

HARRIS-STOWE
STATE UNIVERSITY



BRAND STANDARDS GUIDE
JULY 2023

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Harris-Stowe State University has developed this Brand Standards Guide for use by anyone creating materials that represent the university. This guide ensures correct and consistent use of logos, colors, fonts, design styles, brand messages, as well as 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 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.

Students come to Harris-Stowe with potential. Harris-Stowe shows them endless possibilities, and students leave with the power of Harris-Stowe vested in them.

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

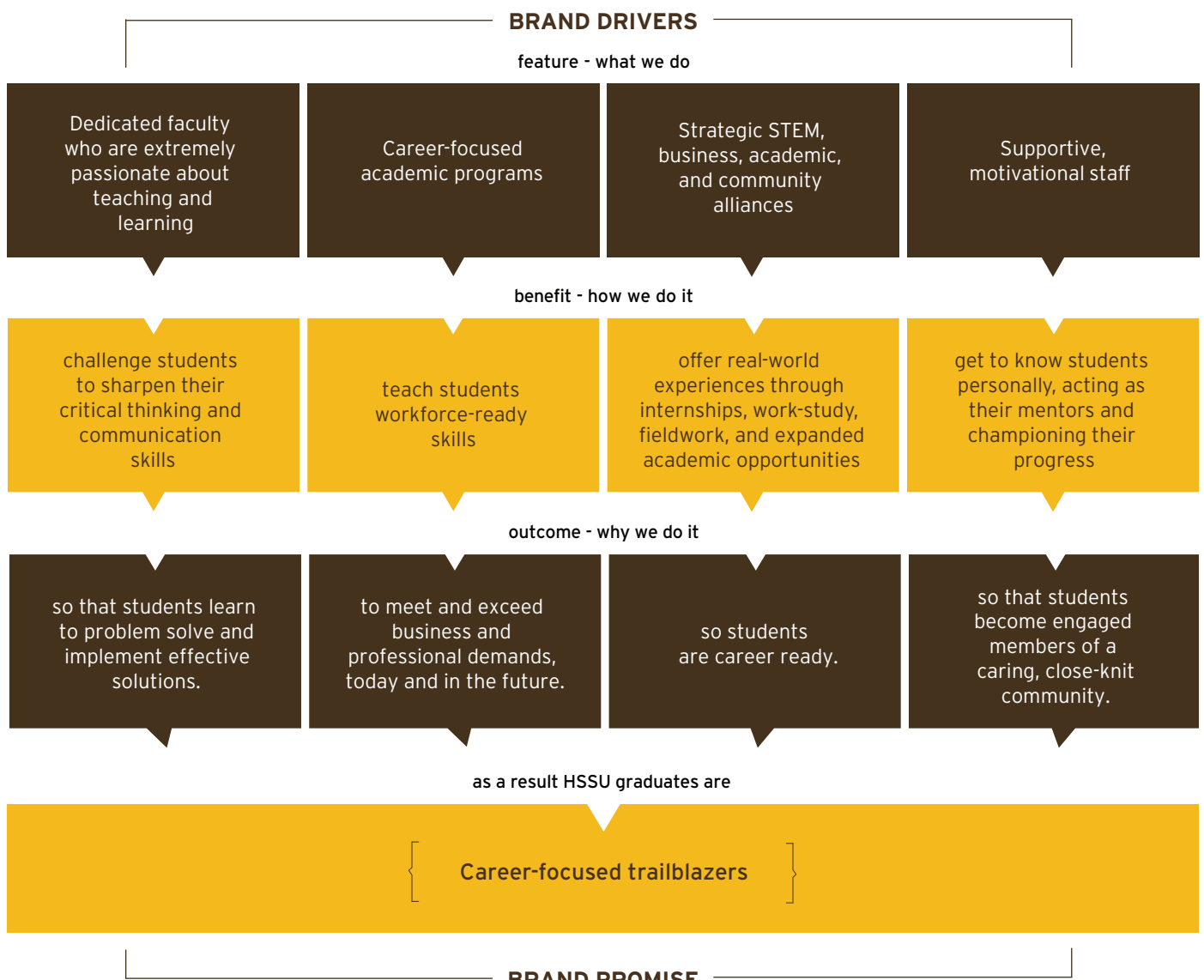
BRAND PERSONALITY

- Caring
- Enterprising
- Optimistic
- Proactive

MESSAGING, VOICE, AND TONE

Regardless of 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 goal is to highlight 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 instance, Harris-Stowe prepares, or has prepared, them to become career-focused visionaries. For employers, Harris-Stowe cultivates highly-skilled, employable graduates that augment the employer's power to innovate and excel. For university partners, collaboration with Harris-Stowe opens possibilities, creating unique opportunities for students to explore career fields, thus positioning Harris-Stowe and its partner as academic leaders championing the power of potential and possibilities.



VOICE AND TONE

Harris-Stowe's voice and tone embody respect, care, approachability, and optimism while echoing the themes of potential, possibility, and power. The written content should feel like a conversation, utilizing the first and second person as much as possible. The messaging should center around the unique potential an individual can gain through academics and life at Harris-Stowe, or by engaging 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 and then progressing to advanced and specialized programs at our partner schools."

And would look like this to be written in a student-focused way:

"At HSSU, you're the focus. We've teamed up with other institutions to help you thrive. Earn your credentials here, then progress to advanced and specialized programs at our partner schools. It's your potential, your possibilities, your power."

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?

AUDIENCES

Harris-Stowe has one brand story but a variety of audiences to which to tell it. The 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), alums, 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 of our faculty, staff, current students, and alums. This builds pride and stirs more stories of how 'Potential is Unleashed, Possibilities are Explored, and Power is Cultivated 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) are looking for a diverse and welcoming university and a vibrant city.

