



BRAND IDENTITY STANDARDS GUIDELINES 2018-2019

HARRIS-STOWE STATE UNIVERSITY
has developed this Identity Standards Guide for use by all those creating materials that represent the university. This guide is designed to explain HSSU's branding concepts and ensure correct and consistent use of brand logos, colors, and core messages communicated about the institution as we tell the HSSU story. Any questions regarding the use of the brand should be directed to the Office of Communications and Marketing at Communications@hssu.edu, (314) 340-3391.

HARRIS-STOWE
STATE UNIVERSITY
OFFICE OF COMMUNICATIONS & MARKETING

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SECTION ONE- HARRIS-STOWE STATE UNIVERSITY MISSION AND HISTORY

Founded in 1857, Harris-Stowe State University (HSSU) was the first teacher education institution west of the Mississippi River and the 12th such institution in the United States. The University, as it exists today, is the result of several predecessor institutions which, through the years, expanded as separate schools, merged and finally became the newest member of the Missouri System of Public Higher Education.

The university is a fully accredited four-year institution with more than 50 majors, minors and certificate programs in education, business and arts and sciences. Harris-Stowe's mission is to provide outstanding educational opportunities for individuals seeking a rich and engaging academic experience. HSSU's programs are designed to nurture intellectual curiosity and build authentic skills that prepare students for leadership roles in a global society.



SECTION TWO - LOGO AND BRANDING

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

The following are general guidelines and information about Harris-Stowe State University's brand identity. The Institutional Logo, Hornet Logo and University Seal, are the official marks of Harris-Stowe State University.

LOGO

The Harris-Stowe State University logo is the standardized graphic representation of the Harris-Stowe State University name. It is a custom-designed mark that emphasizes the words "Harris-Stowe" to provide immediate identity recognition and to enhance readability.

HARRIS-STOWE
STATE UNIVERSITY

HORNET LOGO

The Hornet graphic is a simple and iconic mark that symbolizes Harris-Stowe State University. HSSU students, faculty, staff, and alumni around the world refer to themselves as Hornets. All HSSU administrative and academic units may use the Hornet Logo. The logo may also be used in association with student activities or interests. However, it may not be altered or used as a part of student organization logos. The Hornet is not the official identity of the greater University and should not be used as the institutional identity.



UNIVERSITY SEAL

The University Seal is used ONLY for formal academic ceremonies (i.e., Commencement, Convocation), legal applications, diplomas and official certificates issued by the Office of the President or the President's designee. It is not a symbol for publicizing, marketing, advertising or branding the University or any University programs/activities. The Institutional Logo should be used for those purposes.



No external entity or person(s) will be allowed to use the Harris-Stowe State University wordmark, logos, or seal without written consent from the administration of the institution.

SECTION THREE- TYPOGRAPHY/ COLOR BREAKDOWN

Sans serif is the official primary typeface for marketing communications about Harris-Stowe State University. This font is available in a variety of weights, including regular, bold and italic. The sans serif fonts can be used for internal and external documents and emails. Sans serif fonts most commonly used are Palatino, Arial, and Futura.

Palatino
(taglines , some copy)

Arial
(body copy)

Futura
(titles, headers some body copy)

COLOR BREAKDOWN



PANTONE HSSU BROWN: 52.70.79.69 PANTONE HSSU GOLD: 18.28.95.0

WEB HEX COLORS: HSSU BROWN: 3B2517 HSSU GOLD: D6B133

SECTION FOUR - HARRIS-STOWE STATE UNIVERSITY STATIONERY

OFFICIAL LETTERHEAD

The top of the page will display the Harris-Stowe State University wordmark, which follows the guideline previously described, with the only exception being the office of origin is within the exclusion zone. Content printed on official letterheads should have a 2.5 inch top margin, and left/right margins of 1.25 inch. Text alignment for official letterheads should be aligned left. The text size for letterheads should not exceed 12pt.

Custom Harris-Stowe State University letterheads can be requested from the Office of Communications and Marketing.



HARRIS-STOWE
STATE UNIVERSITY

2018

HSSU FACT SHEET: INSTITUTIONAL PERFORMANCE UPDATE

President: Dr. Dwaun J. Warmack
(314) 340-3380
president@hssu.edu
www.hssu.edu/president

STUDENT **CENTERED** | STUDENT **FOCUSED** | STUDENT **DRIVEN**

HSSU AT A GLANCE

12.7%
FOUR YEAR
HEADCOUNT INCREASE

21.5%
FOUR YEAR
FTE INCREASE

34%
INCREASE IN NUMBER OF
GRADUATES SINCE 2014

84%
FALL 2017 TO SPRING 2018
RETENTION OF FIRST-TIME
FULL-TIME FRESHMEN

Why Students Choose HSSU

\$206 [TUITION/CR.HR.]
\$222 [FEES]
\$25/CR.HR. [TEXT BOOKS]
\$9.31 MIL. [SCHOLARSHIPS/GRANTS]

