



CHARLESTON  
SOUTHERN  
UNIVERSITY

# BRAND GUIDELINES

UPDATED | JANUARY 2021

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Your  
**Purpose.**

Our  
**Mission.**



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# INTRODUCTION

## WHY THE CSU BRAND MATTERS

One of the central goals of our branding initiative is to establish a clear image of Charleston Southern University. Key to this effort is a consistent visual identity.

## THE CHARLESTON SOUTHERN NAME

The institution's full name is Charleston Southern University. In most cases, the full name should be used on first reference. Once the identity of the institution has been clearly established, or if it is self-explanatory, refer to the institution as CSU, Charleston Southern, or the university.

## KEY MESSAGES

Charleston Southern University, founded in 1964, is a private Christian liberal arts college affiliated with the South Carolina Baptist Convention.

### VISION

To be a Christian university nationally recognized for integrating faith in learning, leading, and serving

### MISSION

Promoting academic excellence in a Christian environment

### VALUE PROPOSITION

Preparing Servant Leaders to Pursue Significant Lives

### ACCREDITATION

The Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) grants CSU authority to award bachelor's, master's, and doctoral degrees.

See SACSCOC marketing guidelines for further information on degree and major listings at [charlestonsonthern.edu/offices/marketing-communication](http://charlestonsonthern.edu/offices/marketing-communication)

### NATIONAL RECOGNITION

- *U.S. News & World Report* #11 Best Online Bachelor's Programs (top-ranked in S.C.)
- *U.S. News & World Report* #8 Best Online Bachelor's Programs for Veterans (top-ranked in S.C.)
- *U.S. News & World Report* Best Colleges
- *U.S. News & World Report* Best Online Non-MBA Business Master's
- America's 100 Best College Buys
- America's Best Christian Colleges
- America's Best Online Colleges
- VA Yellow Ribbon Program
- Military Friendly School



# MARKETING & COMMUNICATION

The Office of Marketing and Communication conveys CSU's mission, vision, and impact by focusing on: highlighting brand awareness, increasing recruitment and retention, emphasizing the university's excellence, encouraging positive engagement with university constituents, and communicating the university's message in a positive and inspirational way.

The Marketing & Communication staff assists departments and programs in communicating the strategic goals of the university.

Our responsibilities include, but are not limited to:

- Strategic marketing and communication plans
- Electronic and web-based marketing solutions, including social media
- Paid Advertising
- Public relations (media interviews, press releases, social media)
- Graphic design
- Printing
- Photography
- Video production
- Marketing materials (newsletters, invitations, brochures, banners, etc.)
- Editorial assistance (writing, editing, proofreading)
- Event materials and signage
- Electronic and web-based marketing solutions, including social media

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## DESIGN AND PRINT SERVICES

The university vendor for printing and signage is Knight Printing in North Charleston. Alternate vendor opportunities would be at the discretion of the offices of Marketing & Communication and Purchasing.

Note: Office and building signage is produced by Knight Printing using CSU architectural standards set by the Facilities Services department.

All requests for graphic design and printing services must be submitted to Marketing & Communication at least **four weeks** before the completed project is needed. Larger projects may take more time.

The originating department is responsible for providing:

- Text content in Microsoft Word format
- Any additional content (photos, logos, etc.)
- Accurate, factual information: titles, phone numbers, web addresses, the spelling of names, etc.
- Size
- Quantity
- Due Date

## MAILING

All departments mailing publications/projects through Knight Printing, need to forward a mailing list in Excel format to CSU's graphic designer for submission to Knight.

## EDITING AND PROOFING

Marketing & Communication edits and proofs your project according to the Associated Press Stylebook. The Chicago Manual of Style serves as a secondary resource. Each project is evaluated to make sure the content and design adhere to CSU branding and marketing standards.

## APPROVAL AND PRINTING

The originating department will approve the project for correct content, departmental information, etc. Review and approval is done through the Filestage web application, and not email. The originating department will work with the CSU Graphic Designer on quantities and details of the project. The Graphic Designer will obtain an estimate from Knight Printing. The originating department is responsible for completing a purchase requisition request based on the estimate. Once a PO number is obtained, the order will be processed, printed, and delivered to campus.

## PHOTOGRAPHY AND VIDEO SERVICES

Marketing & Communication provides *limited* photography services for marketing and PR. Full event coverage requires the use of approved vendors.

All requests for photography must be submitted to Marketing & Communication at least **two weeks** in advance.

Requests for video must be submitted **four to six weeks** in advance depending on the scope of the project. Larger projects may take more time.

A camera is available for departments to sign out. If services need to be outsourced, Marketing and Communication can provide a list of approved vendors. Departments are responsible for vendor invoices.

## PUBLIC RELATIONS SERVICES

Marketing & Communication manages media and news coverage for all departments at CSU with the exception of athletics.

All requests for Public Relations coverage should be submitted at least **one week** prior to the event.

Marketing & Communication reserves the right to determine the newsworthiness of each event/story and to manage the distribution and publication of each event/story.

Depending on our coverage schedule, we may not have a full-time staff member available to cover your event. We employ capable work-study students who may be available to take photographs and/or write an article. In the event that no one is available to cover your event, Marketing & Communication has a camera which may be borrowed by university departments.

*Marketing and Communication should be contacted immediately if there is any contact from the media that was not coordinated by the campus media relations contact.*

## WEB SERVICES

The university's Content Management System (CMS) allows users the ability to edit content on pages quickly and easily.

Training and support are provided for approved users by Marketing & Communication. Any requests for new pages, photos, and navigation needs, and/or for further assistance, complete a work order at [www.csuniv.edu/workorder](http://www.csuniv.edu/workorder).

## REQUESTING SERVICE / BEGINNING A PROJECT

Marketing & Communication uses a work order system to schedule, track, and manage projects.

To request service or begin a project, visit:

**[csuniv.edu/workorder](https://csuniv.edu/workorder)**

From there, you will be instructed on how to create a work order, choosing from a combination of six categories:

- **Webpage/Directory Update**
- **Graphic Design**
- **Brand/Design Approval**
- **Social Media/Press Release**
- **Photo Video**
- **Article/Story/Editing**

Once a work order is placed, someone from Marketing & Communication will follow up with you about your project. More details can be found in the Need Something page on page 62.

## ORDERING STATIONERY AND BUSINESS CARDS

For standard items such as letterhead, envelopes, notepads, and business cards, CSU utilizes the Knight Printing Virtual Marketing Department (VMD). Each area of the university has a designated VMD user, and only those users may access the VMD.

The CSU Business Office requires all Knight Printing VMD orders to have a CSU purchase order number prior to ordering. There is a section in the Knight Printing VMD to enter the PO number.

To access the Knight Printing VMD, visit:

**[members.printable.com/knightpress/csu](https://members.printable.com/knightpress/csu)**

**User ID:** your first and last name- all lowercase with no space

**Password:** first initial and last name

[\*See example page 59\*](#)

# STANDARDS

## BRANDING AND MARKETING STANDARDS

All editorial printing and visual images must be approved by Marketing & Communication prior to production and delivery from university-approved vendors. This office reviews and approves all materials funded from the CSU budget and anything featuring the Charleston Southern name or logo.

**Please allow at least two business days for this review and approval process prior to production.**

These policies apply to, but are not limited to:

- Publications - including newsletters, brochures, posters, direct mail pieces, and enewsletters
- Advertisements - including prints, billboard, social media, radio, and TV.
- Apparel - including t-shirts, embroidery, and uniforms
- Promotional materials and give aways
- Displays, signage, and banners - internal and external
- Website and social media (Facebook, Twitter, Instagram, Youtube, etc.)
- Photography and video - image/video content, lighting, backgrounds, angles, print quality.

## PUBLICATIONS STANDARDS

### VISION STATEMENT AND LOGO

All advertising and marketing materials must include the current CSU Logo and vision statement:

**Integrating Faith in Learning, Leading, and Serving**

- Use one of the suggested typefaces (see page 42).
- Do not put quotation marks around the statement.
- Do not put a period at the end of the statement unless it falls at the end of a sentence.
- Do not italicize the statement.

### CONTACT INFORMATION

All printed material should include contact information, including mailing address, telephone number, and web address:

**PO Box 118087**  
**Charleston, SC 29423-8087**  
**843-863-7000 or your office phone number**  
**charlestonsouthern.edu**

# Editorial



This section serves as a guide to writing copy for marketing projects.

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## EDITORIAL

Strategic Messaging

Editorial Style

## STRATEGIC MESSAGING

The Strategic Messaging Framework helps all employees communicate the dynamic character of the university to students, parents, alumni, donors, and the community.

- CSU Vision and Marketing Taglines are not to be altered.
- CSU Key Ideas are provided to give you talking points when representing Charleston Southern in public and in writing reports and letters. Ideas need to be incorporated into your presentation and writing so that they flow naturally instead of sounding like canned slogans.