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

Supporting messaging can highlight Harris-Stowe's history of unlocking potential, exploring possibilities, and cultivating power. This rich history has contributed to a vibrant campus and an engaging academic environment. It can also emphasize the University's location in the culturally diverse and energetic city of St. Louis.

MESSAGING, VOICE, AND TONE

- Government and policymakers who see Harris-Stowe as a source of accomplishment and great pride for the African American community, as well as the entire nation, 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 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 to lead in their communities and excel in their careers. Examples should focus on alums 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.

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 Harris-Stowe Brown, Hornet Yellow, reverse or black. Harris-Stowe Brown and Hornet Yellow are the preferred versions and should be used whenever possible. On a dark background, a reverse version of the wordmark is required. The wordmark can appear in black only for black-and-white and grayscale scenarios.

The wordmark may be used with or without the "Potential, Possibility and Power" tagline depending on the usage circumstance (audience, size, type of publication, etc.)

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

Harris-Stowe Brown

HARRIS-STOWE
STATE UNIVERSITY

Hornet Yellow

HARRIS-STOWE
STATE UNIVERSITY

Black

HARRIS-STOWE
STATE UNIVERSITY

Reverse

HARRIS-STOWE
STATE UNIVERSITY

WORDMARK, TAGLINE, SPIRIT LOGO, AND SEAL

UNIVERSITY WORDMARK WITH TAGLINE

A selection of lockups have been created, pairing our tagline “Potential, Possibility, and Power” with the University wordmark. These lockups may be used for communications and marketing applications, as appropriate. When working with the lockups, make sure you are working with one of the approved, downloadable formats (eps, jpeg, png). The native files should not be altered, recolored, scaled disproportionately or modified in any way. Our 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 two-color lockups shown below are the preferred version and should be used whenever possible. On a dark background, the two-color reverse or two-color Hornet Yellow version of the lockup is required. A greyscale version of the lockup is also available for use in 1-color or black-and-white printing scenarios.

