos or <http://images.cals.ncsu.edu/gallery2/main.php> to access our photography database where you can quickly search for a photo. Please note regulations about using photography on the photo sites.

Should you need to hire a photographer, contact University Communications at 919.513.1243 or Communications Services at 919.513.3045. Remember to allow time for scheduling your shoot.



COLOR PHOTOGRAPHY

STYLES TO FOLLOW

Photography that appears in any NC State materials and Web communications should have a modern look, simple content and interesting composition. Color should be bright with adequate contrast (avoid dull or muted color with low contrast). Whenever possible, use active imagery with visual energy and flow (bold, simple images, active composition, diagonal lines, etc.).

All photography that will be printed should be 300 dpi at the actual size it will be displayed. Increasing the scale of a photo reduces its resolution, so this should be avoided. For quality control, print the photo at actual size to make sure it is not pixelated.

Professional photography should be used whenever possible, particularly for external communications such as Web sites, advertising and promotional materials. For internal communications, the best resources are our photo databases at ncsu.edu/photos or <http://images.cals.ncsu.edu/gallery2/main.php>. If that doesn't have what you're looking for, you may need to purchase stock photography. Or if you need to cover an event and professional photography is not an option, an amateur photo can be used. Stock and amateur photos should still follow the same style guidelines.



COLOR PHOTOGRAPHY

STYLES TO AVOID

Photography less than 300 dpi at actual printed size should not be used. Photography should be kept simple with a singular focus so as not to distract from the design. Images with low or bad lighting should not be used and photography should not be scaled disproportionately.

Clip art should never be used.

STYLES TO FOLLOW



STYLES TO AVOID



BLACK AND WHITE PHOTOGRAPHY

STYLES TO FOLLOW

Color photography should be used whenever possible, but if color printing is not an option, black and white photography should be used. Proper lighting and simple composition are even more important to remember when choosing which photos work better in black and white. It's particularly important that these photos have adequate contrast and do not look gray or muddy.

STYLES TO AVOID

Not all photos that look good in color are appropriate for black and white. If you are unable to find a black and white photo in our database that fits your needs, do not just print color photos in black and white. You must convert the photos to black and white first using photo editing software. This will allow you to adjust the contrast or levels until there is a distinction between the blacks and whites. Stay away from photos that are dark and don't have varying values within them. These images will not reproduce well in black and white. Photos that are too bright or washed out also don't work well.



STATIONERY

A cohesive stationery system includes letterhead, envelopes and business cards. In many cases, these materials are the first impression, so they must present a unified look. They are a key component to the brand and offer an easy way to maintain consistency across the university.

STATIONERY SYSTEM

<p>North Carolina State University is a land-grant university and a constituent institution of The University of North Carolina</p> <p>University Communications</p>	
<p>NC STATE UNIVERSITY</p>	<p>Creative Services Campus Box 7508 Raleigh, NC 27695-7508 919.515.7190 919.515.7946 (fax)</p>
<p>1 3/4"</p>	<p>James Smith Jones 12345 Address Way Raleigh, NC 27895</p> <p>Dear James,</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit. In faucibus lacus in magna sagittis in vulputate dui rhoncus. Aliquam posuere venenatis placerat. In fermentum justo quis ante eleifend dictum. Vestibulum nec nunc lectus, sit amet viverra neque. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin tellus est, convallis eu pulvinar ut, consectetur ac nibh. Aliquam erat volutpat. Cras semper nisl id erat feugiat malesuada. Donec faucibus, nunc in gravida auctor, elit enim pretium ante, id fermentum urna felis eget tellus. Sed viverra lobortis venenatis. Vivamus ultrices condimentum orci, vitae mollis urna bibendum non. Aenean pellentesque, erat id commodo congue, urna elit iaculis arcu, imperdiet convallis nibh ante vitae turpis. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.</p> <p>Duis in urna neque, nec condimentum sem. Maecenas sed risus posuere ipsum rhoncus tincidunt. Sed quis orci id ante venenatis dictum. Ut semper metus nec erat laoreet et gravida lacus porta. Mauris euismod erat eget diam gravida tincidunt. Suspendisse volutpat sem et metus porta vulputate. Nam vel lectus sapien. Integer quis arcu nunc. Phasellus lorem sem, tincidunt id imperdiet sit amet, blandit a urna. Sed molestie scelerisque tristique. Donec augue leo, malesuada at faucibus non, laoreet quis nulla.</p> <p>Sincerely,</p> <p>John C. Smith</p>
	<p>1"</p>

LETTERHEAD

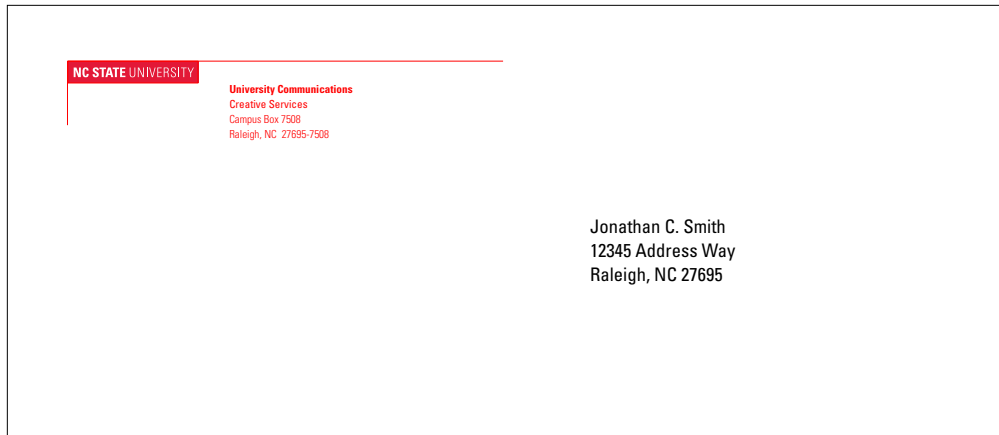
The letterhead design is standardized to promote consistency, yet it also offers a way for units, colleges, departments and organizations to include their contact information within the design. There should be no unit-specific logos on university letterhead.

The left margin should be 1 3/4" and align with the word UNIVERSITY. The right margin should be 1" and the top margin will vary according to the amount of text printed in the address section of the letterhead.

Information appearing in the top margin above the horizontal red line may occupy as many as four lines of text. It is recommended that the name and address of the unit be placed in this space. Below the horizontal red line, units may include division, department or individual names, as well as phone numbers, fax numbers and e-mail addresses.

Unit-specific information appears in black and is added as orders are placed. All orders must be placed and produced through one of our approved convenience contract partners. You can view these partners at http://www7.acs.ncsu.edu/materialsmgmt/purchasing/guidelines/univ_contract.asp

Word document templates are available for digital use only and can be downloaded at ncsu.edu/brand.



ENVELOPES

In compliance with postal regulations, the return address and graphic does not exceed more than 50 percent of the horizontal envelope length. Recipient addresses should not be handwritten, but typed (10-12 point Univers or Arial), in no more than 4 lines. Address blocks should not intrude into the bottom ½" of the envelope.

Address Service Requested statements and Bulk Postage can be added to the envelope upon request from University Communications. "Attention" or "information" lines directing delivery to a specific person or indicating how a business should handle mail should appear above the name of the business or individual to which the mail is addressed. These standards also apply to the design of window envelopes.

