

NCCU Alumni Standards and Style Guide

Every Alumni Association presents itself to the community through a diverse range of media: from apparel and gift items, athletic events to signs and promotional materials.

The public perception of the Alumni Association is based on how graduates of NCCU portray ourselves. It is essential that care be taken to ensure that the quality of our great institution is always held in high regard. The uniform use of coordinated communications graphics such as the logo, must present the public with a consistent, professional, and aesthetically pleasing image of the university.

The purpose of this document is to present the standards for the Alumni Association's printed and electronic graphic identity. It specifies the protocol for use by anyone involved in the development, purchase, implementation, or supervision of Alumni Association communications.

The university's name, seal and logos are the primary coordinating elements for the university. The Alumni Association's name and logo are primary to the Association. Correct and consistent use of these marks is essential to the branding of the university and Alumni Association.

If there are any questions, need for clarification, or concerns with specific guidelines presented, please contact the Electronic Communications Committee for clarification and review. It is more cost effective to raise questions early in the developmental stages of a project than to wait until the design is finalized and time for production is running short.

MISSION

North Carolina Central University Alumni Association's (NCCUAA) Electronic Communications Committee (ECC) has a responsibility to promote public good, the NCCUAA and its chapters. Its specific responsibilities include drafting communications, web content, press releases, advertising and marketing content, and serving in an advisory capacity to the Association, local chapters, and its officers and members.

TIPS FOR TALKING TO THE MEDIA

- Know with whom you are speaking. Get the reporter's name and telephone number

- Rely on facts, do not speculate. Contact the Electronic Communications Committee if you need assistance.
- Know your objective & message, and stick to them.
- If you make a mistake, set it straight as soon as possible. Reporters should give you the benefit of the doubt for giving them bad information - once.
- Say something positive in every answer
- Say the name of the organization in every answer so regardless of what they use, NCCU Alumni Association's name is included
- Never say any form of “no comment”
- Never lie
- Never get angry with the reporter
- Ego is your enemy when talking to reporters. Remember, the reporter gets to write the story and has the last word.
- No take backs. Once you’ve said it, you’ve said it. It’s too late to take it back - even through a letter from your attorney.

SPOKESPERSON

You are not the official University Spokesman or the official spokesperson for the NCCU Alumni Association. The chancellor is the official spokesperson of the university, and the President is the official spokesperson for the NCCU Alumni Association.

SERVICES PROVIDED

ADVERTISING

Approvals are required for all advertising and promotional content by the Electronic Communications Committee.

PHOTOGRAPHIC SERVICES

Alumni and student alumni groups who desire photographs taken of alumni-related activities must request this service in advance.

MARKETING AND PROMOTION

Electronic Communications Committee can assist in marketing events such as receptions and conferences to help increase attendance and participation. If you are seeking assistance, it is helpful to request assistance during the early planning stages so an effective marketing strategy can be developed.

Although it is not our intent to design every published work, we are available to assist organizations in creating official literature. We also have templates for brochures, fliers and other items.

USING COMPUTER GRAPHICS

When incorporating images, only those with sufficient print resolution should be used. Images should have a minimum of 300 dpi (dots per inch) and for text, the minimum is 600 dpi. If you are unsure how to discern the resolution of your image, we are ready to assist you.

STYLE: ASSOCIATED PRESS WRITING

The Associated Press Stylebook and Briefing on Media Law usually called the AP Stylebook, is the primary style and usage guide for most newspapers and news magazines in the United States.

To enhance efficiency, if you are producing text for a public audience, please consider adopting the AP

style of writing.

OFFICIAL TYPEFACE (FONTS)

The official university and NCUAA typefaces are Adobe Caslon (serif) and Frutiger (sans serif).

UNIVERSITY COLORS

The official colors of NCCU are maroon and gray.

The appearance of the colors will vary slightly according to the types of printers and copiers used.

However for all professional print work that is contracted out, NCCUAA identifies itself with these two approved color palette specifications using the PANTONE color system:

Maroon Gray

Process color (CMYK) on solid	0C, 100M,	0C, 0M, 0Y,
Process color (CMYK) on	0C, 100M,	0C, 0M, 0Y,
Spot color on coated paper	PANTONE	PANTONE

Spot color on uncoated paper	PANTONE 7427 U	PANTONE Cool Gray 7U
hexidecimal (web)	660000	333333
RGB (web and video)	142, 0, 28	143, 143,

THE UNIVERSITY SEAL

The seal is the official trademark and primary identifier of the university to be used on diplomas and other official university documents. It presents the university name, North Carolina Central University, in a distinctive and thoughtful manner. The seal represents many of the positive aspects of our university. Dr. James E. Shepard, the university's founder, is depicted as a seeker of knowledge, with book in hand. He stands tall amidst the clouds, his eyes fixed upon the future. Below the image of Dr. Shepard are the motto "Truth and Service" and the institution's founding date, 1910. Below the entire seal is the founder's name, James E. Shepard. The seal is never to be reproduced without the accompanying text "James E. Shepard Founder."

Right



James E. Shepard, Founder

- The seal may be reproduced in black or maroon (PMS 202). The official seal may never be represented in a multi-color format. The text, center image, motto, name of the university, city and state, and name of founder must all be reproduced in the same color.
- The seal must be reproduced on a background of either white, light gray, or gray (PMS 423).
- The one-color seal may be reproduced in reverse, i.e. as white on a black or maroon (PMS 202) background. See illustration on the following page.
- Do not use the logo in the background or behind text as a watermark.

THE NCCU ALUMNI ASSOCIATION LOGO

The NCCU Alumni Association logo is the formal mark of the Association. It should be used in all in documents.



SIZE AND PROPER PLACEMENT OF NAME LOGO

The logo should always be placed in an area void of other elements. The minimum size of the name logo is 1.25 inches wide.

LOGO COLOR SPECIFICATIONS

The logo was designed with the official university

colors in mind. In the interest of consistency and to preserve the design's integrity, the logo may be reproduced only according to the color scheme specified as follows:

- The logo itself may be reproduced in black, white, gray (PMS 423) and maroon (PMS 202). The logo may never be represented in a multi-color format. The text, image, and name of the chapter must be reproduced in the same color.
- The name logo may be reproduced on a background of either white, light gray, or gray (PMS 423).
- The one-color logo may be reproduced in reverse, i.e. as white on a black or maroon (PMS 202) background.

NAME LOGO FORMATS

To ensure the highest quality logo, please use the files provided by the Electronic Communications Committee.

ATHLETIC LOGO

The Eagle, which is the athletic logo and university mascot, is intended to be used as a coordinating symbol for all sports-related and school spirit activities of the university. The athletic logo may be used for commercial purposes only with prior approval from the NCCU Office of Legal Affairs.



USE OF THE ALUMNI ASSOCIATION NAME

NCCUAA is a gateway to North Carolina Central University. Approved use of the association's name is North Carolina Central University Alumni Association, Inc. or NCCUAA.

Please refrain from using the following written presentations:

- N.C.C.U.A.A.
- Central Alumni Association
- NC Central Alumni Association
- North Carolina Central Alumni Association
- Eagle Alumni