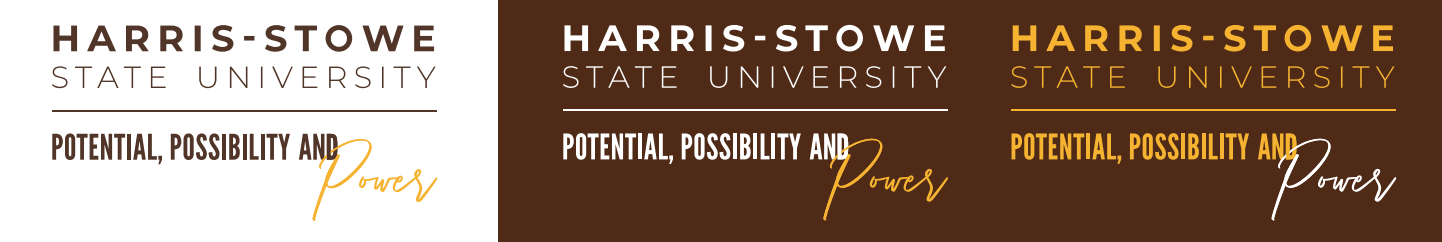
Horizontal



Wide



Stacked



WORDMARK, TAGLINE, SPIRIT LOGO, AND SEAL

HORNET LOGO

The Hornet logo is the iconic spirit mark that symbolizes the Harris-Stowe State University Athletics Department and affiliated programs. HSSU students, faculty, staff, and alums 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 in place of the official wordmark as the symbol for the institutional identity.



UNIVERSITY SEAL

Our seal is reserved for use on our most official communications. It 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.



Typography is an important component of our identity system. It helps convey the personality of our brand and brings clarity to our communications. Used consistently, typography reinforces the University's brand recognition and visual style.

LEAGUE GOTHIC

League Gothic is a strong, tall typeface that speaks to HSSU's boldness and confidence. It is to be used primarily as a headline font, set in all caps. This typeface is available for free through Google Fonts, as well as Adobe Fonts with a valid Creative Cloud subscription.

CHARACTERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

STYLE

REGULAR

SERRONA SCRIPT

Serrona Script is a casual and friendly handwritten font that we use as a stylistic accent. In layouts, we employ it sparingly and thoughtfully, usually paired with headlines set in League Gothic. This typeface is used by the marketing design team and is not widely available due to licensing restrictions.

CHARACTERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

INTERSTATE

Interstate conveys a modern, clean aesthetic. Interstate Bold is used for emphasis and subheads, while Interstate Light is used for text. This typeface is available through Adobe Fonts with a valid Creative Cloud subscription.

CHARACTERS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

STYLES

Light *Light Italic*
Bold ***Bold Italic***

ALTERNATE FONTS

Our brand fonts may not always be available for everyday use such as in Word documents, PowerPoints, or other digital applications. When unavailable, the following fonts can be used as substitutions:

- Arial Narrow is an acceptable substitute where League Gothic is unavailable.
- Tahoma is an acceptable substitute where Interstate is unavailable.

The following pages will breakdown how to use the color system. Each color is assigned a PMS, CMYK, HEX, and RGB value. Please use the PMS value when printing with Pantone inks and the CMYK values for 4-color printing. The HEX and RGB values are reserved for creating on-screen digital applications.

Primary Palette

Harris-Stowe Brown and Hornet Yellow are our primary colors, along with white. By incorporating plenty of white space, we ensure that our communications feel clean and modern. The primary color palette should be implemented as a central element on all communication materials, making up about 90 percent of the palette for any particular communication.