For more information about postal requirements for mailing, call the Mailpiece Design Analyst in Raleigh at 919.420.5157. All orders must be placed and produced through one of our approved convenience contract partners. You can view these partners at http://www7.acs.ncsu.edu/materialsmgmt/purchasing/guidelines/univ_contract.asp

STATIONERY SYSTEM

BUSINESS CARD



MAILING LABEL



BUSINESS CARDS

Business cards can include up to ten lines of information (two lines of personal information above the red line and eight lines of contact information below). Both the campus box number and building/room location of offices should be included on the cards. This will help on-campus visitors and delivery people locate your office. The copy is set at 8 point with 11 point leading in Univers Condensed light. The individual's name appears in bold and all the copy aligns with the word UNIVERSITY. The back of the card should be left blank. If exceptions are needed, contact University Communications at 919.515.3865.

All university business cards must conform to this format and may not carry unit-specific logos.

To place an order, contact the university Copy Center at 919.515.2131.

MAILING LABELS

Mailing labels are 3"x 4" and follow the same design standards as the other elements of the stationery system. Labels can have 4-5 lines of copy. Just like the envelope standards, "attention" or "information" lines directing delivery to a specific person or indicating how a business should handle mail should appear above the name of the business or individual to which the mail is addressed.



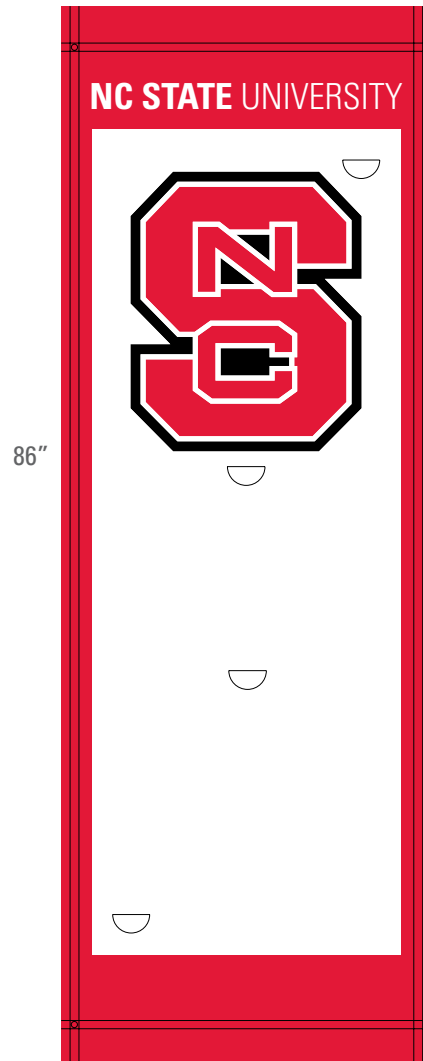
DESIGN EXAMPLES

Everything from PowerPoint slides to banners to fax sheets should be designed with a consistent look. This steadfast attention to detail across every communication will connect the materials in a way that further reinforces and builds the brand. Because these elements are often produced through many different departments, it's even more important to establish a consistent look that can be easily followed, duplicated and produced.

POLE BANNERS

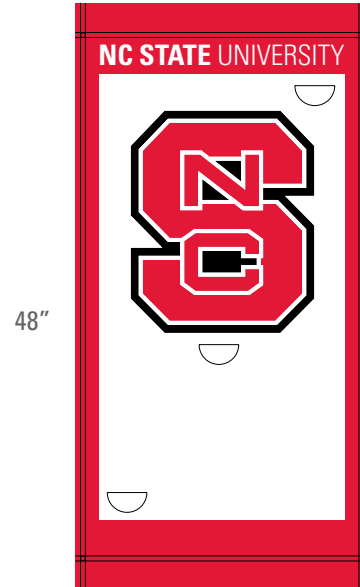
LARGE BANNER

30"



SMALL BANNER

24"



TEMPLATES

For all university banners, the downloadable templates should be used (as shown). All type should be kept within the white area. The block S can be removed if desired, but the red border and the type brick must be used.

Four half-moon shaped wind slits must be cut into the large banner and three must be cut into the small banner, but the wind slit locations can shift to avoid text and graphic elements. For banners that need to feature another logo, place that logo at the bottom of the banner as far from the NC State logo as possible.

Visit the Facilities Website (<http://www.ncsu.edu/facilities/banners/index.htm>) to download banner templates and view further guidelines.

POLE BANNERS



SAMPLES

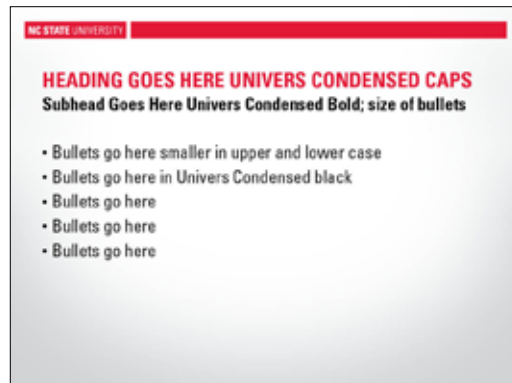
There are many design possibilities for pole banners, but the logo should never be moved or pushed up against any other color or graphic. The logo placement and clear-space requirements outlined in the logo section should be followed in this application as well. All designs must follow the type, color and photography guidelines outlined in this book, but these banners offer more creative freedom to explore design options within these guidelines.

POWERPOINT SLIDES

COVER SLIDE



STANDARD SLIDE



COVER SLIDE

The cover slide introduces your presentation with a large photograph to help engage the audience. The photo's width should be kept even with the bar at the top of the template and allow room under the photo for your heading. Be sure to size or crop your photograph to fit the area. The heading should be red Univrs Condensed Bold 32 point in all caps. To download all our PowerPoint templates and specifications, visit: <http://ncsu.edu/brand>.

STANDARD SLIDE

The majority of the slides in your presentation will be this standard slide. It gives you the ability to customize the copy to include a heading, subhead and bullets. These slides include a gradient background to add some interest to the presentation, but additional slides with a white background are also available online. The heading should be red Univrs Condensed Bold 32 point in all caps. The subheadings are black Univrs Condensed Bold 28 point with title case capitalization. The bullets are black Univrs Condensed 24 point with sentence style capitalization. Sub-bullets (not shown) are black Univrs Condensed 20 point, and they decrease 4 points for each subsequent sublevel. The white background should be used if you are including graphics that have a white space around them.