### CSU VISION AND MARKETING TAGLINES:

#### **Integrating Faith in Learning, Leading, and Serving**

CSU's vision, along with the Charleston Southern logo, is included on all printed pieces and on the university website

#### **Your Purpose. Our Mission.**

CSU's marketing tagline is primarily used on enrollment pieces and in advertising

#### **Preparing Servant Leaders to Pursue Significant Lives**

CSU's value proposition is used in campus documents and will increasingly be used in marketing pieces for enrollment and in advertising

### PREPARING SERVANT LEADERS TO PURSUE SIGNIFICANT LIVES IS ACCOMPLISHED THROUGH THE CSU PASSPORT TO PURPOSE:

#### **Passport to Purpose**

By equipping students with a biblical worldview, competencies to perform at the highest levels, godly character, and experiences to grow their grit, CSU assists students in finding their sweet spot to live a life of significance.

For students, this sweet spot comes at the intersection of:

- What you love
- What you're good at
- What the world needs
- What you're paid for

The sweet spot framework can be filtered through a biblical lens to help students

- Discover Their Passion (Freshman)
  - Leave home
  - Discover more about God, themselves, their passions, and serving others
  - Explore career options and possible majors



- Design Their Pathway (Sophomore)
  - Choose their academic major if they haven't already
  - Design their particular pathway to graduation
- Develop Their Potential (Junior)
  - Begin to perform as members of their chosen profession
  - Transition from core courses to higher-level courses within their major
- Declare Their Purpose (Senior)
  - Complete their degree requirements
  - Declare their purpose
  - Deploy with purpose to pursue a life of significance

The desired end of CSU's plan is issuing every student a Passport to Purpose and sending them on their way to impact every corner of the globe for Christ.

## CSU KEY IDEAS

*Note: While CSU is actively promoting E.P.I.C. Values, (Extra-Mile Service, Passion for Student Success, Innovation across the Institution, and Christian Community) the values are designed to create a campus culture. You do not need to repeatedly refer to them in writing and in speech.*

Use the following bulleted ideas when writing and talking about CSU:

### Extra-Mile Service

- Our faculty and staff are called to serve and to help students live life to the fullest.
- Faculty members go the extra mile by transforming students into scholars.
- We serve others and glorify God by accomplishing our mission with excellence and without excuse.
- Coaches instill a level of discipline that makes going the second mile seem second nature.
- CSU develops servant leaders when faculty and staff model servant leadership.

### Passion for Student Success

- We propel our graduates toward professional competence and personal character.
- CSU's success is defined by our students' success.
- Students are held to rigorous standards and demonstrate their capabilities in various ways, including writing, critical thinking, problem solving, and documented performance.
- Internships provide practical experience.
- By exhibiting servant leadership, faculty and staff influence their department, office, club, or team to accomplish its mission for the good of others and the glory of God
- Coaches train student-athletes to be their best and reach their highest potential.
- The desired end of our plan is issuing every student a Passport to Purpose, then sending them on their way to impact every corner of the globe for Christ.

### Innovation across the Institution

- Responsible innovation surpasses average execution in every corner of our campus.
- Students graduate as satisfied customers prepared for today's workforce.
- Created in the image of God, we answer His call to maximize our impact as good stewards.
- Believing and belonging set the stage for becoming.

## **Christian Community**

- Faith integration is the central thought in equipping students with a worldview in which faith forms character and character drives action.
- People and mission. People on mission.
- For maximum advantage, CSU students must be exposed to a holistic development enterprise, not just a degree-granting exercise.
- Coaches demonstrate servant leadership not only to grow successful athletes but also men and women of God.
- Reflecting the character of Jesus (Phil. 2:1-8) and the diversity of His Church (1 Cor. 12), we “urge [each other] to walk worthy of the calling [we] have received” (Eph. 4:1).

## **CSU TALKING POINTS**

- Every student hears the gospel and is equipped with a biblical worldview at the Lowcountry’s only faith-based university
- 100% of new, entering freshmen are awarded an academic scholarship. CSU awarded more than \$76 million in financial aid during the last academic year
- Located in Charleston, S.C.: the historic Lowcountry includes Charleston, S.C., named the No. 1 City in the U.S. 8 years in a row by Travel + Leisure, and South Carolina’s beautiful beaches.
- In addition to obtaining a solid background in communication, critical thinking, and reasoning – skills employers desire – students have the opportunity to major in exciting programs such as engineering, nursing, music therapy, cybersecurity, computer science, education, biology, and much more.
- Opportunities unique to CSU:
  - South Carolina’s only collegiate aeronautics program
  - The Strack Center for Global Leadership and Ministry
  - The Dewey Chaplaincy Center
  - The Community Research Institute in association with Abbey Research
  - The Center for Personal Financial Management in association with the Ron Blue Institute
- One of the smallest universities competing at the highest level in athletics – NCAA Division 1
- A 13-to-1 student-to-faculty ratio means small class sizes and a chance to interact directly with professors
- Internships and real-world experiences prepare students for today’s job market.
- Online program is one of the best in the country, top-ranked in the state of S.C. by U.S. News: No. 11 in online bachelor’s programs, No. 8 in online bachelor’s programs for veterans
- Named to America’s 100 Best College Buys, America’s Best Christian Colleges, and U.S. News Best Colleges lists
- CSU has served the veteran population for more than 40 years (Yellow Ribbon Program, Military Friendly School)
- A vibrant campus ministries program and student organizations deliver opportunities to give back on a local, national, and global level. For example, CSU packed more boxes for Samaritan’s Purse Operation Christmas Child program than any other university in the U.S. in 2019: 5,249 boxes, and in 2020 packed 7,100+

## EDITORIAL STYLE GUIDE

Like many universities, Charleston Southern University uses the *Associated Press Stylebook* as its primary style guide. In addition, the *Chicago Manual of Style* and *Merriam-Webster's Collegiate Dictionary* are used as secondary references.

In certain instances, the university deviates from AP Style, such as italicizing book titles and using the Oxford comma.

Exemptions from AP style include scholarly papers or works produced by university employees for external organizations, classroom materials, grant applications, and publications produced by approved student organizations.

The information provided in this guide is not comprehensive. Please refer to the *Associated Press Stylebook* with questions. When writing on behalf of CSU, keep your audience in mind, for example, faculty and staff, students, prospective students, donors, parents, etc.

## ABBREVIATIONS

**On first reference, use the full name:**

Charleston Southern University; on second reference, use the abbreviation or acronym, CSU.

**DO NOT follow the full name with the abbreviation in parentheses:**

~~Fellowship of Christian Athletes (FCA) meets on Mondays.~~

## ACADEMIC COURSE NAMES

**Capitalize official names of courses. Lowercase class names unless they contain a proper noun:**

Introduction to Engineering

I am on my way to engineering class.

## ACADEMIC DEGREES

Basic guidelines:

- Do not use periods in academic degree abbreviations
- Do not follow an academic degree abbreviation with the word degree
- Do not precede a name with a courtesy title for an academic degree and follow it with the abbreviation for the degree, such as Dr. Jane Smith, PhD.
- Use apostrophe when referring to bachelor's degree and master's degree, but not for associate degree.

**Commonly used degree names at Charleston Southern:**

BA	Bachelor of Arts
BBA	Bachelor of Business Administration
BS	Bachelor of Science
BT	Bachelor of Technology
BSN	Bachelor of Science in Nursing
MA	Master of Arts in organizational leadership
MS	Master of Science
	MS in human resource management
	MS in criminal justice
	MS in public safety management
	MS in business analytics
	MS in management
	MS in project management
	MS in supply chain management
	MS in computer science
	MS in clinical counseling
	MS in biology
MEd	Master of Education
MBA	Master of Business Administration
MSN	Master of Science in Nursing
MAT	Master of Athletic Training
MMS	Master of Medical Science in physician assistant studies
PhD	Doctor of Philosophy
EdD	Doctor of Education in leadership

Capitalize degree names. Lowercase majors/minors/departments unless they contain a proper noun such as English or Spanish:

Bachelor of Arts in graphic design

Bachelor of Arts in English

*Note: A person holds a doctoral degree or a doctorate. There is no such thing as a doctorate degree.*

## ALUMNI

Identify past and current students by their class year with a backward curl before the year.  
'90.

If a person has more than one degree, place a comma between the class years: John Smith '90, '12.

To make a backward curl:

On Windows: Control/FN, plus hit the apostrophe key twice

On Mac: Option + shift + ]

Alumni = graduates

Alumnus = one graduate

Alum, Alums = graduates, singular and plural

## AND

Spell out and.

Do not use an ampersand unless part of a formal name: Black & Decker

## JR., SR., II, III

Jr. and Sr. should not be preceded by a comma. The comma is optional when using II, III, IV, etc.

## BIBLICAL TERMS

Capitalize the word Bible

Lowercase the word biblical

In Charleston Southern publications, it is considered a matter of preference and respect to capitalize pronouns in reference to God (He, His) and references to Scripture; God, the Father; Jesus Christ, the Son; the Holy Spirit; the Word, etc.