Harris-Stowe Brown

PANTONE: 476 C
CMYK: 33, 66, 76, 68
RGB: 78, 43, 25
HEX: #4E2B19

Hornet Yellow

PANTONE: 143 C
CMYK: 0, 30, 90, 0
RGB: 253, 185, 51
HEX: #FDB933

White

CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF

HEXAGONS

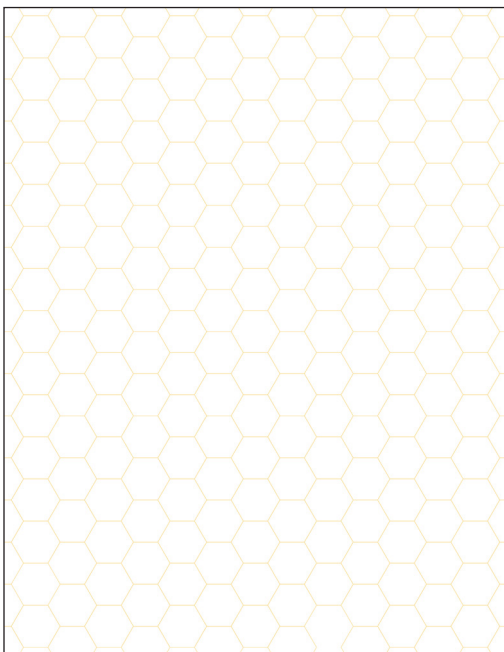
The use of the hexagon is integral to the HSSU design. The honeycomb represents the interconnectedness and family ethos of the Hornet Nation. Hexagons can be solid or outlined, scaled to supersize, represented in a traditional honeycomb pattern or float independently. Some ways to use hexagons are illustrated in the campaign examples on the next page.

GRADIENTS

Inspired by the idea that Harris-Stowe students radiate a certain light from the community, support, and resources available to them, the gradient seeks to capture that glow and sense of possibility.

Gradients are to be set in Hornet Gold or White and can be used in a variety of ways to add moments of expressive brightness. While usually originating from the page edge or from a subject within layout, the gradient can be applied as a photographic overlay or underlay, or as a general background or color field to add a pop of color. Using a mix of these approaches will create a sense of directional energy and light across the campaign tactics. Some ways to use the gradients are illustrated in the campaign examples on the next page.

Honeycomb Pattern



Gradient



Brochure

THE POWER OF ACADEMICS

Knowledge is important. What you do with that knowledge is crucial. That's why we design ALL our classes to be learning experiences that go beyond subject matter to teach you how to think critically and act decisively.

8:1

STUDENT TO FACULTY RATIO

60+

MAJORS, CONCENTRATIONS AND CERTIFICATES

80%

OF CLASSES HAVE FEWER THAN 20 STUDENTS

6

ACADEMIC HONOR ASSOCIATIONS

A TRADITION OF AFFORDABILITY

Did you know HSSU offers the most affordable bachelor's degree in Missouri? Even better, the majority of students receive some form of merit- or need-based financial aid. We want you to leave here with a meaningful education, not a mountain of debt.

LET'S HEAR IT FOR THE SCHOLARSHIPS

Presidential Scholarship	Full Tuition, On-campus Room & Board, and Books*
Board of Regents Scholarship	Full Tuition*
Provost Scholarship	\$2,000/Year
Opportunity Scholarship	\$1,000/Year

*Does not cover housing deposits and fees.

Great news! You don't have to apply separately for most scholarships. You're automatically considered when you apply for admission to HSSU. Those who qualify will receive information after fully applying.

Visit [HSSU.edu](#) for full details about scholarships and qualifications.

ACADEMIC PROGRAMS

COLLEGE OF SOCIAL SCIENCES, ARTS AND HUMANITIES

Communication Studies

- Culture and Communication
- Theatre and Performance
- Criminal Justice*
- Juvenile Justice

General Education Studies

- African American History
- U.S. History
- World History
- Women's History/Studies

Political Science

- International Relations
- Pre-Law
- Public Policy and Administration
- Urban Politics

Psychology

- Law, Justice & Society
- Social Justice
- Urban Sociology

Urban Affairs

- Public Administration
- Urban Studies

COLLEGE OF STEM

Biology

- Pre-Med
- Urban Ecology

Mathematics

- Sustainability and Urban Ecology
- Computation and Physical Science
- Biology-Chemistry

ANHEUSER-BUSCH SCHOOL OF BUSINESS

Accounting

- Entrepreneurship
- Management
- Marketing

Finance

- Health Care Management*
- Information Sciences and Computer Technology
- Computer Studies
- Management Information Systems

Marketing

CERTIFICATES OFFERED:

