

HARRIS-STOWE
STATE UNIVERSITY
Change **HAPPENS HERE**

2021 BRAND STANDARDS GUIDE

September 2021



Harris-Stowe State University has developed this Brand Standards Guide for use by anyone creating materials that represent the university. This guide is designed to ensure correct and consistent use of logos, colors, fonts, design styles, brand messages, and voice and tone when communicating about the university.

Questions regarding the use of these standards should be directed to the Office of Communications and Marketing at communications@hssu.edu or 314.340.3391.

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BRAND PLATFORM

Brand Positioning Statement

Harris-Stowe State University is a preeminent, career-focused, and trailblazing historically black university in Missouri serving students of diverse ethnicities and backgrounds who want a rich, innovative, and engaging academic experience.

Our dedicated faculty, who are extremely passionate about teaching and learning, challenge students to sharpen their critical thinking and communication skills so that students learn to problem solve and implement effective solutions. Our career-focused academic programs teach students workforce-ready skills to meet and exceed business and professional demands, today and in the future. Our strategic STEM, business, academic, and community alliances offer real-world experiences through internships, work-study, fieldwork, and expanded academic opportunities so students are career ready. Our supportive, motivational staff get to know students personally, acting as their mentors and championing their progress so that students become engaged members of a caring, close-knit community.

As a result, graduates are ready to lead in their communities and excel in their careers.

Brand Promise

Career-focused trailblazers

Brand Drivers

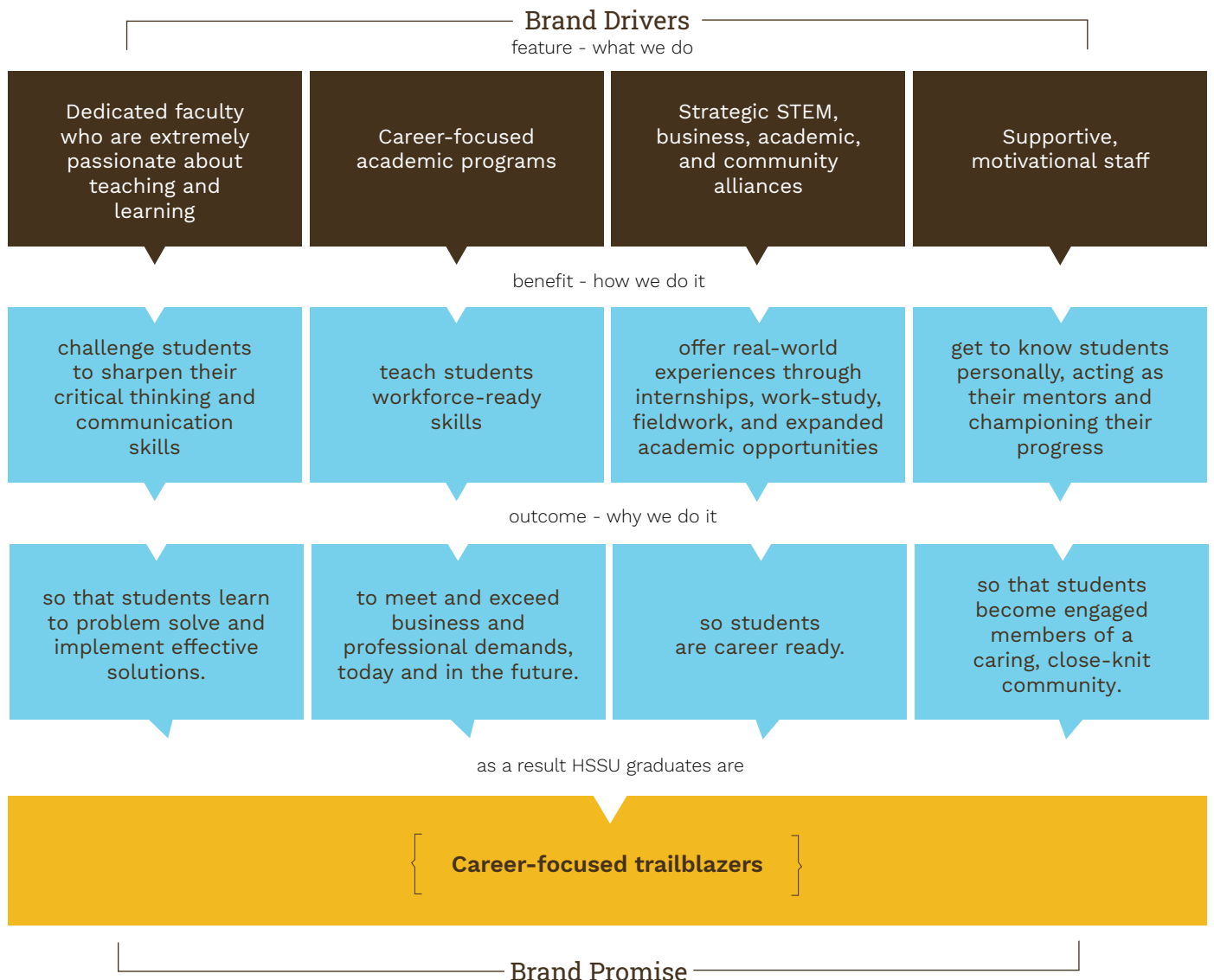
- Dedicated faculty, who are extremely passionate about teaching and learning
- Career-focused academic programs
- Strategic STEM, business, academic, and community alliances
- Supportive, motivational staff