## BUILDING AND AREA NAMES

When referring to campus buildings, use the shortened name, such as, Rivers Library instead of L. Mendel Rivers Library. Lowercase the name if referring to the library, the chapel, etc. Do not use building, hall and center interchangeably.

Athletic Center  
Athletic Performance Center  
    Angie & Sam Kelly Strength & Conditioning Center  
Athletic Training Education Lab  
Athletic Training Program Lab  
Art Studio  
Ashby Hall [H.E. Ashby Hall]  
Bagwell-Settle Track  
Brewer Center  
Communications Center  
Field House  
Gilmore Garden [Margaret T. Gilmore Garden]  
Gressette Patriotic Center (flagpole)  
Health Science Building  
Hunter Center [Jairy C. and Carolyn K. Hunter Center]  
Jones Hall [C.S. Jones Hall]  
Lightsey Chapel Auditorium  
    Lightsey Music Building  
    Margaret Kelly Hamrick Prayer Room  
Morley Pool [Patsy Morley Pool]  
The Suites [New Residence Hall]  
Norris Hall [F.K. Norris Hall ]  
Physical Plant  
Quads 1, 2 & 3  
Rivers Library [L. Mendel Rivers Library]  
    South Carolina Room  
    Java City  
Russell West Residence Hall  
    Learning Center  
Russell East Residence Hall  
Science Building  
Soccer Center  
Softball Complex  
Tennis Complex [Gary Clark Banks Sr. Tennis Complex]

Singleton Baseball Complex  
    Nielsen Field  
    Sharonda Coleman-Singleton Enrichment Center  
Student Center  
    Student Success Center  
    Charleston Room  
    Veterans' Lounge  
Whitfield Center for Christian Leadership  
    Drew Conference Center [Roseann W. Drew Conference Center ]  
Whitfield Stadium Center  
Whittington Hall  
Wingate by Wyndham  
Women's North Residence Hall  
    Littlejohn Parlor  
Women's South Residence Hall  
D.P. Wingo Nursing/College of Nursing [Nursing Building]  
Wingo Hall [H.C. Wingo Hall]

## DATES

Abbreviate the month if a date is also used:

Sept. 24

Do not add st, th, rd to dates except when the month is not written:

Sept. 24

The first of the month.

Be consistent when writing dates. Do not use a hyphen with the word from:

The exhibit runs from May 1 to May 31.

The exhibit is May 1-31.

## DEPARTMENTS AND OFFICES

Capitalize names of departments and offices:

the Department of Chemistry

the Department of English

the Office of Residence Life

## MONTHS

Generally, abbreviate months if including a date:

Oct. 10, 2019

Avoid abbreviating March, April, May, June, or July if possible.



## NUMERALS

Spell out numerals one through nine:

One, two, etc.

Use numerals for 10 and above:

26, 42, 1,525

Exception, use numerals for ages:

The girl is 3 years old.

## PHONE NUMBERS

Use hyphens:

843-863-7000

## TIME

Use numerals except for noon and midnight:

3 p.m.

2:45 a.m.

Noon (do not use 12 p.m.)

Midnight (do not use 12 a.m.)

## PLURALS

Form plurals of family names by adding s or es:

Never use an apostrophe to make a family name plural.

the Joneses

Add s to make years and numbers plural:

the early 1960s

the '60s

The high will be in the 90s today.

Add 's to make single letters plural:

S's, A's, and I's

the three R's

x's and y's

Add s to make plurals of multiple letters:

ABCs

PhDs

## PUNCTUATION SPACES

In regular correspondence, including emails, and when writing for the web, press releases, CSU Magazine, etc., use a single space at the end of a sentence. Adding two spaces is a holdover from the days of the typewriter and is not necessary with computers.

## PUNCTUATION WITH QUOTATION MARKS

Commas and periods always go inside quotation marks.

Exclamation points and question marks go inside the quotation marks when they are a part of the quoted phrase or sentence – otherwise, they go outside the quotation marks.

Semicolons and colons go outside the quotation marks. If the quoted material ends in one of these marks, the semicolon or colon is dropped.

In running quotations, each new paragraph should begin with open quotation marks.

## PUNCTUATION WITH PLACES AND DATES

Commas should be used after a date or place:

On January 1, 2020, a new year began.

The Raleigh, North Carolina, native enrolled.

## PUNCTUATION WITH A SERIES

Use the Oxford comma (otherwise known as a serial comma) before the conjunction in a simple series.

## REGIONAL DESIGNATIONS

Capitalize geographic regions:

the Upstate

the Lowcountry

the South

Lowercase compass points, north, south, east and west, unless they are part of a proper name: North Dakota, Lower East Side of New York

## SEASONS

Lowercase seasons such as winter and spring unless they are part of a proper name:

Winter Olympics

## STATE NAMES

Spell out the name of states in text when they stand alone or when listed with a city. Use traditional state abbreviations in text instead of postal abbreviations.

Use United States Postal Service two letter abbreviations when writing an address in text.

State Name	Traditional	USPS
Alabama	Ala.	AL
Alaska	Alaska	AK
Arizona	Ariz.	AZ
Arkansas	Ark.	AR
California	Calif.	CA
Colorado	Colo.	CO
Connecticut	Conn.	CT
Delaware	Del.	DE
Florida	Fla.	FL
Georgia	Ga.	GA
Hawaii	Hawaii	HI
Idaho	Idaho	ID
Illinois	Ill.	IL
Indiana	Ind.	IN
Iowa	Iowa	IA
Kansas	Kan.	KS
Kentucky	Ky.	KY
Louisiana	La.	LA
Maine	Maine	ME
Maryland	Md.	MD
Massachusetts	Mass.	MA
Michigan	Mich.	MI
Minnesota	Minn.	MN
Mississippi	Miss.	MS
Missouri	Mo.	MO
Montana	Mont.	MT
Nebraska	Neb.	NE
Nevada	Nev.	NV
New Hampshire	N.H.	NH
New Jersey	N.J.	NJ

New Mexico	N.M.	NM
New York	N.Y.	NY
North Carolina	N.C.	NC
North Dakota	N.D.	ND
Ohio	Ohio	OH
Oklahoma	Okla.	OK
Oregon	Ore.	OR
Pennsylvania	Pa.	PA
Rhode Island	R.I.	RI
South Carolina	S.C.	SC
South Dakota	S.D.	SD
Tennessee	Tenn.	TN
Texas	Texas	TX
Utah	Utah	UT
Vermont	Vt.	VT
Virginia	Va.	VA
Washington	Wash.	WA
West Virginia	W.Va.	WV
Wisconsin	Wis.	WI
Wyoming	Wyo.	WY
District of Columbia	D.C.	DC

## TITLES

Capitalize titles before a person's name:

President John Smith

Lowercase title after a person's name and set off with commas:

John Smith, president, will speak tomorrow.

Vice president has no hyphen.

Titles such as CPA, RN, PA-C, should be preceded by a comma and written in full caps with no periods.

The courtesy title Dr. may be used when a person holds an earned doctoral degree:

Do not use the courtesy title before a name when using degree abbreviations after a name.

~~Dr. John Smith, PhD~~

Courtesy titles such as Mr., Mrs., Ms. and Miss are generally not used in official publications.

Student titles are generally lowercase.

John is president of the Student Government Association.

freshman, senior, etc.

Honorary doctorate recipients do not use the title of Doctor.

## TITLES (BOOKS, PROGRAMS, ETC.)

Book and magazine titles are italicized.

Titles of songs, movies and presentation names are placed in quotation marks.

# CSU STYLE GUIDE CHEAT SHEET

## Dates & Time

### Dates

Use month and day only.

**May 7** *not* **May 7<sup>th</sup>**

### Day of the Week

It is best to put the day of the week when advertising a single date.

**Saturday, May 7**

### Times

Use date, space and a.m., p.m.

Midnight & Noon: use words, do not use numerals

**8 - 10 p.m. | 7:30 a.m.**

*not* **8:00 AM | 7:30pm**

**Noon | Midnight**

*not* **12 p.m | 12 a.m. | 12 noon**

### Years

Do not use the year on an advertisement unless it is for the following year (e.g. 2017). Years on programs or invitations are ok.

## Communication

### Website

csuniv.edu is for email only.

Avoid using www. unless it adds symmetry.

**charlestonsouthern.edu** *not* **csuniv.edu**

*no* **WWW.**

### Phone Numbers

Use hyphens, not dots or parentheses.

**843-863-7050**

*not* **(843) 863-7050** *or* **843.863.7050**

## Punctuation

### Numerals

Spell out one through nine; use numbers for 10 and above.

**one, two, 10** *not* **1, 2, ten**

### Quotation Marks

Periods go inside quotation marks.

Only use quotation marks for quotes, use italics for titles.

**“You rock.”** *not* **“You rock”.**

***Hot Rod*** *not* **“Hot Rod”**

### Oxford Commas

Use oxford commas.