Audio Production

Biotechnology/Bioinformatics

Crime Intelligence Analysis

Documentary Videography

Geo-IT

Geosciences

Urban Agricultural

Veterinary Science

Veterinary Medicine - Accelerated Track

PARTNERSHIP PROGRAMS:

Golden State School of Nursing

- Dual Degree Program

Kansas City University of Medicine and Biosciences

- 3+1 Masters in Biosciences

Purdue Scholars

Saint Louis University

- 3+3 Civil Engineering
- 3+3 Computer Engineering
- 3+3 Mechanical Engineering

University of Health Sciences and Pharmacy in St. Louis

- 3+4 Doctorate of Pharmacy

Washington University

- 3+2 Masters in Occupational Therapy

*Off-site online courses

STEP INTO THE Stowe

The strength to be yourself. The courage to make an impact.

OUT OF STATE? WE'VE GOT YOU.

Midwest Student Exchange Program (MSEP)

Through the MSEP, public institutions agree to charge students no more than 150% of the in-state resident tuition rate for specific programs. States include Indiana, Kansas, Minnesota, Missouri, Nebraska, North Dakota, Ohio and Wisconsin.

The Hornet Ratio

In-state tuition for first-time, full-time students with a 3.0 or cumulative grade point average, residing all campus from the states of Alabama, Arkansas, California, Florida, Georgia, Illinois, Kansas, Maryland, Michigan, Mississippi, Oklahoma, Tennessee, Texas, and Washington, DC.

CURRENT COST OF ATTENDANCE

In-State Charges	Semester	Annual	Out-of-State Charges	Semester	Annual
Tuition (12-16 Hours)	\$2,904	\$5,808	Tuition (12-16 Hours)	\$5,220	\$10,440
Fees	\$337	\$674	Fees	\$337	\$674
Book Rental Fee*	\$375	\$750	Book Rental Fee*	\$375	\$750
Housing and Meal Plan*	\$5,510	\$11,020	Housing and Meal Plan*	\$5,510	\$11,020
Total	\$9,106	\$18,232	Total	\$11,422	\$22,844

*Tuition priority subject to change. *Based on 10 credit hour course load; books are \$25 per credit hour. *Single occupancy. Includes insurance.

EXPERIENCE CAMPUS FOR YOURSELF

Campus Visit Days:

September-April

Monday-Friday

First Saturday of the month

Summer Campus Visit Days:

May-August

Monday-Friday

Two Saturday days during the summer schedule

Schedule online at: [WWW.HSSU.EDU/TOURS](#)

WE LOVE TO HELP

Reach out if you have questions:

HARRIS-STOWE STATE UNIVERSITY

Office of Admissions

3026 Laclede Avenue, Room 009

St. Louis, Missouri 63103

314-342-3300 | [admissions@hssu.edu](#)

[hssu.edu](#)

HARRIS-STOWE STATE UNIVERSITY

POTENTIAL, POSSIBILITY AND Power

WE CALL IT THE STOWE... AND THIS PLACE WILL CHANGE YOUR LIFE. THE CHALLENGES WILL BE REAL. BUT WE WILL BE WITH YOU EVERY STEP. ALL YOU HAVE TO DO IS TAKE THE FIRST ONE.

CONNECTIONS THAT LAST A LIFETIME

1,084

TRADITIONAL STUDENT INVOLVEMENT

40+

STUDENT CLUBS AND ORGANIZATIONS

9

INTERNATIONALLY BLACK ORGANIZATIONS

21

COUNTRIES REPRESENTED

32

U.S. STATES REPRESENTED

CAMPUS LIFE: HAPPY TO BE HERE

You're going to want to live on campus. For one thing, it's convenient. All your classes and friends are nearby. Plus, there's always something going on. From Hornet athletic events to renowned guest speakers to campus-wide celebrations and traditions, it all happens here.