Brand Personality

- Caring
- Enterprising
- Optimistic
- Proactive

MESSAGING, VOICE, AND TONE

No matter which of HSSU’s varied audiences you are addressing, the brand drivers and the brand promise serve as the messaging hierarchy. Examples that illustrate the driver, its benefits, and outcomes, or the overarching brand promise, provide meaningful proof points. The objective is to illustrate the key features, benefits, and outcomes for the audience and to drive home why Harris-Stowe’s brand promise matters for each audience. For students and alumni, for example, Harris-Stowe prepares, or has prepared, them to become career-focused trailblazers; for employers, Harris-Stowe produces highly skilled, employable graduates that help the employer blaze new trails; for university partners, partnership with Harris-Stowe creates new and unique opportunities for students to pursue career fields positioning Harris-Stowe and its partner as academic trailblazers.



Voice and Tone

Harris-Stowe's voice and tone is respectful, caring, approachable, and optimistic. Written materials should be conversational, using first and second person whenever appropriate. Messaging should focus on how the individual benefits from academics and life at Harris-Stowe, or engagement with the University. Avoid speaking from the institutional point of view.

For example, this paragraph directed at prospective students is written in an institutional voice:

“HSSU maintains high-value partnerships with other institutions. Our partnerships are designed to assist our students with earning credentials on our campus then progressing to advanced and specialized programs at our partner schools.”

and would look like this written in a student-focused way:

“Our high-value partnerships with other institutions are designed to give you a wide range of opportunities to earn credentials on our campus and then progress to

Audiences

Harris-Stowe has one brand story, but a variety of audiences to which to tell it. Voice, tone, and personality of our brand apply to all audiences. The key is to slightly shift the message to fit the audience's interests so that all our audiences see themselves as part of Hornet Nation.

Internal Audiences

These include the campus community (leaders, faculty, staff, and current students); alumni, donors, and friends. These audiences:

- Want to know about upcoming events, community partnerships, and what's new at Harris-Stowe.
- Should be made aware of the recent successes by faculty, staff, current students and alumni in order to build pride and inspire more stories about how “Change Happens Here”.

External Audiences

These audiences include:

- In-state prospective students (and their influencers) who see Harris-Stowe as a place that will help them define a successful future.

Messaging should focus on the four brand drivers and how they prepare students for great careers that will increase their earning potential.

- Employers and business leaders who look to hire Harris-Stowe graduates for their knowledge, workforce-readiness, and drive.

Messaging should focus on the workforce-ready skills graduates attain through internship and partnership opportunities that are breaking new ground in preparing students and addressing the needs of business, government, and industry.

- Out-of-state and international prospective students (and their influencers) who are looking for a diverse and welcoming university and a vibrant city.

Messaging should be centered on the four brand drivers and how they prepare students for great careers that will increase their earning potential. Supporting messaging can include Harris-Stowe's history as an academic trailblazer and how that history has contributed to a vibrant campus with an engaging academic environment, as well as the University's location in culturally diverse and energetic St. Louis.