QUALITY PROGRAMS
RIGOROUS EXPECTATIONS
PERSONAL FIT
GREAT CAMPUS EXPERIENCES

Key Institutional Strategies

- Revamped recruitment and retention strategies with agile, data-informed decision support
- Increased program offerings to address workforce demands
- Created new academic partnerships and programs to expand graduate and undergraduate opportunities for students in STEM, Healthcare, and legal professions
- Created new business partnerships and programs to create centers of excellence, entrepreneurship, and innovation.
- Expanded instructional delivery options with more online course offerings
- Adoption of the Complete College America 15-to-Finish national initiative
- Comprehensive program revision to reduce time to degree

HSSU and Diversity in Higher Education

*It has never been more important in Missouri to re-affirm the state's commitment to inclusivity in higher education: **Supporting HSSU helps to ensure that this commitment remains a highly visible priority for our state.***

2.72

AVERAGE GPA FOR 2017 INCOMING
FRESHMAN [UP FROM 2.42 IN 2014]

> 80%

MINORITY REPRESENTATION IN HSSU'S
STUDENT POPULATION

30%

HSSU GRADUATES WHO OBTAINED ADVANCE
DEGREES WITHIN 5 YEARS OF GRADUATION

Only 22 states in the nation are home to Historically Black Colleges and Universities. **Missouri can proudly claim two HBCUs within its borders.** And because we serve the needs of one of Missouri's most populous urban regions, **HSSU is uniquely positioned to tap into an incredibly diverse talent pool found in the greater St. Louis area.**

SECTION SIX - BRANDING MATERIAL

Below are templates and links for your use in updating the following:

EMAIL SIGNATURE

Cut the signature below, including the words, "With Hornet Pride." Click on the "signature" tab and then "signatures" from any outgoing email. Paste the signature into the textbox and click "OK." The font is 11pt. Times Roman in brown.

With Hornet Pride,

First Name Last Name, degree (i.e.M.Ed)

Title

Department

Harris-Stowe State University

P: (314) 340-XXXX

F: (314) XXX-XXX

C: (314) XXX-XXX

www.hssu.edu



It's a great day to be a Hornet!

VOICEMAIL SCRIPT

It's a Great Day to be a Hornet! You have reached the voicemail of (name, title) at Harris-Stowe State University.
I am unable to take your call, but your reason for contacting Harris-Stowe is important to me.
Please leave your name, number, and a brief message. I will contact you as soon as possible.
Thank you for calling Harris-Stowe State University.

OUT OF OFFICE VOICE MESSAGE

It's a Great Day to be a Hornet! You have reached the voicemail of (name, title) at Harris-Stowe State University.
I am away from the office today, returning on (day, date). If you need immediate assistance,
please contact (name) at (number). Otherwise, please leave your name, number, and a brief message.
I will contact you as soon as possible. Thank you for calling Harris-Stowe State University.

OUT OF OFFICE EMAIL MESSAGE (FOR INTERNAL AND EXTERNAL)

Greetings and thank you for your email. I will be out of the office (with limited access to email)
and will return on (day, date). Your message is important to me, and I will respond as soon as possible.
If you need immediate assistance, please contact (name) at (email) or (phone).

AVATAR

If you have a University headshot taken by the staff photographer you may upload it as your
Outlook Avatar. To upload from Outlook click on the "File" tab and next to account settings
click on the default image or this link: <https://outlook.office365.com/owa/hssu.edu/>. Sign into
Outlook Office 360 using your HSSU log-in and password. You will see the default image in the
upper right corner of the taskbar, click on the image. In the drop-down menu click upload photo,
which will open your folders. Locate your headshot, click on it and hit open.

HARRIS-STOWE STATE UNIVERSITY

SECTION SEVEN - STYLE SHEET

A

academic degrees Lowercase bachelor's degree and master's degree unless it is part of an official degree title. Example: bachelor's degree, Bachelor of Science Degree in Elementary Education

academic titles Capitalize and spell out formal titles such as chancellor, chairman, etc. when they precede a name. Lowercase academic titles elsewhere. Example: president of the University; President Dwaun J. Warmack

acronyms Upon first reference, the full name should always be spelled out and followed by the acronym. Example: Henry Givens Administration Building (HGA). After the first reference, only the acronym needs to be used. Exception: Don't put the acronym after Harris-Stowe State University.

All-Conference When referring to sports honors, it is capitalized and hyphenated in all instances.

alumni Use alumnus (alumni in the plural) when referring to a man who has attended the University. Use alumna (alumnae in the plural) when referring to a woman. Use alumni when referring to a group of men and women.

a.m.

and/or

Anheuser-Busch School of Business (ABSB) Always spell out the full name on first reference. It can be abbreviated School of Business or ABSB on second reference.

AT&T Library and Technology Resource Center Always spell out the full name on first reference. It can be abbreviated the library on second reference.

B

Bank of America Theatre is the name of the theater in the Emerson Performance Center. Note: it is spelled Theatre.

Blackboard Capitalize when referring to the online program.
Board of Regents Gymnasium is the official name of the gym in the Emerson

Performance Center.

bookstore When casually referring to the Follett Bookstore as “the bookstore,” never capitalized.