**A, B, and C**

### Academic Degrees

Do not use periods after initials.

**PhD** *not* **Ph.D.**

### Class Years

Use backward curl. Tip: use **option+shift+]**

**'16** *not* **'16**

### Symbols

Do not use @ symbol or ampersands (unless in a title, e.g. Hymns & Spirituals)

**at** *not* **@**

**and** *not* **&**

## Building Names

**CSU Dining Hall** *not* **Caf**

**Lightsey Chapel Auditorium** *not* **Chapel, Lightsey Chapel** *or* **LCA**

**Hunter Center** *not* **Hunter Reception Center** *or* **HRC**

**Whitfield Center for Christian Leadership** *or* **WCCL** *not* **Christian Leadership Building** *or* **CLB**

**Student Center** *not* **Strom Thurmond Building**

# Design

This section serves as a guide to designing for marketing projects.

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## DESIGN

Logo Usage

Color Palette

Typefaces/Typography

Graphic Elements



# LOGO USAGE

## LOGO BASICS

- The CSU logo has two elements: the graphic element and the logotype.
- The graphic element is not to be used independently, apart from a few exceptions approved by the senior officers.
- Do not attempt to recreate the font used in the logotype.
- Do not use scanned copies, logos copied and pasted from the web or homemade versions of the logo.
- Only use official CSU logos downloaded from **[charlestonsouthern.edu/offices/marketing-communication](http://charlestonsouthern.edu/offices/marketing-communication)**
- Delete all outdated or incorrect versions of the CSU logo and replace them with logos from the official site.
- Marketing & Communication will determine if a request to use the CSU Logo will be granted. Departments, organizations, clubs and third-party vendors must request permission to use the CSU logo.  
**[charlestonsouthern.edu/workorder](http://charlestonsouthern.edu/workorder)**

## ACCEPTABLE USAGE



## UNACCEPTABLE USAGE



Do not compress the logo.



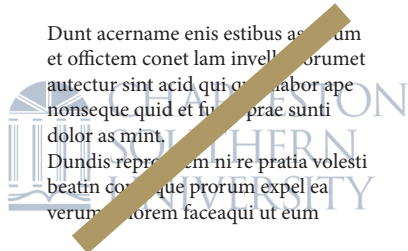
Do not stretch the logo.



Do not change the typeface of the logotype.



Do not allow decoration to touch or intrude into the logo's space.



Do not allow type to touch or cross the logo or use the logo as a background or watermark.



Do not alter the positions of the graphic or the logotype.



Do not rotate the logo to any angle.

## RESTRICTED USAGE



Use of the graphic element by itself requires approval from the senior officer team.

## SIZE SPECIFICATIONS

### Minimum Size in Print

The CSU Logo should be no smaller than 1" wide.



Include minimum spacing around the logo, of at least 1/4".

The CSU Logo should not be the dominant element in any page layout. It should be presented with reserve and restraint.

## SUBLOGOS

Colleges, departments, centers, etc., may **NOT** create or use their own logos. Marketing & Communication will create a sublogo upon request.



## ATHLETIC LOGO

The official athletic logo is the crossed cutlasses with CSU in the middle. The logo may be black or certain combinations of CSU blue, CSU gold, and white. The same guidelines set forth regarding the CSU Logo apply to the CSU Athletic Logo.

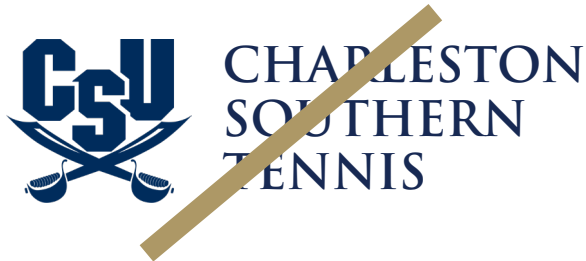
As a member of the Big South Conference, Charleston Southern athletics may use the Big South logo and the NCAA logo on publications. The Big South Conference and NCAA logo guidelines apply to use of these graphics.



## UNACCEPTABLE USAGE



Do not recolor the logo.



Do not place the logo next to or alter the CSU Logo logotype.



Do not display the logo with a gold wordmark over white cutlasses.



Do not create sublogos based on the CSU Athletic Logo.



Do not display the logo with a gold wordmark over blue cutlasses.



Do not use script font underneath the CSU Athletic Logo.



Do not use or display images within the logo.



Do not separate CSU from the cutlasses.

## BUCCANEER LOGO

The CSU Buccaneer logo of Bucky the gentleman pirate. The same guidelines set forth regarding the CSU Athletics Logo may also apply to the Buccaneer Logo.



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*Primary Logomark*



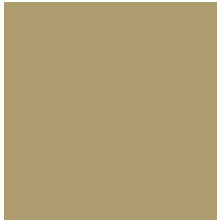
*Primary Wordmark*





#### CSU BLUE

Pantone® 295 C  
CMYK: 100,69,8,54  
RGB: 0,40,85  
HTML: #002855



#### CSU GOLD

Pantone® 7503 C or 10124 Metallic  
CMYK: 10,15,50,29  
RGB: 168,153,104  
HTML: #A89968



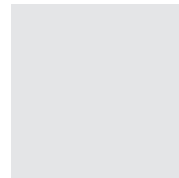
#### Shadow BLUE

Pantone® 7463 CP  
CMYK: 100,63,12,67  
RGB: 0,37,74  
HTML: #00254a



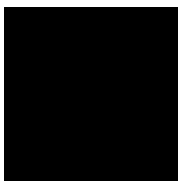
#### Shadow GOLD

Pantone® 7504 C  
CMYK: 17,36,52,38  
RGB: 179,125,88  
HTML: #907258



#### Shadow GREY

Pantone® 179-2 C  
CMYK: 0,0,0,11  
RGB: 228,229,230  
HTML: #e4e5e6



#### Black

Pantone® Black C



Secondary Logomarks



Secondary Wordmarks



Two color versions have a primary shade and a lighter secondary shade.





When placed on a CSU Blue or other similarly dark background the white outlined version should be used to keep the CSU Navy hat and coat from blending in to the background.



Reversed versions of each variation can be used on CSU Navy, Gold or other colors.



When used over photography, a white outlined or reversed version often works best.



#### Typography/Fonts

##### Primary

**United Italic Semi Condensed**

AaBbCcDdEeGgHhIiJjKkLlMmNnOo

PpQqRrSsTtUuVvWwXxYyZz

##### Secondary

**Gotham**

AaBbCcDdEeGgHhIiJjKkLlMmNnOo

PpQqRrSsTtUuVvWwXxYyZz

## UNACCEPTABLE USAGE



Do not place the logo next to or alter the CSU logotype.



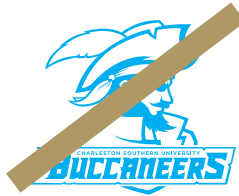
Do not reverse in any instance. Bucky is meant to be looking and advancing forward. Not in retreat, or looking to the past.



Don't use this version of the reversed logo. Bucky works best when he is darker than the background he is on.



Do not recolor the logo in any way. Only use preapproved versions that are provided.



Do not use unapproved colors for the logo. The logo should appear in CSU Navy, CSU Gold, or in special cases black and white as needed.

## RESTRICTED LOGOS



### **THE UNIVERSITY SEAL RESTRICTED**

The university seal is the legal seal of Charleston Southern and is used for diplomas, transcripts, certificates, and other legal documents as designated by the registrar. The seal is not to be used on letterhead or as an alternative to the CSU logo.



### **CSU SECURITY LOGO RESTRICTED**

The CSU Security Logo is for CSU Security uniform and vehicle use only. It is not to be used on letterhead or as an alternative to the CSU Logo.



### **CSU BASEBALL LOGO RESTRICTED**

The CSU Baseball Logo is for use on CSU Baseball uniforms and publications only. It is not to be used on letterhead or as an alternative to the CSU Athletic Logo.

## OBSOLETE LOGOS



### THE 50TH ANNIVERSARY LOGO (JUNE 2014 - MAY 2015)

#### OBSOLETE

The CSU 50th Anniversary celebration concluded at the end of the 2014-2015 academic year, and the Anniversary logo may no longer be used. It may appear in publications as a historical reference. Publications and stationery with this logo should be reprinted with the CSU Logo.



### THE ROUND CSU LOGO (1991-2004)

#### OBSOLETE

The Round CSU Logo was phased out years ago and is not used in new publications or signage. Publications and stationery with this logo should be reprinted with the CSU Logo.



*Charleston Southern University*

### THE ITALICS CSU LOGO (1991-2004)

#### OBSOLETE

The Italics CSU Logo was phased out years ago and is not used in new publications or signage. Publications and stationery with this logo should be reprinted with the CSU Logo.



### THE BUCCANEER (1964-2004)

#### OBSOLETE

The old Buccaneer was phased out in print years ago and is not used in new publications or signage.