PHOTO SLIDE

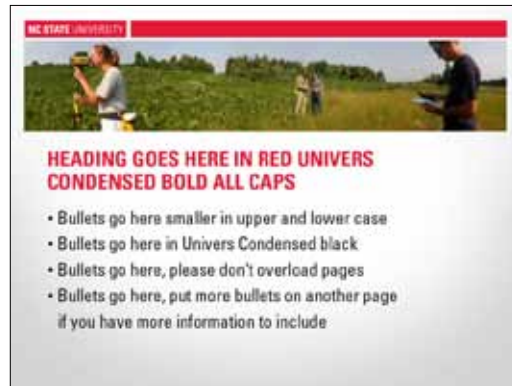


PHOTO SLIDE WITH ARIAL TYPEFACE

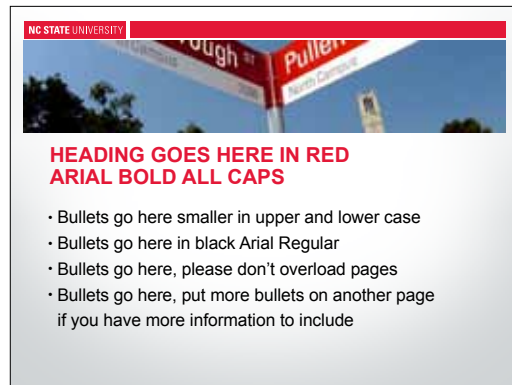


PHOTO SLIDE

When choosing photography for PowerPoint presentations, follow the same style guidelines detailed in the photography section. The photos should have active imagery with visual energy and flow. Unless the PowerPoint will be printed, the resolution of the photography can be Web quality (72 dpi) at the actual size it will be displayed. All photos should be sized or cropped to fit within the dimensions found in the PowerPoint templates online. The heading should be red Univers Condensed Bold 32 point in all caps. The bullets are black Univers Condensed 24 point with sentence style capitalization. Additional templates, including those with vertical photography and graphs are available online at ncsu.edu/brand.

Visit ncsu.edu/photo or <http://images.cals.ncsu.edu/gallery2/main.php> to access our photography database where you can quickly find photos for your presentation. Photo sizing guidelines are included in the PowerPoint templates online.

PHOTO SLIDE WITH ARIAL TYPEFACE

If you aren't able to get access to the Univers Condensed typeface, use the Arial typeface for your PowerPoint slides. The same design standards should be followed when using this typeface.

BRONTO E-MAIL TEMPLATES

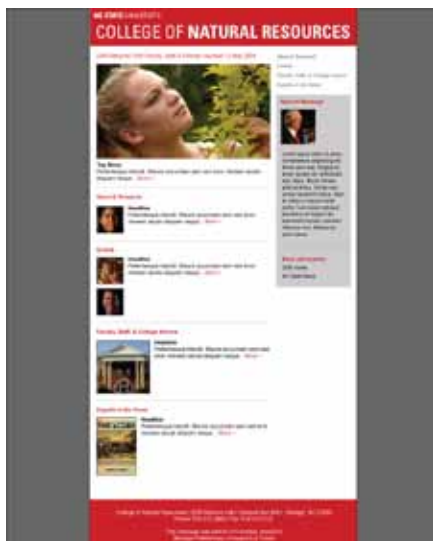
GENERAL GUIDELINES

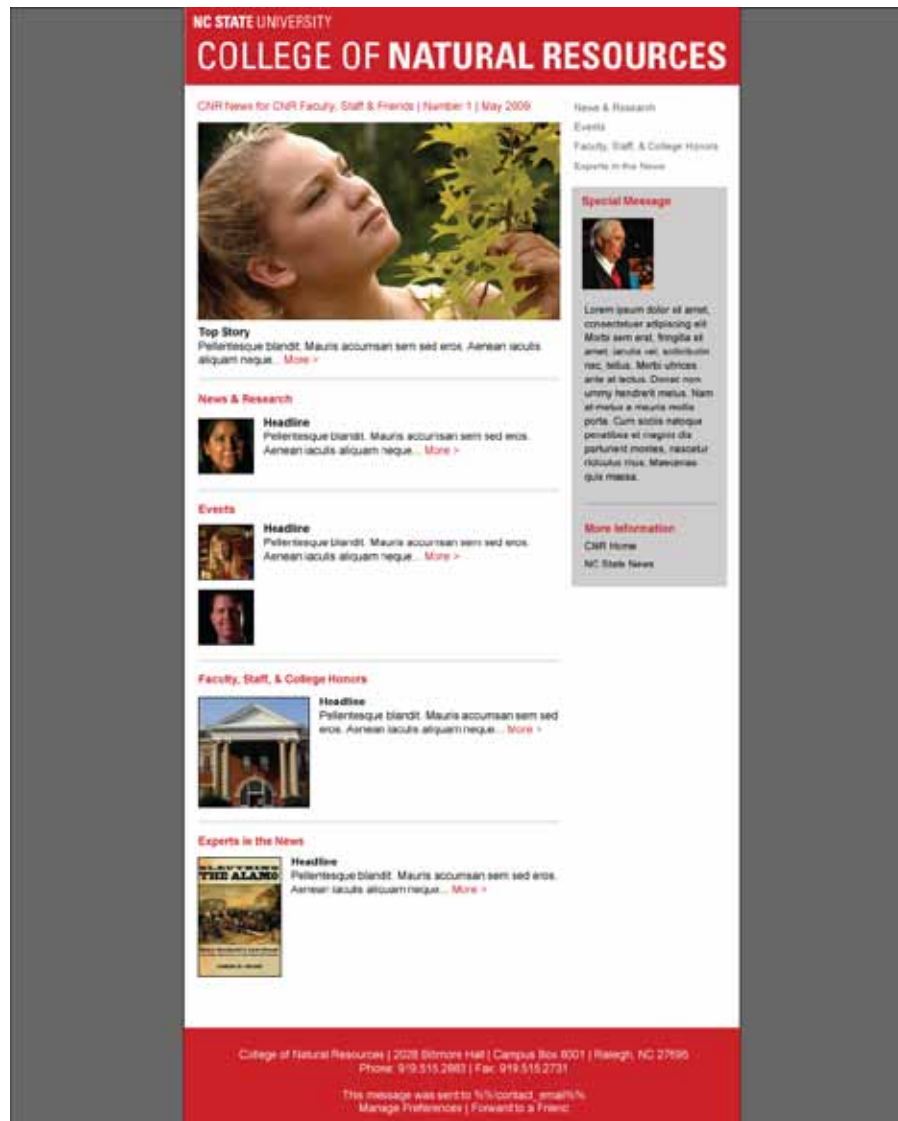
All templates are designed to incorporate a branded header, which should be created by Creative Services or Web Communications.

All text and image areas are editable, and if a field is not filled, it will simply not appear when the e-mail is sent. Photoshop templates are provided to properly format all images for their corresponding template.

All templates will display the contact information associated with the Bronto account in the footer, a statement about which e-mail address the correspondence was sent to and a link allowing recipients to change their e-mail address or unsubscribe. This information must be included on each e-mail.

Contact Bob Witchger, Web Communications bob_witchger@ncsu.edu to obtain the Bronto Templates. If you have questions, contact Web Communications at 919.515.9616.





NEWSLETTER TEMPLATE

An e-mail newsletter should be seen as a tool to drive viewers to content located on the Web (i.e. department or university news sites). There is one “top story” area with a place for a large picture, headline, teaser copy and link to the full story. The four smaller sections all offer editable images, headlines, teaser copy and links to the full story. The template is not designed to accommodate more than two short sentences per story. There are four different Photoshop templates that can be used to create the different image sizes.

The gray box offers an area for a dean or department head’s photo as well as a headline and message. Above the gray box are editable anchor links which link to each of the four sections. The headline, text and link at the bottom of the gray box are also editable.

Contact Bob Witchger, Web Communications
 bob_witchger@ncsu.edu to obtain the Bronto Templates.
 If you have questions, contact Web Communications
 at 919.515.9616.

BRONTO E-MAIL TEMPLATES

INVITATION TEMPLATE

This invitation template offers an easy way to customize an e-mail to promote an event. The image and headline can be customized to fit the event.