- Government and policy makers who see Harris-Stowe as source of accomplishment and great pride for the African American community as well as the entire nation and who look to Harris-Stowe to continue to build on that pride and tradition.

Messaging should focus on the many ways Harris-Stowe continues to be a trailblazer in preparing graduates who are ready to lead in their communities and excel in their careers.

- Citizens of St. Louis who know the University is part of their city, but may not know its many contributions.

Messaging should focus on the many ways Harris-Stowe has been, and continues to be, a trailblazer in preparing graduates who are ready to lead in their communities and excel in their careers. Examples should focus on alumni who have made a difference in the St. Louis area and the impact Harris-Stowe has had locally, but should also include the University's greater reach and impact.

Creating Impactful Communications

When crafting communications for an audience, keep the following in mind:

- What does this audience care about?
- What do they want from Harris-Stowe State University?
- What do we want them to think about Harris-Stowe State University?
- What do we want them to do as a result of receiving this communication?

WORDMARK, TAGLINE, SPIRIT LOGO, AND SEAL

The institutional wordmark, Hornet logo, and University seal are the official marks of Harris-Stowe State University and are major building blocks of Harris-Stowe’s brand. Therefore, they should be used consistently and correctly in all marketing, branding, advertising, publications, printed materials, web communications, and other strategic communications.

University Wordmark

The Harris-Stowe State University wordmark is the primary symbol representing the University brand. It may be used in full color, brown-and-white, black-and-white, or reversed versions. It may be used with or without the “Change Happens Here” tagline depending on the circumstance of the usage (audience, size, type of publication, etc.)

The wordmark must be used in one of the approved, downloadable image formats below (jpeg or png file), which may be proportionally resized as appropriate, but may not be altered or infringed upon in any other way.

HARRIS-STOWE
STATE UNIVERSITY

HARRIS-STOWE
STATE UNIVERSITY

HARRIS-STOWE
STATE UNIVERSITY

University Wordmark with Tagline

The tagline “Change Happens Here” may be used in conjunction with the University wordmark for communications and marketing applications, as appropriate. The tagline should only be used in conjunction with the wordmark and should not be used independently. No other quotes, phrases, or slogans may be used in conjunction with the wordmark.

The wordmark/tagline signature must be used in one of the approved, downloadable image formats below (jpeg or png file), which may be proportionally resized as appropriate, but may not be altered or infringed upon in any other way.

Horizontal

HARRIS-STOWE | *Change* **HAPPENS HERE**
STATE UNIVERSITY

HARRIS-STOWE | *Change* **HAPPENS HERE**
STATE UNIVERSITY

HARRIS-STOWE | *Change* **HAPPENS HERE**
STATE UNIVERSITY

HARRIS-STOWE | *Change* **HAPPENS HERE**
STATE UNIVERSITY

Stacked

HARRIS-STOWE
STATE UNIVERSITY
Change **HAPPENS HERE**

HARRIS-STOWE
STATE UNIVERSITY
Change **HAPPENS HERE**

HARRIS-STOWE
STATE UNIVERSITY
Change **HAPPENS HERE**

HARRIS-STOWE
STATE UNIVERSITY
Change **HAPPENS HERE**

Hornet Logo



The Hornet logo is the iconic athletics mark that symbolizes Harris-Stowe State University Athletics Department and affiliated programs. HSSU students, faculty, staff, and alumni around the world refer to themselves as Hornets.

Administrative and academic units may use the Hornet logo as a spirit mark in association with campus activities and interests. However, it may not be altered or used as a part of any student or faculty organizational logos. The Hornet logo is not the official identifier of the University and should not be used as the symbol for the institutional identity.

University Seal



The University seal may be 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 wordmark should be used for those purposes.