### THE CROSSED CUTLASS LOGO (OLD STYLE) (2004-2017)

#### OBSOLETE

The athletic logo has been updated with styled CSU type filled in with solid color. Only the updated logo is to be used on any new publications, stationery, signage, or apparel.

# COLOR PALETTE

The primary palette for the CSU brand.

*Cyan is a primary accent for graduate audiences.*

*CSU Navy is the primary color for all CSU communication. Undergraduate branding will utilize all three colors, with CSU Navy as primary and CSU Gold and Cyan as accent colors.*

## CSU NAVY

CMYK  
100 69 8 54  
RGB  
0 45 91  
HEX  
002d5b

## CYAN

CMYK  
60 10 15 0  
RGB  
94 182 205  
HEX  
5eb6cd

*CSU Gold is a primary accent for online audiences.*

## CSU GOLD

CMYK  
10 15 50 29  
RGB  
173 158 110  
HEX  
ad9e6e

## SLATE

CMYK  
69 62 61 54  
RGB  
55 55 55  
HEX  
383838

**Pantone®:** Printing industry standard color system. Use the Pantone® number system to print colors accurately. For more information, visit [pantone.com](http://pantone.com).

**Four-Color Process:** CMYK (mixture of cyan, magenta, yellow, and black). The four-color process allows for color to be reproduced precisely. However, matching Pantone® colors in four-color process is approximate, so pay close attention to the color.

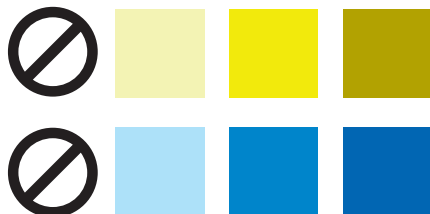
**Screen Color:** RGB (mixture of red, green, and blue to create a screen image). Colors appear differently on the monitor than they will in printed form.

## COLOR MATCHING

Colors vary when printed as ink on paper, as ink on vinyl, as colored fabric, on plastic giveaways, etc. It is essential to work with your printing representative to match the colors as closely as possible to Pantone® 295C and Pantone® 7503C.

Do not simply use navy or gold and assume that these colors will be correct; most colors called gold are too yellow to meet the standards for Charleston Southern's official colors.

## UNACCEPTABLE USAGE



Do not use brighter or darker shades of blue or yellow to substitute CSU colors. Use CSU Blue and white if you cannot match the CSU gold.

# HUE ALTERNATES

ORIGINAL

90% OPACITY

CSU NAVY

CSU GOLD

35% TINT  
90% OPACITY

CYAN

39% OPACITY

20% TINT

SLATE

12% TINT

\* Screens can be effective in certain applications and ineffective in others. As much as possible, we use our colors at full strength. Places where screens (overlays of partially transparent color) are used include:

- thin dividing lines
- cyan background screens
- when type needs more contrast with the background
- with pull quote illustration backgrounds
- to set off columns or backgrounds to separate sections

## APPAREL AND PROMOTIONAL ITEM STANDARDS

All apparel or promotional items produced for CSU should comply with these standards and be approved by Marketing & Communication prior to production.

As a reminder, please:

- Use the most up-to-date CSU logo
- Do not alter or re-draw the logo in any way.
- Choose appropriate imprint colors (navy, gold, white, black, or gray).
- Do not ask vendors to create logos for your department.

For best results, contact Marketing & Communication, and they will provide the correct file to the vendor.

### Use of the CSU logo may be placed on the following material colors:

- Navy
- Vegas Gold
- Gray
- White
- Black
- Light Blue
- Denim



### The following material colors are strongly discouraged:

- Colors outside the CSU identity (e.g., Red, Orange, Green, Purple)
- Patterned fabric (e.g. checkered, plaid, etc.)

### The following colors are explicitly prohibited:

- Royal Blue
- Yellow
- Gold
- Old Gold



These colors are too close to CSU Blue and Gold and are never to be used in any capacity.



## TYPEFACES

Gotham Book/**Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Gotham Narrow Book/**Medium**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

**GOTHIC ALTERNATE NO. 2 BT REGULAR**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

Adobe Caslon Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

\* *The Gotham typeface is purchased, and for use on iMac only. The alternative is Verdana, and should be available by default on most PCs*

This is your  
**headline style.**

Alternate style  
with **selected  
bolding.**

Gotham is the typeface utilized for headlines. Selected bolding with alternate colors (or not) can be utilized to call attention to the most impactful copy. Example shown here is 46 point with 48 point leading.

# TYPOGRAPHY - BODY COPY

Body copy is set in Gotham Narrow, Book. In order to add emphasis and draw the reader in, the first line is set in bold and utilizes a 3-line height drop cap. The cap font is Gotham Book and the intro line is Gotham Bold. Both are navy while the rest of the body copy is black. The cap is set 2 pts smaller than the rest of the copy and the baseline grid is set to 9. Example shown here is 9.5 point with 17 point leading.

Call out text, captions, or alternate body copy will also be set in Gotham Narrow, Book, or Medium. A subhead will be set in Alternate Gothic No. 2, Regular. Example shown here is size 12 point subhead, and body copy in 9 point with 14 point leading.

Quotes will be set in Adobe Caslon Pro, Regular. Assignment of the quote is set in Alternate Gothic No. 2, Regular. Example shown here is 14 point, 18 point leading for the quote. Name/attribute is set in 9 point with 18 point leading.

**This is how your body copy will start, with called out text.** The rest is set in Gotham Narrow, Book. Following paragraphs can continue in this typeface and style. Ehendam, ut etur, quos et et aspictus essi aliqui dolorio quasperio et ullaudam conemol oressec ullendu cillaborae od que volora sim qui ditis solorporrum voluptae. Et eum num seriae solluptat arum ea eat.

## MINIATURE HEADING

For small call out or caption styled body copy, this can be an alternate form of body copy. Ut alissit harcimo et dolorae ctaecto in es et quibusam etur simin ra ped eum sincto in rent omnissitam in cuscit, quam evenihil milibus, cone volorruntio.

“Lorem ipsum dolor sit amet, consectetur adipiscing elit. Facilisis ut mollis at, elementum eget tortor. Interdum et malesuada primis.”  
—FIRST LASTNAME / PARENT



## PHOTOGRAPHY

Photography is a crucial element to the CSU brand. Our style is authentic rather than staged and strives to capture life at CSU as it happens, celebrating both the extraordinary and the everyday. We will be student-focused, uplifting and honest and will strive to reflect our values of **LEARNING, FAITH, and COMMUNITY**.



### WEB IMAGES

- 72 dpi
- JPEG, PNG
- minimum 1200 on the long edge.

### PRINT IMAGES

- High Resolution (300 dpi 00 dpi at the desired print size.)
- JPEG or RAW



# HEADSHOT GUIDE



## LIGHTING

Lighting follows the “short lighting” technique  
Single light source with softbox from camera right  
Light reflection in eye, right side of pupil, just under eyelid  
Minimal nose shadow  
Face in full light with shadow on left side of face  
Use of reflector on left side if needed

## STANCE

Standing position  
2-3 feet from background  
Shoulders pointed slightly camera right

## BACKGROUND

Solid color, generally beige/tan

## CAMERA

Photos from smart phones are not accepted  
Minimum 12 megapixel

## FILE SIZE

Minimum height 4200 pixels  
Minimum width 2800 pixels  
72 DPI

## CROPPING

Follow the rule of thirds  
Eyes are placed on the upper 1/3  
Eyes are within the left and right thirds  
Bottom cropped above the elbows  
End of shoulders are in view

ADDITIONAL GRAPHIC ELEMENTS

CSU lock-up to accompany each cover or key design piece. Letters have a multiply effect to provide overlayed feel. May be used with or without the “Your Purpose. Our Mission.” rallying cry. Usually centered with comfortable margins and spacing.

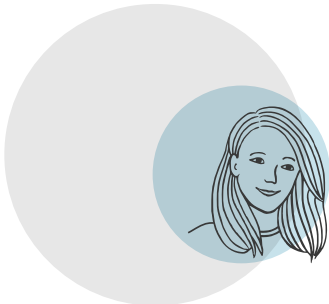
CHARLESTON SOUTHERN UNIVERSITY



Icon / main idea styling is perfect for web design, print subheads, and can pair nicely with marketing copy to succinctly communicate the topic.

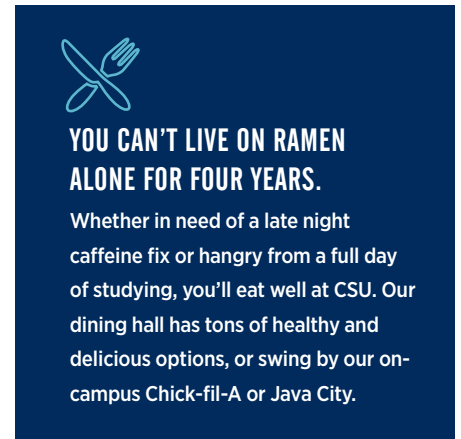


Stylized divider line establishes hierarchy and leads the audience’s eye, or can be used to separate and organize content.