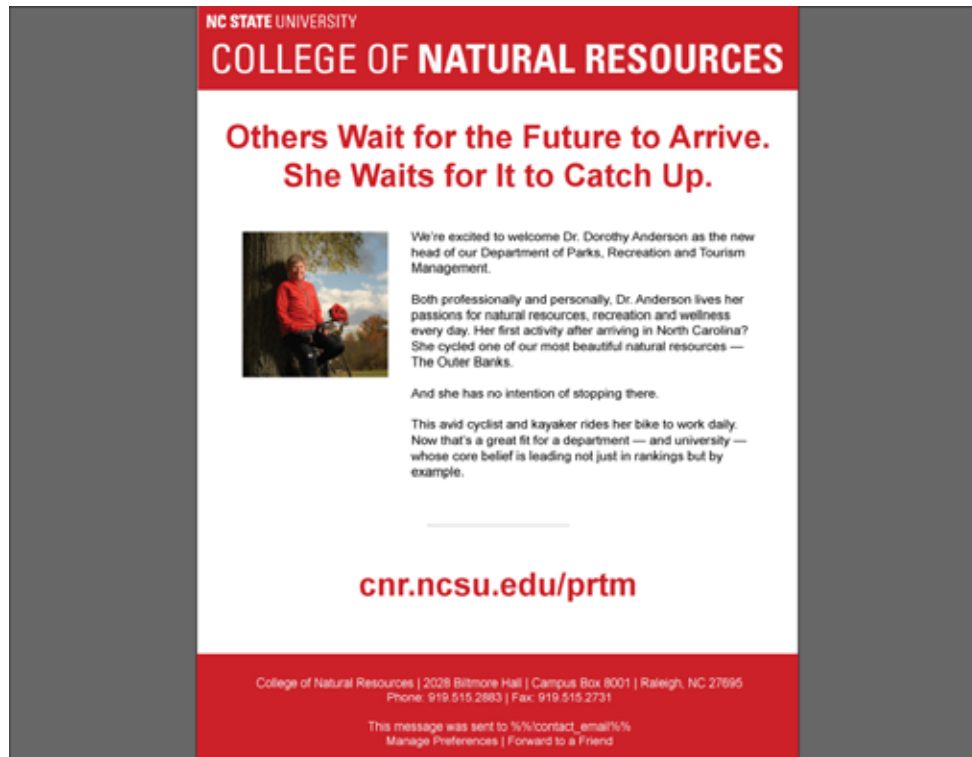
More detailed copy can be included below the headline in black type. The time and location should be in red type.

Information about the event should be included in the black type below the location, with the most important information first. RSVP contact information should also be included.

The second image can be a map or another image, and there are Photoshop templates for the top and bottom image areas for easy formatting.

Contact Bob Witchger, Web Communications
bob_witchger@ncsu.edu to obtain the Bronto Templates.
If you have questions, contact Web Communications at 919.515.9616.

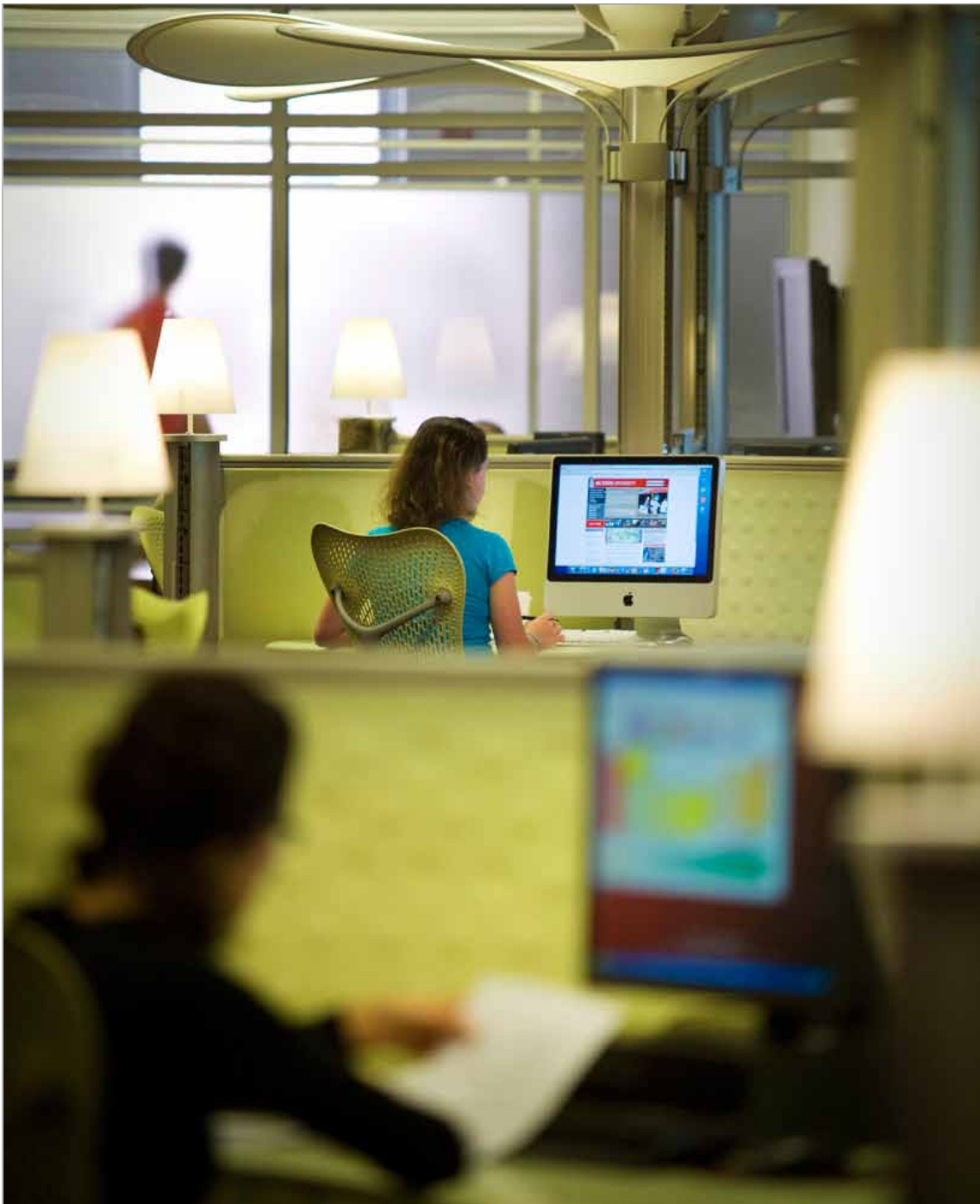




FACULTY ANNOUNCEMENT

The faculty announcement template provides an editable area for a headline and text block. A photo can be included and easily sized using the Photoshop template. A link to more information can also be added at the bottom of the template.

Contact Bob Witchger, Web Communications
bob_witchger@ncsu.edu to obtain the Bronto Templates.
If you have questions, contact Web Communications
at 919.515.9616.



WEB

Weaving a Web.

Just like our printed communications, the information we post online should be quickly accessible and visually consistent with the NC State brand. The more intuitive and simple the organization, the more likely the user will interact with and return to the site. Web sites should be able to stand alone and give visitors a sense of the brand with every click. They also have the ability to link the many different departments together to show the extensive reach NC State has in the state, nation and world. From type to photography to tone, all the design elements can be used here to help advance the brand through this powerful medium.

For a more detailed version of the Web standards, visit ncsu.edu/brand.