CITY LIFE: CALL ST. LOUIS HOME

Welcome to the best of the Midwest. St. Louis is the ideal city for your college experience. The HSSU campus is centrally located downtown, putting you within walking distance of theaters, restaurants, and many historical and cultural activities. St. Louis also boasts a nationally acclaimed zoo, art museum, science center and botanical gardens, and gives you access to restaurants, shopping, entertainment, professional sports, job opportunities, and more.

The Right Value

The cost of living in St. Louis is significantly less than in other cities its size.

The Right Size

Metro Population: 2.8 million

INTERCOLLEGIATE ATHLETICS: FEEL THE STING!

Pick Your Sport

Proud Members

National Association of Intercollegiate Athletics

American Midwest Conference

Varsity Sports

Baseball

Men's and Women's Basketball

Indoor and Outdoor Track & Field

Men's and Women's Soccer

Women's Volleyball

Softball

Cheerleading

LET'S MAKE THIS HAPPEN

ADMISSION REQUIREMENTS

Incoming Freshmen

- 2.5 GPA
- 860 SAT
- 16 ACT

Students who do not meet the requirements are still encouraged to apply! Final decisions consider the applicant's overall academic profile.

Transfers

2.0 GPA

Transfers with under 24 transferable credit hours will need to submit their official final high school transcripts or GED and test scores. Final decisions consider the applicant's overall academic profile.

APPLICATION DEADLINES

Spring 2024

Friday, December 22, 2023

Summer 2024

Friday, April 12, 2024

Fall 2024

Friday, April 12, 2024 (Freshmen Priority Deadline)

Friday, June 14, 2024 (Transfer Priority Deadline)

Housing Application Deadline

Friday, June 14, 2024

FAPSA Deadline (Recommended)

Friday, March 1, 2024

FAPSA School Code: 002466

New Student Orientation

Register: [hssu.edu/orientation](#)

BECOME A HORNET!

Start your application at: [WWW.HSSU.EDU/APPLY](#)

EDUCATION CHANGES EVERYTHING

It starts now. It starts with you. For over 160 years, HSSU has provided life-changing opportunities for students who understand the power of education. If you're seeking a place that has a history of helping students discover and claim their purpose, then you've found it.

UNLEASH YOUR TRUE Potential

HARRIS-STOWE STATE UNIVERSITY

Empower YOUR FUTURE AT HSSU

HARRIS-STOWE STATE UNIVERSITY

Experience THE STOWE DIFFERENCE

APPLY NOW

HARRIS-STOWE STATE UNIVERSITY

Banner Ad

UNLEASH YOUR TRUE Potential

HARRIS-STOWE STATE UNIVERSITY

Empower YOUR FUTURE AT HSSU

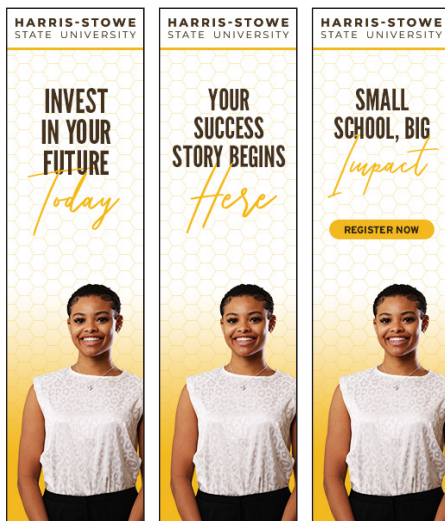
HARRIS-STOWE STATE UNIVERSITY

Experience THE STOWE DIFFERENCE

APPLY NOW

HARRIS-STOWE STATE UNIVERSITY

Banner Ad



Social Media



PowerPoint Slides



Headline or Slide Title

Lorem ipsum dolor sit amet. Nam dolore omnis et nesciunt incidunt sit voluptatem **facere** ea facilis voluptas ex consequuntur eligendi qui obcaecati suscipit.