FONT STYLES

PRINT FONTS

HEADLINES

LEAGUE GOTHIC

ARIAL NARROW BOLD - Alternative option 1 available as a standard font on PC or Mac

TREBUCHET BOLD - Alternative option 2 available as a standard font on PC or Mac

Sub Heads

Roboto Slab

Times New Roman - Alternative option available as a standard font on PC or Mac

Body Copy

Work Sans

Tahoma - Alternative option available as a standard font on PC or Mac. Common Alternative

Design Emphasis
Shockwave

WEB FONTS

Roboto Slab

Open Sans

COLOR PALETTE

Primary Colors



Harris-Stowe Brown

PANTONE: 20-0032
HEX: #45321E
RGB: 69, 50, 30
HSV: 31, 57, 27
CMYK: 0, 28, 57, 73
LAB: 22, 6, 16



Hornet Yellow

PANTONE: 20-0047
HEX: #F3B920
RGB: 243, 185, 32
HSV: 44, 87, 95
CMYK: 0, 24, 87, 5
LAB: 78, 9, 76

Secondary Colors



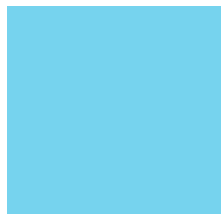
Tiger Orange

PANTONE: 20-0054
HEX: #DF6813
RGB: 223, 104, 19
HSV: 25, 91, 87
CMYK: 0, 53, 91, 13
LAB: 58, 42, 62



River Blue

PANTONE: 20-0173
HEX: #005C6F
RGB: 0, 92, 111
HSV: 190, 100, 44
CMYK: 100, 17, 0, 56
LAB: 36, -16, -17



Sky Blue

PANTONE: 20-0152
HEX: #76D3EE
RGB: 118, 211, 238
HSV: 194, 50, 93
CMYK: 50, 11, 0, 7
LAB: 80, -21, -22

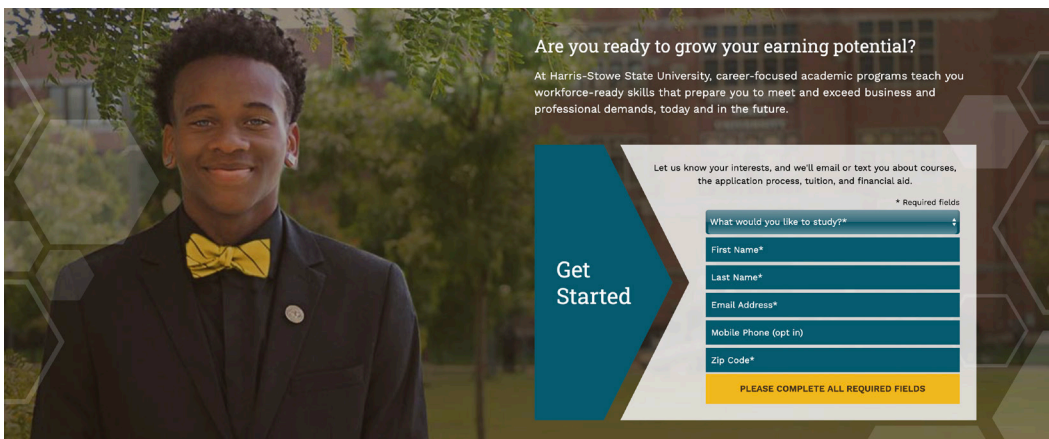
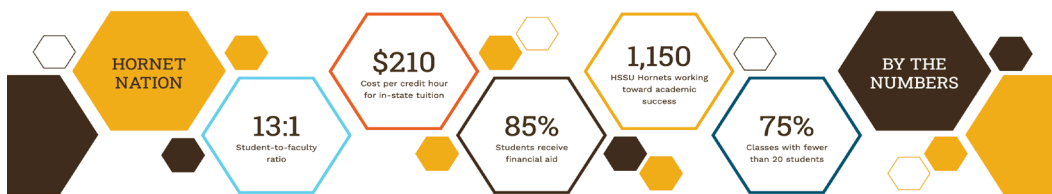


Warm White

PANTONE: 11-0105 TPX
HEX: #FFF8EE
RGB: 255, 248, 238
HSV: 35, 7, 100
CMYK: 0, 2, 5, 0
LAB: 98, 1, 5

DESIGN ELEMENTS

The use of the hexagon is integral to the HSSU design. The honeycomb represents the interconnectedness and family ethos of the Hornet Nation. Hexagons can be scaled to supersize, represented in a traditional honeycomb pattern or float independently.