BRANDING BAR

DESIGN ELEMENT

The NC State branding bar offers a simple way to connect our thousands of sites and let users know where they are at all times. This element must appear at the top (centered or left-aligned) of all official NC State Web sites and pages. No content of any kind may appear above this bar. The branding bar is available in various color combinations consistent with official university colors, but it may not be edited or altered in any way outside of the options presented when downloading.

The branding bar may not be required for certain entities' operating under unique circumstances. Exceptions will be handled on a case-by-case basis. Web Communication will provide support for the branding strip but will rely on the college, unit and other entities internal Web or IT staff to implement the strip. For implementation or exception questions, e-mail Web Communication at web_feedback@ncsu.edu.

NC STATE UNIVERSITY | [CAMPUS DIRECTORY](#) | [LIBRARIES](#) | [MYPACK PORTAL](#) | [CAMPUS MAP](#) | [SEARCH NCSU.EDU](#)

NC STATE UNIVERSITY | [CAMPUS DIRECTORY](#) | [LIBRARIES](#) | [MYPACK PORTAL](#) | [CAMPUS MAP](#) | [SEARCH NCSU.EDU](#)

NC STATE UNIVERSITY | [CAMPUS DIRECTORY](#) | [LIBRARIES](#) | [MYPACK PORTAL](#) | [CAMPUS MAP](#) | [SEARCH NCSU.EDU](#)

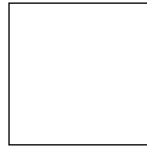
NC STATE UNIVERSITY | [CAMPUS DIRECTORY](#) | [LIBRARIES](#) | [MYPACK PORTAL](#) | [CAMPUS MAP](#) | [SEARCH NCSU.EDU](#)

WEB COLOR PALETTE

PRIMARY



#CC0000



#FFFFFF



#000000

SECONDARY



#383838



#666666



#CCCCCC



#E1E1E1



#5C5541



#666633



#556677



#A20000

SUPPORT



#A79574



#C5BD9D



#E5E1D0



#778855



#99AA77



#CCDDAA



#C5BD9D



#E5E1D0

PRIMARY COLOR PALETTE

These official university colors should be the most dominant colors on any of the NC State sites. They should anchor all Web site designs.

SECONDARY COLOR PALETTE

These colors offer complementary options for navigational elements, promotional areas and other prominent design and content elements. As many as two secondary colors can be used with the primary color palette, but they should never be more dominant than the primary colors.

SUPPORT COLOR PALETTE

These colors should be used for subtle accents (link styles, horizontal rules, etc.) and not for primary design elements. One support color can be used with the primary and secondary colors so as not to overpower the design.

Univers

UNIVERS ROMAN (55)
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

UNIVERS BOLD (65)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Univers Condensed

UNIVERS CONDENSED (57)
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

UNIVERS BOLD CONDENSED (67)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Verdana

VERDANA REGULAR
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

VERDANA BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial

ARIAL ROMAN
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

ARIAL BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Georgia

GEORGIA ROMAN
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz 1234567890

GEORGIA BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

BANNER TYPEFACES

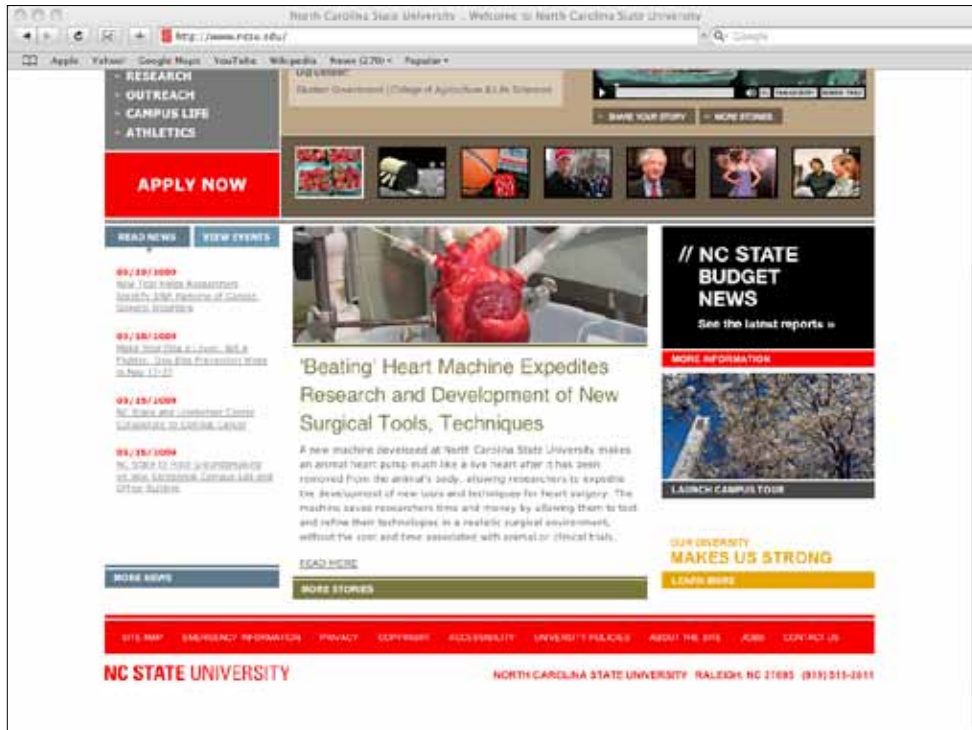
The university's official Web banner typeface is Univers. Colleges and central administrative units are encouraged to create site banners using the Univers typeface to maintain a consistent Web presence.

HTML TYPEFACES

University Web sites should use Verdana, Arial and Georgia typefaces for all HTML text.

HEADLINES (H1 – H6 TAGS) AND SECTION HEADERS

HTML headlines and section headers can use any of the fonts approved for university Web sites.



REQUIRED ELEMENTS

All Web sites must have a “contact” link or contain direct access to contact information for the unit responsible for the content of the Web site or page.

All Web sites must contain a link to an appropriate privacy statement, or use the following: ncsu.edu/privacy. A link to the university Policy Disclaimer (ncsu.edu/policies) should also be included, preferably in the footer of the site.

All Web sites must include contact information for the Web developer, site manager or Web space owner somewhere in the Web space. This information does not need to be available publicly, but must be present in the Web space. For sites developed by third-party contractors, vendors, current students or former students, contact information must include both the site developer and the site owner/manager.

RECOMMENDATIONS

NC STATE WEB SITE PRINCIPLES

NC State University Web sites and pages should be developed with the following principles in mind:

User-centric design

Through every step of Web design and development, consider the needs, goals and expectations of your site's users. Clearly define and prioritize your audiences. Then design the content, layout, organization, navigation, structure and functionality for those audiences.