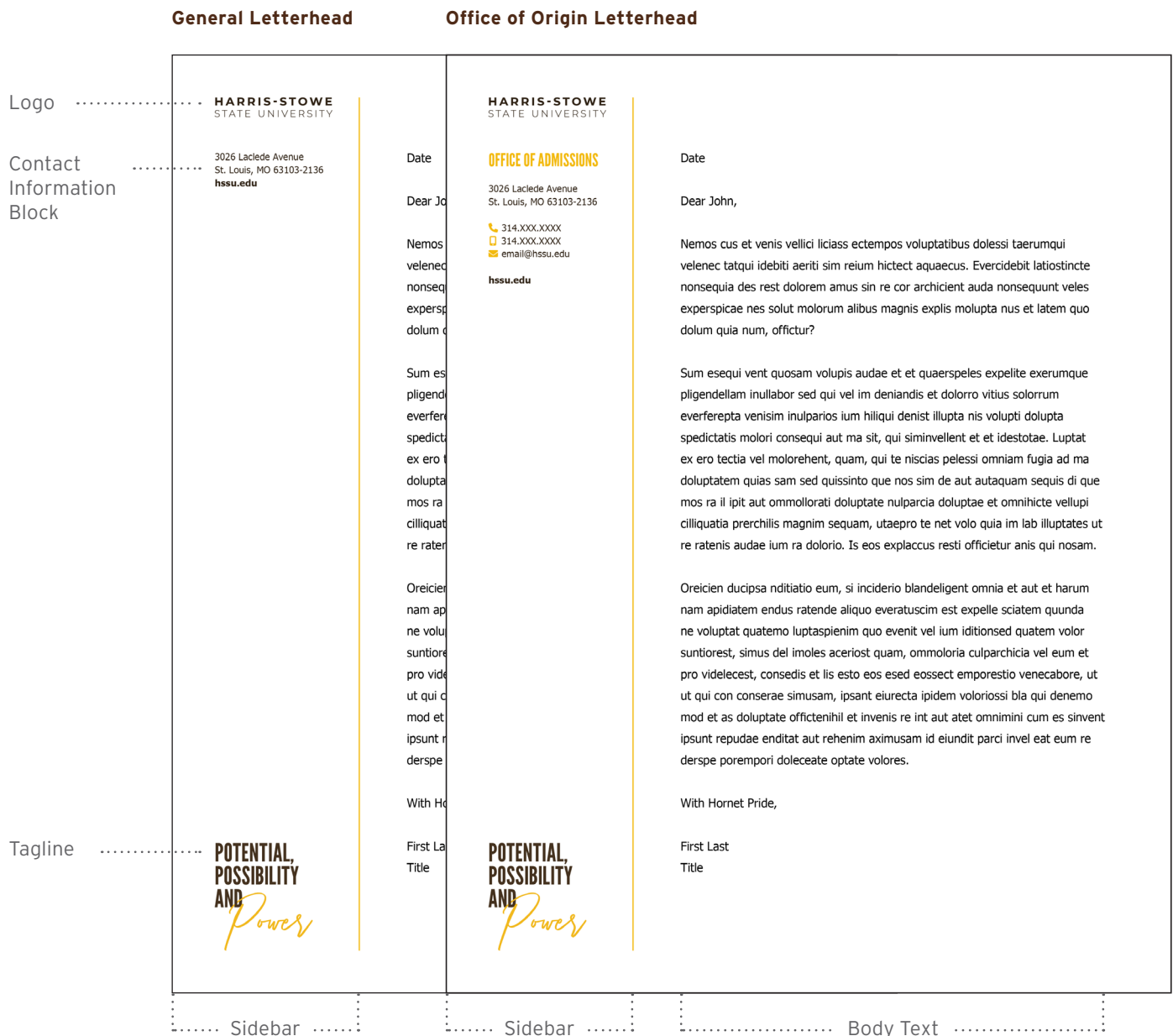
- Qui labore quasi aut impedit eaque et dolore officii.
- Aut ratione reprehenderit quo eaque voluptatem et fugit odit est esse animi.
- Facere ea facilis voluptas ex consequuntur eligendi qui obcaecati suscipit.

HARRIS-STOWE
STATE UNIVERSITY

6



When making customizations, be mindful to keep the formatting consistent with the examples in this guide.