LETTERHEAD

Prospective Student Correspondence:

The stacked Harris-Stowe State University wordmark with tagline is centered at the top of the page. The office of origin is centered 1/3 inch below the mark.

Content printed on official letterheads should have a 2.25 inch top margin, and left/right margins of 1.25 inch.

Text alignment for official correspondence should be aligned left. Text size should not exceed 12pt. The font used in the body of the letter should be “Tahoma.” Linespacing should be set to exactly 15pt.

The office address, phone number, and URL should be centered 1/2” from the bottom of the page. A honeycomb pattern symbolizing the HSSU Hornet spirit appears on the left and right sides of the bottom of the letterhead.

See the Office of Admissions example that follows.

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

Other Official Correspondence:

The Harris-Stowe State University wordmark is centered at the top of the page. The office of origin is centered 1/3 inch below the mark.

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 correspondence should be aligned left. Text size should not exceed 12pt. The font used in the body of the letter should be “Tahoma.” Linespacing should be set to exactly 14.4pt.

The office address, phone number, and URL should be centered 1/2” from the bottom of the page. See the Office of The President example that follows.

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

HARRIS-STOWE STATE UNIVERSITY

Change **HAPPENS HERE**

OFFICE OF ADMISSIONS

Date

Dear John Smith,

Nemos cus et venis vellici liciaass ectempos voluptatibus dolessi taerumqui velenec tatqui idebiti aeriti sim reium hictect aquaecus.

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With Hornet Pride,

Iris M. Tabb

Director of Admissions

TabbI@hssu.edu

HARRIS-STOWE

STATE UNIVERSITY

OFFICE OF THE PRESIDENT

Date

Dear John Smith,

Nemos cus et venis vellici liciass ectempos voluptatibus dolessi taerumqui velenec tatqui idebiti aeriti sim reium hictect aquaecus.

Evercidebit latiostincte nonsequia des rest dolorem amus sin re cor archicient auda nonsequunt veles experspicae nes solut molorum alibus magnis explis molupta nus et latem quo dolum quia num, officitur?

Sum esequi vent quosam volupis audae et et quaerspeles expelite exerumque pligen-dellam inullabor sed qui vel im deniandis et dolorro vitius solorum everferepta venisim inulparios ium hiliqui denist illupta nis volupti dolupta spedictatis molori consequi aut ma sit, qui siminvellent et et idestotae. Luptat ex ero tectia vel molorehent, quam, qui te niscias pelessi omniam fugia ad ma doluptatem quias sam sed quissinto que nos sim de aut autaquam sequis di que mos ra il ipit aut ommollorati doluptate nulparcia doluptae et omnihicte vellupi cilliquatia prerchilis magnim sequam, utaepro te net volo quia im lab illuptates ut re ratenis audae ium ra dolorio. Is eos explaccus resti officietur anis qui nosam hitatus eumquis dolupta testibu scitaque officitur, ut as doluptis serum que quas alis aut velit, et facescit quide sin est, simi, ut por sequas sae rerundae providit.

(President's preferred complimentary closing)

Dr. LaTonia Collins Smith, Ed.D.

President

EMAIL SIGNATURE

Email is the single most prolific form of correspondence by HSSU. Reinforcing the Harris-Stowe brand across all email correspondence from administrators, faculty, and staff will promote a consistent identity with all of our audiences.

To add this signature to your email, copy the signature below starting with the words “With Hornet Pride” and include the wordmark. Click on the “signature” tab and then “signatures” for outgoing email. Paste the signature into the textbox and click “OK.” The font is Tahoma 11 pt. black.

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

hssu.edu

HARRIS-STOWE | *Change*
STATE UNIVERSITY | **HAPPENS HERE**

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 365 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.

VOICEMAIL

Please use the following scripts to craft the message people receive when they reach your voicemail.

Standard 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.

HARRIS-STOWE STATE UNIVERSITY STYLE SHEET

Updated May 2020

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.

Style Sheet - cont'd

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.

Style Sheet - cont'd

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.

Style Sheet - cont'd

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.

Style Sheet - cont'd

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

Style Sheet - cont'd

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