Brand consistency

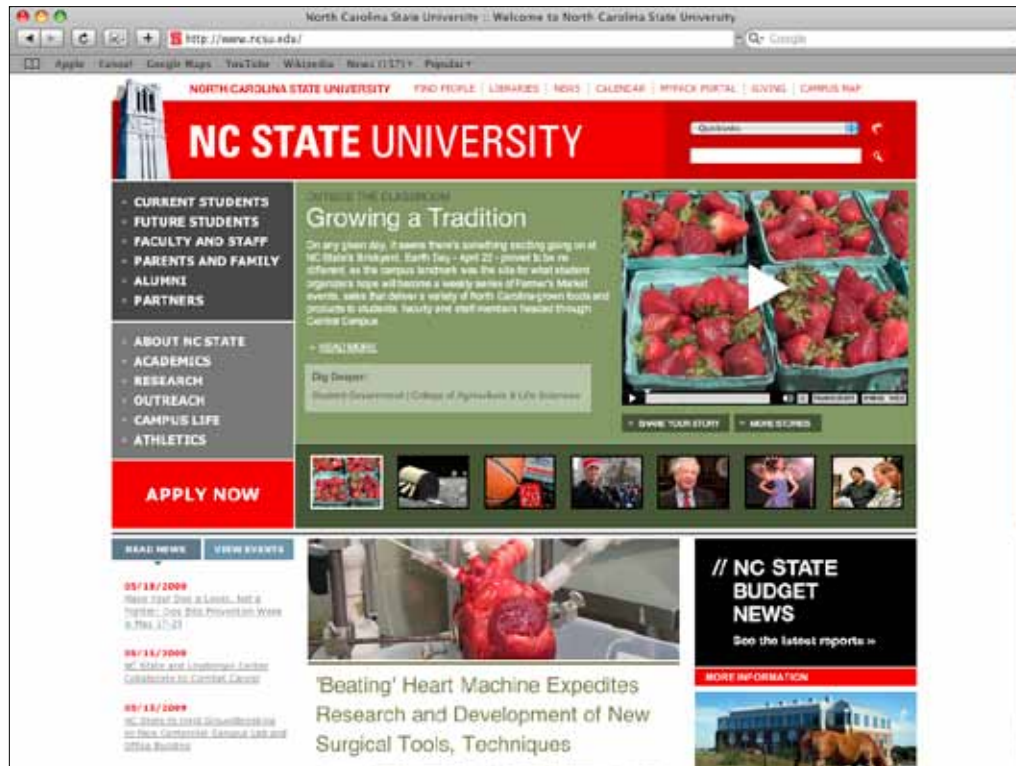
Make sure your users know your site is part of NC State. Design Web sites in such a way that every element of the site supports the university brand. Use the Brand Book to guide the online creative process.

Strong content

Content is the heart and soul of every Web site. Without it, most sites wouldn't exist. Create content that is engaging, interesting, up-to-date, accurate, on-brand and most importantly, relevant and valuable to your audiences.

Usability

Think about what your users want from your site. Consider how they want it to work, what words and language resonate and what information is most important to them. Make every element of the site intuitive for your users (not just for the site's designers or department heads).



RECOMMENDATIONS

NC STATE WEB SITE PRINCIPLES

Sound visual design

Most people prefer attractive sites, but they must also be functional. Good design comes from thoughtful use of the university's color palette, white space and typography while also positioning and leveraging existing Web conventions.

Structural markup

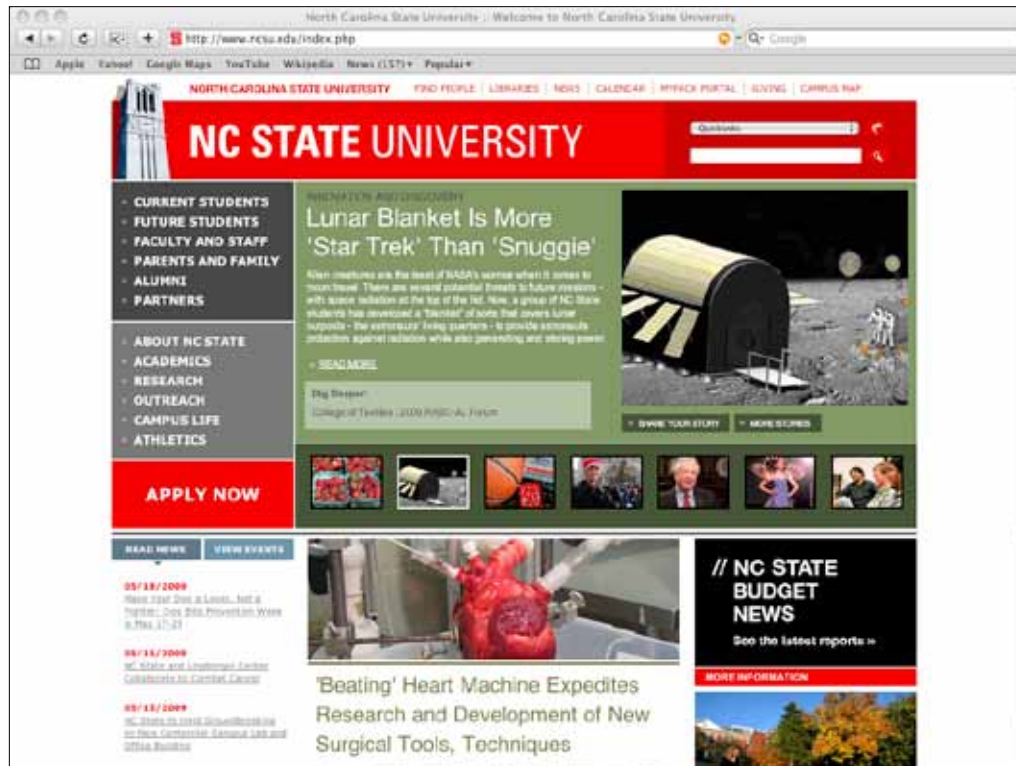
Keep design and content separate. Write Web code that presents a site's information in a structured, organized and intentional way, and use CSS to lay out the content.

Accessibility (section 508 compliance)

Like our university, our users are diverse. Site content needs to be accessible and useful to all of those users. NC State is committed to delivering accessible Web sites, and requires that sites comply with requirements outlined in section 508 of the United States government's Rehabilitation Act.

Sustainability

Keeping sites fresh and accurate requires consistent updates, revisions and modifications. Sites should be built for simple, efficient management and evolution. Web management tools should be chosen based on the needs of the sites' managers and contributors, not simply the Web developers or programmers.





VIDEO

Creating moving images.

Shooting, editing and posting commercials or videos can be a very powerful tool to instill emotion and encourage action. This medium offers a rare opportunity to use many different types of design elements, including: images, film, music, type and much more. Because many elements are involved at once, following the guidelines is even more important and will ensure the final product creates the desired impact.

For questions about video style and formats, call the University Communications Audio Visual department at 919.515.3871.

**VIDEO GUIDELINES**

Whenever possible, videos for Web and internal use should be shot digitally. Logo placement may vary depending on the frame, but typically the NC State logo should be centered on the title card. For help with how to direct, set up or frame university videos, please contact the University Communications Audio Visual department at 919.515.3871.



EDITORIAL GUIDELINES

These editorial guidelines are designed to foster consistency of style and usage in publications written and edited at NC State. This content is not exhaustive, but it does attempt to answer many commonly asked questions directly related to NC State. It's important that these guidelines are followed to ensure our information is presented correctly. This manual can be a valuable reference tool when writing about or for the university.

STYLE GUIDE

On more general questions of form and usage, it is recommended that editors refer to the *Associated Press Stylebook*. The *A.P. Stylebook* prefers *Webster's New World Dictionary* as the source for proper usage and spelling.

academic degrees

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

Associate of Applied Science in field crops technology (A.A.S.)
 Bachelor of Architecture (B.Arch.)
 Bachelor of Science (B.S.)
 Bachelor of Arts in history (B.A.)
 Bachelor of Social Work (B.S.W.)
 Master of Business Administration (M.B.A.)
 Master of Architecture (M.Arch.)
 Master of Arts in English (M.A.)
 Master of Science in Management (M.S.M.)
 Master of Education (M.Ed.)
 Master of Science (M.S.)
 Master of Technology in International Development (M.T.I.D.)
 Doctor of Education (Ed.D.)
 Doctor of Philosophy (Ph.D.)
 Doctor of Veterinary Medicine (D.V.M.)