BODY TEXT SPECIFICATIONS

Please use the following typographic and margin guidelines when preparing University correspondence.

Recommended Type Styling

- Tahoma
- 10 pt font size
- 14 pt leading
(or 1.15 line spacing in Microsoft Word)
- Black body text

Size

8.5" x 11"

Margins

1.15" top margin, 1" bottom margin,
2.75" left margin, 0.75" right margin

2.75" from left
0.75" from right

HARRIS-STOWE
STATE UNIVERSITY

OFFICE OF ADMISSIONS

3026 Laclede Avenue
St. Louis, MO 63103-2136

☎ 314.XXX.XXXX
☎ 314.XXX.XXXX
✉ email@hssu.edu

hssu.edu

Date

Dear John,

Nemos cus et venis vellici liciass ectempos voluptatibus dolessi taerumqui
yelenec tatqui idebiti aeriti sim reium hictect aquaecus. Evercidebit latiostrict
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experspicae nes solut molorum alibus magnis explis molupta nus et latem quo
dolum quia num, offictur?

Sum esequi vent quosam volupis audae et et quaerspeles expelite exerumque
pligendellam inullabor sed qui vel im deniandis et dolorro vitius solorum
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Oreicien ducipsa nditiatio eum, si inciderio blandeligent omnia et aut et harum
nam apidiatem endus ratende aliquo everatuscim est expelle sciatem quunda
ne voluptat quatermo luptaspienim quo evenit vel ium iditionsed quatem volor
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pro videlecest, consedis et lis esto eos esed eossect emporestio venecabore, ut
ut qui con conserae simusam, ipsant eiurecta ipidem valoriossi bla qui denemo
mod et as doluptate offictenihil et invenis re int aut atet omnimini cum es sinvent
ipsunt repudae enditat aut rehenim aximusam id eiundit parci invel eat eum re
derspe porempori doleceate optate volores.

With Hornet Pride,

First Last
Title

1.15" from top

1" from bottom


Note: Letterhead is shown at 50% scale.


BUSINESS CARDS AND ENVELOPES


Vertical Business Cards


HARRIS-STOWE
STATE UNIVERSITY

FULL NAME HERE
Title Here

 314.XXX.XXXX

 314.XXX.XXXX

 name@hssu.edu

 office@hssu.edu

3026 Laclede Avenue
St. Louis, MO 63103-2136
hssu.edu

POTENTIAL,
POSSIBILITY
AND


Power

Horizontal Business Cards

FULL NAME HERE
Title Here

 314.XXX.XXXX

 314.XXX.XXXX

 name@hssu.edu

 office@hssu.edu

3026 Laclede Avenue
St. Louis, MO 63103-2136
hssu.edu

HARRIS-STOWE
STATE UNIVERSITY

POTENTIAL,
POSSIBILITY
AND

Power

Envelopes

HARRIS-STOWE
STATE UNIVERSITY

Office of Admissions
3026 Laclede Avenue, Room 009
St. Louis, Missouri 63103

HARRIS-STOWE
STATE UNIVERSITY

Office of Admissions
3026 Laclede Avenue, Room 009
St. Louis, Missouri 63103

HARRIS-STOWE
STATE UNIVERSITY

Office of Admissions
3026 Laclede Avenue, Room 009
St. Louis, Missouri 63103

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, please refer to the Signature Template and How-to Guide which is available from the Office of Communications and Marketing.



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 click open.

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

20

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.

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 to 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

CANVAS Harris-Stowe's new learning management system. Use all capital letters when referring to the online program.

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

College of Education (COE)

College of Social Sciences, Arts and Humanities (CSAH)

College of STEM (COS)

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. Dwaun J. Warmack Auditorium (DJW Auditorium)

Dr. Dwaun J. Warmack Conference Center (DJW Conference Center)

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 Use the format 555.555.5555, with periods (dots) between the parts of the number.

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 to 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)

Thelma V. Cook Boardroom (TVC Boardroom)

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

Vashon Center

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