C

chair or chairperson Capitalize as a formal title before a name (i.e. Chairperson Ronald Norwood). Do not capitalize as a casual, temporary position or when not directly preceding a name (i.e. Ron Norwood is the chairperson.). Do not use chairman or chairwoman.

child care

composition titles Italicize titles of books, names of newspapers, names of magazines, movie titles, names of television series, titles of record albums, titles of paintings, works of art, names of ships and spaceships, titles of theatrical productions, legal cases and books of the Bible.

Put the following in quotation marks: poem titles, song titles, chapters of books, episodes of television series, short story titles, newspaper headlines and publication article titles.

course work

courtesy titles Never use courtesy titles (Mr., Mrs., Ms.) except for Dr. When referring to people upon second reference, use only their last names.

D

date When using the exact date, a comma always follows the day of the week and the date. Example: Monday, November 7, 2016.

double-digit

Dr. Henry Givens Jr. Administration Building (HGA)

drop-down menu

Drumline is always one word when referring to the Harris-Stowe Drumline.

E

Early Childhood Development and Parenting Education Center (ECE)

ellipsis (...) Treat an ellipsis as a three-letter word, constructed with three periods and two spaces, as shown here. Use an ellipsis to indicate the deletion of one or more words in condensing quotes.

email

Emerson Performance Center (EPC)

F

fall Lowercase in all uses except when referring to the Fall Semester. Example: fall,

Fall Semester

FAQ, FAQs

First-Team When referring to sports honors, it is capitalized and hyphenated in all instances.

G

grade point average/GPA When written out, do not hyphenate. Even on first reference, the acronym GPA is acceptable. Do not separate the letters with periods or spaces.

H

Harris-Stowe Orientation Leader Ambassadors/ HOLA leaders Harris-Stowe Orientation Leader Ambassadors are often referred to as HOLA leaders. Do not separate the letters with periods and do not capitalize the word “leaders” because it is not part of the official title.

health care Two words.

Homecoming Capitalized in all instances when referring to Harris-Stowe’s annual Homecoming celebration.

homepage **One word**; the “front” page of a particular website.
HSSU Players

I

Inc. Place a comma preceding “Inc.” unless the company, organization or entity does not use a comma in its official name

Internet

intranet

L

logo font The official Harris-Stowe State University logo is written in Palatino Linotype font.

M

matchup

midnight Use instead of 12 a.m., and do not put 12 in front of the word.

midterm

MYHSSU Use all capital letters when referring to the online program.

N

the Net

non- In general, use a hyphen, especially before proper nouns or in awkward combinations, such as non-nuclear. Examples: non-conference, non-refundable

noon Use instead of 12 p.m., and do not put 12 in front of the word.

numerals Spell out numbers one through nine, and use figures for 10 and above. Exceptions: dates, time, ages and when the number begins a sentence.

O

online

P

phone numbers Always use the (555) 555-5555 with parentheses format for all phone numbers.

p.m.

postseason/preseason Never hyphenated; always one word.

post-secondary

prices Don’t use .00 after round figures. Examples: \$55, \$55.89

Q

quarterfinal

R

Rev. Dr. William G. Gillespie Residence Hall and Student Center Always spell out the full name on first reference. It can be abbreviated the residence hall and student center on second reference.

S

season opener

semifinal

spring Lowercase in all uses except when referring to the Spring Semester. Example: spring, Spring Semester

state abbreviations Abbreviate state names using the two-letter Postal Service abbreviations.

state of Lowercase “state” in all “state of” constructions unless the phrase is part of an official title. Example: she lives in the state of Missouri; visit the official State of Missouri website

student-athletes

T

team names When referring to Harris-Stowe athletic teams, always capitalize the official name but lowercase otherwise (i.e. Harris-Stowe Women’s Basketball Team, basketball team). Always capitalize parts of team names (i.e. Honda Campus All-Star Challenge Team, All-Star Challenge Team)

time reference Don’t use :00 when referring to the hour. Example: 5 p.m. Always lowercase a.m. and p.m., and use periods. Example: 5 p.m., 5:30 p.m. When providing a time range, follow this example: 8 - 11 a.m.; 8 a.m. - 4 p.m.; 9:30 a.m. - 8 p.m.

Always use figures except for noon and midnight. Use “noon” instead of 12 p.m., and use “midnight” instead of 12 a.m. Avoid redundancies such as “12 p.m. noon” and “10 a.m. in the morning.”

U

the University Always capitalize "University" when referring to Harris-Stowe.
URL, URLs

V

vice Use two words. Examples: vice president, vice chairman

W

web

webcam

webcast

webmaster If this word precedes a name, it is considered a title and is therefore capitalized.

webpage

website

William L. Clay Sr. Early Childhood Development/Parenting Education Center (ECDC) Upon second reference, the phrase Early Childhood Center or the acronym ECDC may be used.

words in a series Place a comma after words in a series, but not before "and" or "or" unless the meaning is unclear. Example: The bat, ball and glove

work-study

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