The general terms for academic degrees are as follows:

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

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

academic degree programs

For any questions on the proper name and abbreviation of a degree program at NC State, call Registration and Records at 919.515.2572 and ask for the records supervisor.

addresses

In writing to an on-campus address, the preferred order is as follows:

Recipient Name
 Department Name
 NC State University
 Campus Box (number)
 Raleigh, NC 27695-(box number)

For return addresses, the preferred order is:

NC State University
 Sender Name
 Department Name
 Campus Box (number)
 Raleigh, NC 27695-(box number)

Refer to your style manual to determine whether to abbreviate terms North, East, South or West and drive, avenue, road, court and so forth.

Agricultural Institute

This two-year program awards the Associate of Applied Science degree.

AGROMECK

The AGROMECK is the university's student-published yearbook.

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.

Alumni Centennial Gateway

This metallic structure near the intersection of Western Boulevard and Gorman Street was dedicated in 1992.

The Annual Fund

This program solicits annual unrestricted gifts from alumni and university friends. The "T" is capitalized even if it is not at the beginning of a sentence.

Correct: Please contribute to The Annual Fund.

Atlantic Coast Conference

On second reference this athletic conference, of which NC State is a member, may be referred to as the ACC.

Belltower

See Memorial Tower.

Board of Trustees

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

Board of Visitors

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

Brickyard

Capitalize the B when referring to the brick courtyard area that is formally known as University Plaza.

Bulletin

The *Bulletin* is the official electronic newspaper for NC State faculty and staff.

Caldwell Fellows Program

This merit scholarship program provides three-year fellowships to high-achieving, first-year students.

Carter-Finley Stadium

The structure was named Carter Stadium when it opened in 1966, then renamed Carter-Finley Stadium in 1979. It is named for Nick and Harry Carter, the brothers who provided the initial donations for the stadium, and A.E. Finley, who provided the largest single donation.

Centennial Campus

Use the full, capitalized name.

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 NC State's chancellors and presidents follow:

Alexander Q. Holladay (president, 1889-1899)
George T. Winston (president, 1899-1908)
Daniel H. Hill (president, 1908-1916)
Wallace C. Riddick (president, 1916-1923)
Eugene Clyde Brooks (president, 1923-1934)
John W. Harrelson (chancellor, 1934-1953)
Carey H. Bostian (chancellor 1953-1959)
John T. Caldwell (chancellor, 1959-1975)
Joab L. Thomas (chancellor, 1976-1981)
Bruce R. Poulton (chancellor, 1982-1989)
Larry K. Monteith (chancellor, 1990-1998)
Marye Anne Fox (chancellor, 1998-2004)
James L. Oblinger (chancellor, 2004-2009)
Jim Woodward (2009 -present)

The Chancellor's Circle

This unrestricted annual giving program solicits contributions at the \$1,000 level and above. The "T" is capitalized even if it is not at the beginning of a sentence.

coed

No hyphen.

College of Agriculture and Life Sciences

The college was formerly known as the School of Agriculture, the School of Agriculture and Forestry and the School of Agriculture and Life Sciences. On second reference, it may be referred to as CALS.

College of Design

This college was formerly called the School of Design.

College of Education

The college was formerly called the School of Education.

College of Engineering

The college was formerly called the School of Engineering.

College of Natural Resources

The college was formerly known as the School of Forestry, the School of Forest Resources and the College of Forest Resources.

College of Humanities and Social Sciences

The college was formerly known as the School of General Studies, the School of Liberal Arts and the School of Humanities and Social Sciences.

College of Management

The college was established in 1992.

College of Physical and Mathematical Sciences

The college was formerly called the School of Physical Science and Applied Mathematics and the School of Physical and Mathematical Sciences.

College of Textiles

The college was formerly known as the School of Textiles.

College of Veterinary Medicine

The college was formerly called the School of Veterinary Medicine.

courses

A course may be identified by its course number (MA 201, for instance) or by its name (for example, Analytic Geometry or Calculus II).

courtesy titles

Courtesy titles include Mr., Mrs., Ms. and Miss. To determine whether you should use courtesy titles, refer to your preferred style manual.

Court of North Carolina

This open area, formerly called the 1911 Field, is sometimes incorrectly referred to as the Court of the Carolinas. The court is bound by Leazar, Poe, Page, Winston, Tompkins and Caldwell halls and the 1911 Building.

curricula, curriculum

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

data

Data is the plural of datum.

departments

On first reference, use a department's formal name (for instance, the Department of Agricultural and Resource Economics). After this reference, you may use the informal name (the agricultural and resource economics department) or, simply, the department. For the proper title of a particular department, refer to the NC State University Undergraduate Catalog, which can be accessed online at ncsu.edu/registrar/courses.

Distance Education and Learning Technology

DELTA on second reference or when used in internal communications.

D.H. Hill Library

The main campus library was named for Daniel Harvey Hill Jr., a professor of English and bookkeeping who became president of NC State. See entry for NCSU Libraries.

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 Professor, Dean, Chancellor or The Rev. in front of a name.

Correct: Dr. Louis Martin-Vega, dean of the College of Engineering, addressed the committee.

Incorrect: Dean Dr. Louis Martin-Vega addressed the committee.

e-mail

This term is the commonly used term for electronic mail; sometimes it is written E-mail. In listing an e-mail address, lowercase all letters and characters.

Correct: jane_doe@ncsu.edu

emeritus

Denotes a retiring full-time faculty member who has been recognized by the chancellor, or a full-time staff member recognized by the Board of Trustees for dedicated service at NC State. It is an earned rank and comes with commensurate rights and privileges.

faculty

Lowercase unless part of a name or title.

First Year College

Opened in 1995, this college is designed for students who enter NC State and want to explore many options before choosing a major.

Founders' Day

March 7 marks the anniversary of the founding of the university. The Founders' Day event commemorates the 1887 passage of a bill in the state legislature that provided for a college to teach agriculture and mechanic arts.

4-H

In North Carolina, this youth development program is operated through the North Carolina Cooperative Extension Service at NC State and NC A&T State University. A 4-H member is also called a 4-H'er.

GPA

Grade point average.

General Administration

The governing body of the 17-campus University of North Carolina system.

Graduate Management Admission Test

GMAT on second reference or when used on internal communications.

Graduate Record Examination

GRE on second reference or when used on internal communications.

Graduate School

When referring to the formal institution, capitalize the name; in general references, lowercase.

Correct: Dr. Duane Larick is dean of the Graduate School.

Correct: He went to graduate school.

Holladay Hall

NC State's first building; before being named for the college's first president, Alexander Quarles Holladay, it was simply called the Main Building. The cornerstone was laid in August 1888, and the building was opened on October 3, 1889.

Internet

Capitalize in all cases.

Jane S. McKimmon Center for Extension and Continuing Education

Informally known as the McKimmon Center, this structure was completed in 1976. It is named for a home demonstration leader who was among the first women to receive degrees from NC State.