Illustrative element is used to humanize quotes and draw the eye with visual interest.

An effective way to communicate to prospective students in small amounts of text. These boxes and squares can communicate quick stats or be used to break up long sections of text. They should be square or in a shape that provides symmetry and are often used in tandem or multiples to create a grid pattern.

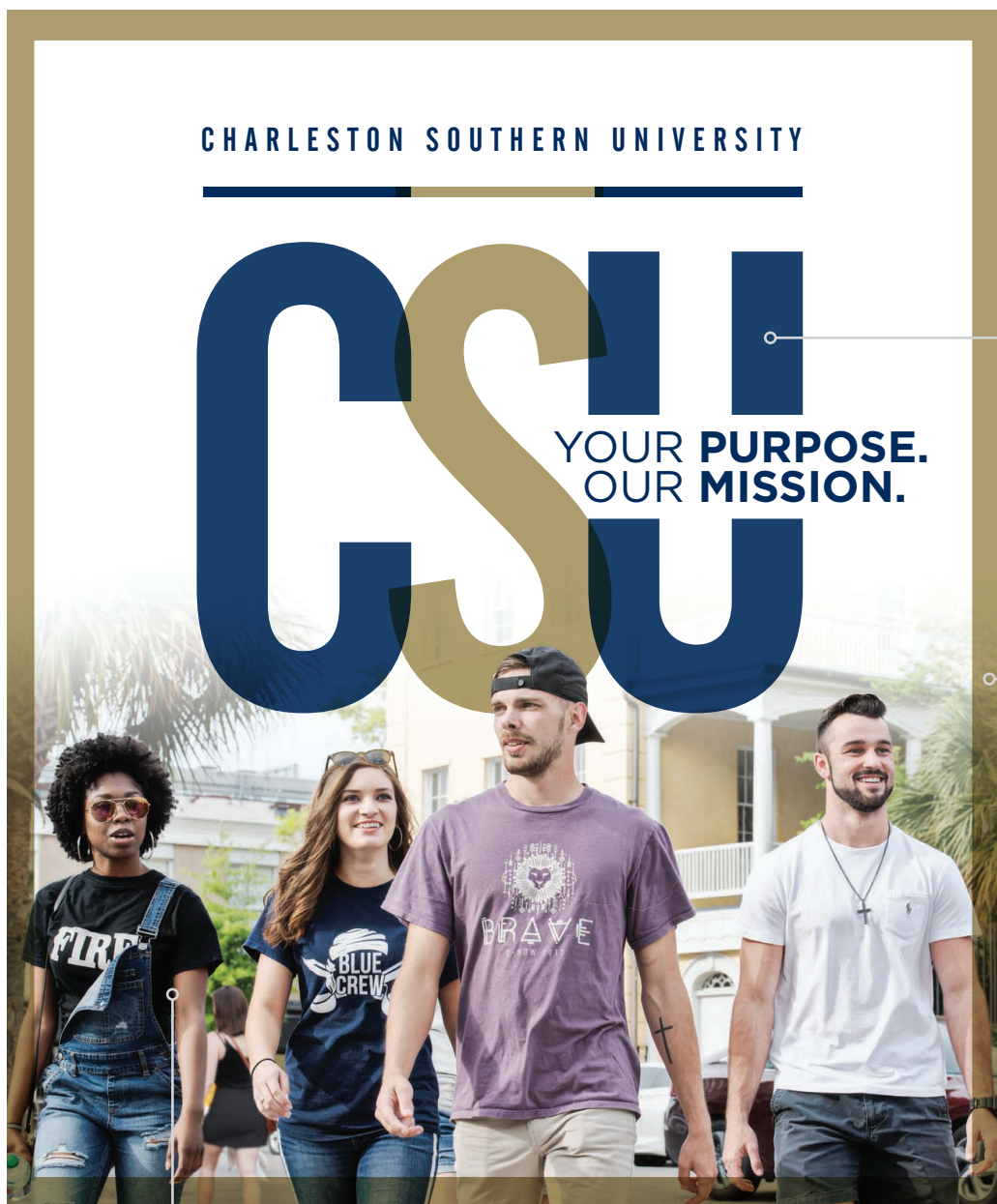


Half-tone dot texture introduces pattern, warmth and a youthful grit. Only to be used for undergraduate audiences.

A .25" frame grounds busy spreads while subtly re-inforcing brand colors. **Tip:** When designing to bleed, set up a .125" bleed, and the stroke for a frame will be 24 points. This creates the proper size frame, with bleed.

Use a screened back block behind a grid or repeated elements to break symmetry, create a visual anchor, and soften the harder lines of a grid element.

## ELEMENTS IN USE



CSU lock-up to accompany each cover or key design piece. Usually centered with comfortable margins and spacing.

Frame surrounds covers. Can be set to multiply so the cover image shows through.

Cover image anchored to bottom of the page. Key element silhouetted to sit on top of "CSU" graphic. Image background given gradient feather of white to fade to white. This is best accomplished by creating two photoshop files, one with the background gradient feather sitting behind CSU; the other with the key element silhouetted and sitting on top of CSU.



Paragraphs can be centered or offset, single or double column, but should help to bring balance to the design.

Icon / main idea centered on page with adequate spacing and margins.

Repeated grid items give space for content blurbs. Blurbs include icon, headline, and copy.



# The head and the heart

**A**t CSU, our unwavering commitment to learning for life means that our story will continue to resonate in the hearts and minds of those who come to know and understand our mission, for a lifetime.

**Big deal, right?** I mean, what university isn't going to brag about learning? But, at CSU, it's different. Learning is a challenge, but it's also an invitation: **To never settle. To never rest. To never stop seeking all that God has called us to be.** Learning creates opportunity. It gives us permission to reach for more. With learning, each and every day brings new questions, new perspectives, new resolutions and new solutions.

"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer diam lacus, facilisis ut mollis at, elementum eget tortor. In accumsan efficitur laoreet."

FIRST LASTNAME / ACADEMIC PROGRAM



**EXPERTS WHO CARE.**  
Our faculty, coaches and staff are all experts in their fields and also fully devoted to pouring their faith, knowledge and experience into each and every student.

**PREPARED GRADUATES.**  
CSU graduates are highly sought after because they bring critical thinking, problem solving, communication and collaboration skills to the workplace.

**PROVEN RESULTS.**  
90% of alumni are likely to recommend that prospective students attend CSU. With that vote of confidence, you can be assured you'll be prepared for what's next.



Quote styling and illustration style. Illustration element should overlap or bleed to anchor item.

Images set up with grid and softened with background screens of cyan.

Halftone texture on top of image and extending beyond to bridge elements. 22% multiply on top of images; 9% on white backgrounds.

ELEMENTS IN USE

Images as board rather than grid for asymmetric feel. Spacing still preserved, but some images may extend beyond frame or bleed off the edges.

Textured pattern and cyan screens soften the background and add visual interest and weight.



So, how will you achieve **your purpose?**

**B**efore you answer that question, ask yourself this question. What is your purpose? Not sure? That's a fine place to start. At CSU, you will learn to think broadly and deeply about ideas, to engage truths that ignite your curiosity, and to ask questions of the world and yourself—all aimed at preparing you to discover your purpose and achieve success in living it out.

“Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer diam lacus, facilisis ut mollis at, elementum eget tortor. In accumsan efficitur laoreet.”

FIRST LASTNAME / ACADEMIC PROGRAM



One image may overlap and break the spacing with a multiply effect.

Masked grayscale image bleeds off bottom of page and anchors main text area. Can be full strength or screened back behind text.



# Web

This section serves as a guide to the strategy behind the CSU website.

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## WEB DESIGN

Strategy

Type Styles

Writing for the Web

Social Media Standards

# CHARLESTONSOUTHERN.EDU

The Charleston Southern site is clearly focused on prospective students of all types. This overarching priority provides a framework for content, navigation, media, and site architecture.

Why such a strong admissions focus? The institutional website is CSU's single largest recruiting tool. It's the hub for application submission, requests for information, and registration for admissions events.

The three site-wide goals for the website design process can consistently be referenced for future decisions about changes to the CSU site.

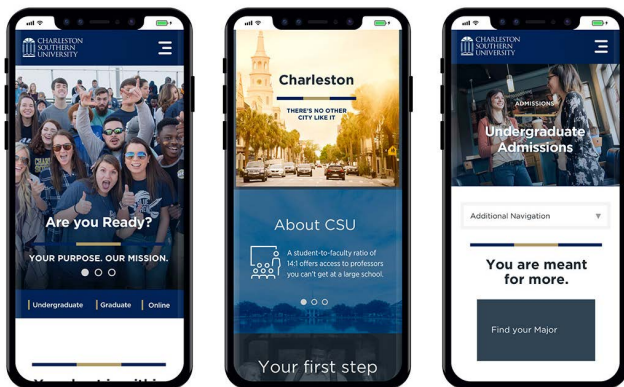
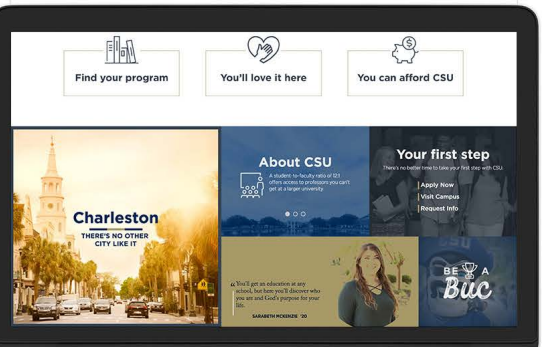
1. **Connect prospective students to their program(s)** of interest efficiently and effectively.
2. Utilize a variety of media and content to **highlight CSU student outcomes.**
3. Maintain visual consistency to **unite and leverage the CSU brand.**

Ultimately, a variety of users representing multiple audience segments actively use the CSU website each day. In addition to prospective students, alumni, donors, Charleston residents, and others use the site to locate different types of information. These secondary users benefit from updates to the new site, including organized content, consistent menu structure, considerations for impaired users, and media that conveys the CSU culture.

The CSU site reflects the culture of the university, increases the credibility of the institution, and expands recruitment efforts across student audiences.



**Your best is within reach at CSU.**  
You will learn to think broadly and deeply about ideas, to engage biblical truths that ignite your curiosity, and to ask questions of the world and yourself – all aimed at preparing you to discover your purpose and achieve success in living it out.



# H1 Heading Style

Gotham Bold 48pt / #272E35

## H2 Heading Style

Adobe Caslon Pro Regular 36pt / #002855

### H3 Heading Style

Gotham Bold 30pt / #394553

#### H4 HEADING STYLE

Gotham Bold 14pt / #272E35

Gotham Narrow Book 20pt/34pt

Large intro lead-in style.  
Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.  
Curabitur ac mi et neque facilisis  
molestie sed et libero.

Gotham Narrow Book 18pt/30pt

Body copy style. Lorem ipsum dolor  
sit amet, consectetur adipiscing elit.  
Sed massa enim, semper vel pulvinar  
vel, dapibus eget dui.

“Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus faucibus erat vitae odio semper molestie. Integer ultricies purus sed placerat elementum. Donec condimentum posuere. Aenean suscipit nisl ut lacus aliquam volutpat. In eros justo, luctus ut velit congue, malesuada varius mi.

FIRST LASTNAME / MAJOR 'XX

# WRITING FOR THE WEB

**People read online content differently than they do print materials.** The physical limitations of devices, as well as the nature of a digital environment, have changed the way people choose to read. While good writing is good writing, understanding these differences is crucial to communicating effectively on the web.

Interestingly enough, in today's information age, people are becoming more accustomed to the reading style of web copy and are becoming more impatient with lengthy print copy. The transition has already begun to move to a "task-driven" reading approach as more and more documents are being published in scannable or bulleted formats. In other words, web copy translates well into printed material, but print copy does not always translate well into web copy.

- "Chunk" text (break into bite-sized pieces) for quick and easy consumption.
- Use short phrases instead of full sentences to make a point.
- Be direct. Use active voice.
- Make design choices to keep pages scannable. Use H Styles to organize the page and guide the reader.
- Make one point per paragraph.
- A sans-serif font ensures easier readability.
- Avoid empty phrases, market-speak, and floweriness. A reader is more likely to trust the content when it is not over-hyped.
- Eliminate vague modifiers (really, very, actually, sort of, etc.).
- Employ the "inverted pyramid" style of writing—place the main point of the topic in the first or second sentence instead of leading up to the topic sentence with introductory sentences.
- Break paragraph points into bulleted lists.
- Never use "click on" or "click here" unless using it on a social media post. Just make the subject a hyperlink.



## URLS AND QR CODES

For best results, use a short URL (e.g., [charlestonsouthern.edu/nursing](http://charlestonsouthern.edu/nursing)) to drive people to your department or program web page.

Try to avoid long URLs with extensions like .html (e.g. [charlestonsouthern.edu/dgroups/index.html](http://charlestonsouthern.edu/dgroups/index.html))

If the page you want to send people to does not have a short URL, Marketing & Communication can create one for you.

Quick Response (QR) Codes are matrix barcodes that can be read by QR barcode readers, which people may choose to install on their smartphones. These have proven to be ineffective and are not to be used. It is best to use a direct web link.



## PHOTOGRAPHY STANDARDS

Visual images are an important component of marketing and branding for the university. All images should:

- Be high quality with sharp focus
- Show energy and excitement
- Students, faculty, and staff should be photographed in their unique environments
- Avoid posed portrait-style photos as much as possible
- Do not show logos or trademarks of other universities or other organizations. Athletic logos are acceptable according to our athletic agreements (Nike)

## FILE SPECIFICATIONS

### WEB IMAGES

- 72 dpi
- 1,200 px on longest side
- JPEG, PNG
- High Resolution (300 dpi or size equivalent)
- 6 inches on longest side
- JPEG or RAW



To ensure that your images load quickly, use as small a file as possible. To do this, create your images as JPEG images at a resolution of 72 dpi.

## SOCIAL MEDIA STANDARDS

### SOCIAL MEDIA POLICY

Social media is a great way to connect with current and prospective students, alumni, parents, and community members. It is an essential tool to drive engagement and encourage involvement.

CSU students and employees should be prepared to maintain Charleston Southern University-branded social media accounts as one would with a department web page.

#### KEEP IN MIND:

1. Any account associated with CSU must register with the Office of Marketing & Communication and comply with all policies or face closure.
2. All social media posts contribute to the university's brand and image.
3. Administrators should ask themselves if posts convey a message that is consistent with the university's mission, vision, and biblical core values.

Employees can download and review the university's personal social media policy through the CSU ADP portal.

### SOCIAL MEDIA DIRECTORY

All official social media pages are listed in our Social Media Directory. For institutional, departmental, and recreational use, all Charleston Southern University affiliated pages must comply with the following application steps.

1. Thoroughly read the Social Media Policy before submitting the registration application.
2. Complete the Social Media Application with all social media accounts that currently exist under your supervision.
3. Follow our Social Media Best Practices. All unauthorized or improperly used pages will enter a probationary period which could result in closure.

The policy, application, and best practices may be found at [charlestonsouthern.edu/offices/marketing-communication/social-media](http://charlestonsouthern.edu/offices/marketing-communication/social-media)

### OFFICIAL SOCIAL MEDIA ACCOUNTS

📷 Instagram: @charlestonsouthern

📘 Facebook: [www.facebook.com/charlestonsouthernuniversity](http://www.facebook.com/charlestonsouthernuniversity)

🐦 Twitter: @csuniv

📺 YouTube: [www.youtube.com/charlestonsouther](http://www.youtube.com/charlestonsouther)

🌐 LinkedIn: [linkedin.com/school/charleston-southern-university](http://linkedin.com/school/charleston-southern-university)



## USING SOCIAL MEDIA LOGOS

When promoting CSU Social Media, please ensure that the current social media logos are being used. Use of outdated social media logos is prohibited.

## EMAIL SIGNATURES

CSU employees must use a consistent email signature. See example below for formatting details. It is understood that not all will have these typfaces available to them. Alternate options for each are; Gotham = Verdana, and Adobe Caslon = Times New Roman.

### Name

Font: Gotham  
Weight: Medium  
Size: 11pt

### School/Phone/Website

Font: Adobe Caslon  
Weight: Regular  
Size: 9pt

### Title/Position

Font: Gotham  
Weight: Book  
Size: 10pt

### Integrating Faith...

Font: Adobe Caslon  
Weight: Italic  
Size: 9pt

### Department

Font: Gotham Narrow  
Weight: Book  
Size: 9pt

--

### Tyler Stokes

Graphic Designer

Marketing & Communication

Charleston Southern University

843-863-8041

[charlestonsouthern.edu](http://charlestonsouthern.edu)

*Integrating Faith in Learning, Leading, and Serving*



#002d5b



#ad9e6e

Please do not embed signature images or any CSU logo. Because your CSU email account is a business email, no third-party logos or quotes should be used. No other statements are to be added.



### FACEBOOK

charlestonsouthernuniversity



### TWITTER

@csuniv



### INSTAGRAM

charlestonsouthern



### YOUTUBE

charlestonsouthern



# Stationery

This section serves as a set of guidelines for official CSU Stationery

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## STATIONERY

Business Cards

Letterhead/Envelopes

Name Badges

## BUSINESS CARDS

All CSU employees use the blue and gold business card. Business cards include:

- Name (Employees have the option of including credential initials after names: e.g., John Smith, PhD; Jane Smith, CPA)
- Title (Some faculty and staff may have multiple titles. Due to space, you must choose a single title or abbreviate titles for business card usage.)
- Email address
- Office Phone
- Mobile Phone (Optional)
- Website [charlestonsouthern.edu](http://charlestonsouthern.edu)
- Physical Address
- Mailing Address

*\*Athletic department employees may include the Big South logo on their business cards and use [csusports.com](http://csusports.com).*



## STATIONERY

Letterhead and envelopes are printed in CSU Blue. Division or department names may be included on letterhead and envelopes, e.g., Registrar's Office, College of Business or Dean of Students Office.