Kamphoefner Hall

Named for the first dean of the College of Design, Henry Leveke Kamphoefner.

land-grant

The federal legislation that authorized the creation of land-grant state universities is the federal Land-Grant Act of 1862, also known as the Morrill Act of 1862.

The adjective land-grant (lowercase and with hyphen, as in land-grant state universities, land-grant tradition and land-grant institution) is in keeping with the editorial practice of the Association of Public and Land-Grant Universities. But, it is correct to say the state received a land grant (no hyphen).

main campus

Do not capitalize unless beginning a sentence.

Memorial Tower

This is the official name of the structure informally known as the Belltower. The tower, completed in 1937, honors NC State alumni who were killed during World War I.

National Collegiate Athletic Association

NCAA is acceptable on first reference.

North Carolina State University

North Carolina State University at Raleigh is the full, official name of our institution and may be written when explicitly required on official documents. Editors should otherwise avoid using this name because of the implication that another branch of North Carolina State University exists in another city.

NCSU Libraries

NCSU Libraries consists of D.H. Hill Library and four branch libraries. The branches are the Burlington Textiles Library, the Harrye B. Lyons Design Library, the Natural Resources Library and the William Rand Kenan, Jr. Library of Veterinary Medicine. The Learning Resources Library is also affiliated with the NCSU Libraries. Because the NCSU Libraries is considered a single entity, the noun takes a singular verb and pronoun.

NC 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.

North Carolina State University is the preferred form of the university's full name. It should be paired with the university's identifier on the front or back covers of publications and on World Wide Web (WWW) pages. This form should be used on title pages, in addresses and on first reference in text.

NC State is the preferred second reference, mainly used as nouns (i.e., "Welcome to NC State"). Because "university" is missing from this short form, be cautious using it as an adjective; i.e., "NC State Department of..." may be confused with a State of NC department.

The "university" is also a preferred third reference.

Note: Editors should exercise caution to avoid confusion with units of North Carolina State Government or units at other universities, and the creation of incorrect names, (i.e., NC State Libraries).

ncsu.edu (lowercase) is the university's domain address in electronic mail and Web addressing. Although this is the URL for the university, "NCSU" should not be used to refer to the university in any form of communication. NCSU Libraries is the only exception.

North Carolina Agricultural Research Service

Known until 1979 as the Agricultural Experiment Station, the agency is the research arm of the College of Agriculture and Life Sciences.

North Carolina Cooperative Extension Service

Formerly called the North Carolina Agricultural Extension Service, this agency is part of the College of Agriculture and Life Sciences and has centers in North Carolina's 100 counties as well as the Cherokee Reservation.

Do not call a county center the Brunswick County Extension Service; it is the Brunswick County Center of the North Carolina Cooperative Extension Service.

Despite common misperceptions, the North Carolina Department of Agriculture is not part of the extension service, and the extension service is not part of NCDA.

The Nubian Message

The *Nubian Message* is a student-run paper which strives to be the African-American voice on NC State's campus.

Park Scholarship

Named for distinguished alumni Roy H. Park, NC State offers full expense, four-year Park Scholarships through the generosity of the Park Foundation. Scholars from across the nation are selected to

form a class of exceptionally talented young men and women with diverse academic interest.

professor

Capitalize when the term precedes a name; lowercase when it follows a name.

Correct: Professor Lawrence Apple teaches TID 501.

Correct: Lawrence Apple, professor emeritus of international programs, teaches TID 501.

professorships and scholarships

Capitalize named scholarships and professorships, even when they follow a person's name.

Correct: Arthur Fu was a Caldwell Scholar.

Correct: Clement Markert was named Distinguished University Research Professor.

Correct: Distinguished University Research Professor Donald Bitzer enjoys windsurfing.

Correct: Dr. Jay Narayan is The John C.C. Fan Family Distinguished Professor of Materials Science and Engineering.

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

residence hall

University Housing prefers this term rather than dormitory.

Reynolds Coliseum

The formal name of this building is William Neal Reynolds Coliseum.

Southern Association of Colleges and Schools

On second reference, use SACS.

Stewart Theatre

Located on the second floor of Talley Student Center, seats 800 people and is operated by University Theatre.

Student Aid Association/Wolfpack Club

These two names may be used interchangeably.

Technician

Technician is the university's student newspaper.

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: North Carolina State University Alumni Association President Crane Jones lives in Jacksonville, Fla.

Correct: Crane Jones, president of the North Carolina State University Alumni Association, lives in Jacksonville, Fla.

Correct: The president of the Alumni Association serves for one year.

The University of North Carolina

NC State 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 (Elizabeth City State or 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 NC State.

Thompson Hall

The theater was formerly the Frank Thompson Gymnasium; it is
 named in memory of a student leader, athletic hero and coach who
 was killed in action during World War I.

Tompkins Hall

Named for Daniel Augustus Tompkins, a contract engineer who led
 the campaign for a textile school at NC State. Note there is no “h”
 in Tompkins.

vice chancellor, vice president

Do not use hyphens. For instance, Nevin Kessler is the vice
 chancellor for university advancement. (See titles.)

Watauga Club

A group of young men joined together in 1884 out of concern for
 North Carolina’s poverty-stricken condition and established the
 Watauga Club. One of the group’s first projects was a campaign
 to establish an industrial school, which is now NC State. The
 first president was William Joseph Peele; other influential
 members included Walter Hines Page, Charles W. Dabney,
 Josephus Daniels, John W. Thompson and William Stuart
 Primrose. Watauga Hall is named in the club’s honor.

Watauga Medal

This award was established in 1975 to honor those who have
 given outstanding service to NC State.

Weisiger-Brown Building

Named for Leslie M. Weisiger and Pleasant Luther Brown, ardent
 Wolfpack supporters though neither attended NC State.

Windhover

The *Windhover* is the university’s student-published literary
 magazine. Its title is derived from the title of an 1877 Gerard
 Manley Hopkins poem.

WolfCopy

The campuswide convenience copy service for students and
 departments.

Wolfline

The university's transit service.

Wolfpack

Early athletic teams were known as the Farmers and Mechanics, the Aggies, the Techs or the Red Terrors. The name Wolfpack did not become popular until the early 1920s.

Wolfpack Club/Student Aid Association

These two names can be used interchangeably.

World Wide Web (WWW)

Capitalize each word in all cases. It is also common practice to capitalize "Web" when it does not begin a sentence. Examples: Web, Web page, Web site.

Yarbrough Court

Named for Mary E. Yarbrough, daughter of a member of the first graduating class and the first woman to receive a degree at NC State completely from work on campus. She graduated in 1927. The court is bound by Leazar, Peele, Holladay and Watauga halls.

Yarbrough Drive

Located on North Campus and runs from Dan Allen Drive to Pullen Road.



Leading the way.

A great guide doesn't just show you the way. It gives you the power to lead. Now you have the standards needed to be a part of this effort in building the NC State brand. It's no small endeavor, but we've never done anything small. And by the time you've gotten to this point, you've probably realized that a brand isn't a logo or a photograph or a color. It's all of these things – and you. You've always made NC State stand out. And now you'll bring us together.

Just like any great resource, this guide will be continually updated to reflect the latest standards and guides, so check the University Communications' Web site before beginning new projects.

For any additional information call University Communications at 919.515.3865. You can contact your college's director of communication for assistance. To download all of the templates mentioned here, visit ncsu.edu/brand.