University letterhead and stationery items are for official business conducted by employees in officially recognized areas, departments, offices or other units. Letterhead and envelopes are never to be used for correspondence of a personal nature.



CHARLESTON  
SOUTHERN  
UNIVERSITY

DEPARTMENT NAME



CHARLESTON  
SOUTHERN  
UNIVERSITY

DEPARTMENT OR OFFICE NAME  
PO BOX 118087  
CHARLESTON, SC 29423-8087  
RETURN SERVICE REQUESTED

INTEGRATING FAITH IN LEARNING, LEADING AND SERVING

PO BOX 118087 • CHARLESTON, SC 29423-8087  
PHONE 843-863-7050 • FAX 843-863-7070 • CHARLESTONSOUTHERN.EDU

CSUNIV



CHARLESTONSOUTHERN



CHARLESTONSOUTHERNUNIVERSITY



## NAME BADGES

Name badges are gold with black engraving.

For employees who have earned a doctorate, the prefix **Dr.** may be used.

For employees who are ordained ministers, the prefix **Rev.** may be used.

Nothing is to be listed after employee names.

**Acceptable:** Dr. John Smith  
John Smith

**Unacceptable:** John Smith, EdD  
John Smith, MA, PhD

**Name badges may have up to 3 lines:**

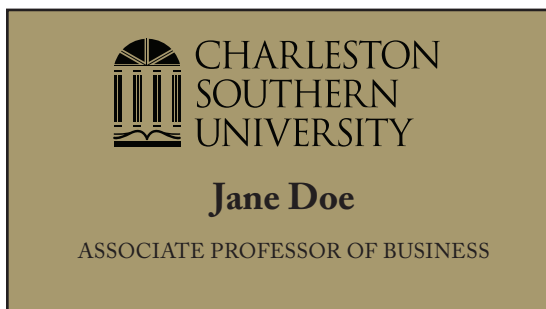
Name  
Title  
Department or School

OR

Jane Doe  
Associate Professor of Business  
College of Business

Name  
Title

Jane Doe  
Associate Professor of Business



University approved vendors for name badges are Plaque Attack and ABC Trophies. Proofs must be submitted to the Marketing & Communication office.

# NEED SOMETHING?

To submit a marketing and communication work order visit [csuniv.edu/workorder](https://csuniv.edu/workorder)  
To view the status of your work order visit [csuniv.edu/workorderstatus](https://csuniv.edu/workorderstatus)

## WEBSITE ([CHARLESTONSOUTHERN.EDU](https://charlestonsouthern.edu))

### Website Edit, New Page, or Directory Update

- Submit a MarComm Work Order  
*A minimum 2-week notice is required.*

### MyCSU

- Submit an IT Work Order - [support.csuniv.edu](https://support.csuniv.edu)

### Cashnet / Payment Setup

- Contact the business office

## EMAIL

### Campuswide Announcements

- To All Employees: [bucmessage@csuniv.edu](mailto:bucmessage@csuniv.edu)
- To Students: [ldiel@csuniv.edu](mailto:ldiel@csuniv.edu)
- To Faculty Only: [ecroft@csuniv.edu](mailto:ecroft@csuniv.edu)

### BUC Nation App

- Email [ldiel@csuniv.edu](mailto:ldiel@csuniv.edu)

### Email Newsletters

- Submit a MarComm Work Order

## MULTIMEDIA

### Marketing Portal

- [csuniv.canto.com/v/Marketing](https://csuniv.canto.com/v/Marketing)

### Photo/Video Database

- [csuniv.canto.com/v/PhotoVideo](https://csuniv.canto.com/v/PhotoVideo)

### Photography Services

- Submit a MarComm Work Order  
*A minimum 2-week notice is required.*
- Check-out an available camera

### Video Services

- For Promotional/Marketing Purposes: Submit a MarComm Work Order
- For Academic/Classroom Purposes: Submit an IT Work Order

*CSU has limited photography and video resources. Your request will be reviewed and responded to according to priority and availability. A minimum 4-week notice is required.*

### Sling Studio

- Email [bmclglothlin@csuniv.edu](mailto:bmclglothlin@csuniv.edu) with your request

### One Button Studio

- Email [bmclglothlin@csuniv.edu](mailto:bmclglothlin@csuniv.edu) to submit your reservation

### PowerPoint Presentations

Visit [charlestonsouthern.edu/marketing](https://charlestonsouthern.edu/marketing) to download official templates

### Logos

- Visit [charlestonsouthern.edu/marketing](https://charlestonsouthern.edu/marketing) to download official logos in all formats

### Departmental Sublogos

- Submit a MarComm Work Order

### All Other Graphic Design Services

- Submit a MarComm Work Order  
*A minimum 4-week notice and an open PO is required.*

## PRINTING

### Business Cards & Stationery

- Visit the Knight Printing VMD (aka online store) at [members.printable.com/knightpress/csu](https://members.printable.com/knightpress/csu)
- For new users, email [maggieb@dayorknight.com](mailto:maggieb@dayorknight.com) to create a VMD login/password

*A PO Number must be generated prior to placing VMD orders.*

### Name Badges, Plaques, Awards, Etc.

- Email either:
  - ABC Trophies - [charles@abctrophies.com](mailto:charles@abctrophies.com)
  - Plaque Attack - [contact@plaqueattack.net](mailto:contact@plaqueattack.net)

### All Other Printing (Signs, Posters, T-shirts, Etc.)

- Submit a MarComm Work Order  
*A minimum 4-week notice and an open PO is required.*

## EVENT PROMOTION & PR

### Social Media (Facebook, Twitter, Instagram)

- To submit information to be posted, email [media@csuniv.edu](mailto:media@csuniv.edu)
- For graphic creation, Submit a MarComm Work Order  
*A minimum 4-week notice is required.*

### Campus TV (aka Reach TV) Ads

- To submit completed graphics, email [recreation@csuniv.edu](mailto:recreation@csuniv.edu)
- For graphic creation, submit a MarComm Work Order  
*A minimum 4-week notice is required.*

### Printed Flyers/Posters

- Submit a MarComm Work Order  
*A minimum 4-week notice is required.*

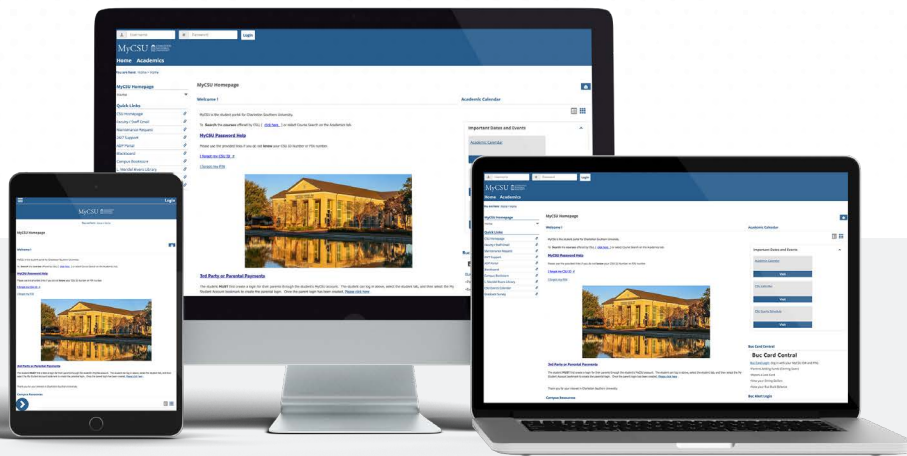
### Public Relations, Stories, Media Alerts & Press Releases

- Submit a MarComm Work Order  
*At least 2 weeks in advance.*

# WHERE IS IT NOW?

# MyCSU

If you are having trouble finding something, try looking in MyCSU. To make things easy, many of the university's internal functions can be found in the Quick Links on the left-hand side of MyCSU. Quick Links is where you will find Faculty/Staff Email, Maintenance Request, ADP Portal, Blackboard, Library and more. Reminder: if you have questions about MyCSU, **contact the IT office at [support.csuniv.edu](mailto:support.csuniv.edu)**.



## MY.CSUNIV.EDU QUICK LINKS

### BEFORE LOGIN:

- Faculty/Staff Email
- Maintenance Request
- 24/7 Support
- ADP Portal
- Blackboard
- Campus Bookstore
- Rivers Library
- CSU Events Calendar
- Graduate Survey
- Registrar's Office
- Student Handbook



### LOGIN TO ACCESS:

- BucMail
- Faculty/Staff Workorder Submission
- View Your Financial Aid LIVE
- Course Evaluations
- Microsoft
- Marketing and Communication Workorder