



# **Delaware State University**

## Branding & Communications Tool Kit

NOVEMBER 2020

**DelawareStateUniversity**

## Delaware State University Logotype

The name “Delaware State University” is a trademark and can be only be used on promotional materials or merchandise with approval from the Department of Marketing and Communications. Other symbols and icons are also protected trademarks.

The University logotype may be used with or without the branding tagline “It All Matters.” “It All Matters” is displayed in the font Arvo Regular (It All) and Arvo Bold (Matters) with a red box featuring a notched corner behind the word Matters. The color of the red box should not be changed. “It All Matters” should not be used alone without the representation of University logotype.

The University logotype may not be visually altered, overprinted, paired with unapproved images, bordered, changed proportionally or otherwise tampered with. Its font should not be used for purposes outside of the logotype.

The logotype cannot be used together with the University seal and/or the Athletics Hornet logo.

The logo consists of the words "Delaware State University" in a bold, sans-serif font. "Delaware State" is in red and "University" is in blue.

*Delaware State University*  
HORIZONTAL Logo

The logo consists of the words "Delaware State University" in a bold, sans-serif font. "Delaware State" is in red and "University" is in blue. Below the text is the tagline "It All MATTERS." where "It All" is in a regular weight and "MATTERS." is in a bold weight, both in a dark red color. The word "MATTERS." is enclosed in a red box with a notched corner.

*Delaware State University*  
HORIZONTAL Logo with It All Matters

The logo consists of the words "Delaware State University" in a bold, sans-serif font. "Delaware State" is in red and "University" is in blue, stacked vertically.

*Delaware State University*  
STACKED Logo

The logo consists of the words "Delaware State University" in a bold, sans-serif font. "Delaware State" is in red and "University" is in blue, stacked vertically. Below the text is the tagline "It All MATTERS." where "It All" is in a regular weight and "MATTERS." is in a bold weight, both in a dark red color. The word "MATTERS." is enclosed in a red box with a notched corner.

*It All MATTERS.*

*Delaware State University*  
STACKED Logo with It All Matters

## The Delaware State University College Signature

The Delaware State University college signature features the Delaware State University logotype in a stacked flush right format with the wording “Since 1891” underneath, a vertical line and the specific college name. The specific college name should always appear at the right of the logotype separated by a vertical line and displayed in the font ITC Giovanni Std. Book.

The logotype cannot be used together with the University seal and/or the Athletics Hornet logo.



## The Department/Organization/Program/Unit Signature

The Delaware State University department/organization/program/unit signature features the Delaware State University logotype with the department/organization/program/unit name appearing directly underneath in the font ITC Giovanni Std. Book. The wording “Since 1891” is not used in conjunction with this signature logo.

The logotype cannot be used together with the University seal and/or the Athletics Hornet logo.



## Delaware State University Logotype Size Requirements

Minimum Size: 1"

**Delaware State**  
**University**

*The logos should  
remain in a fixed,  
proportional ratio*

*Actual Size*

**Delaware State**  
**University**

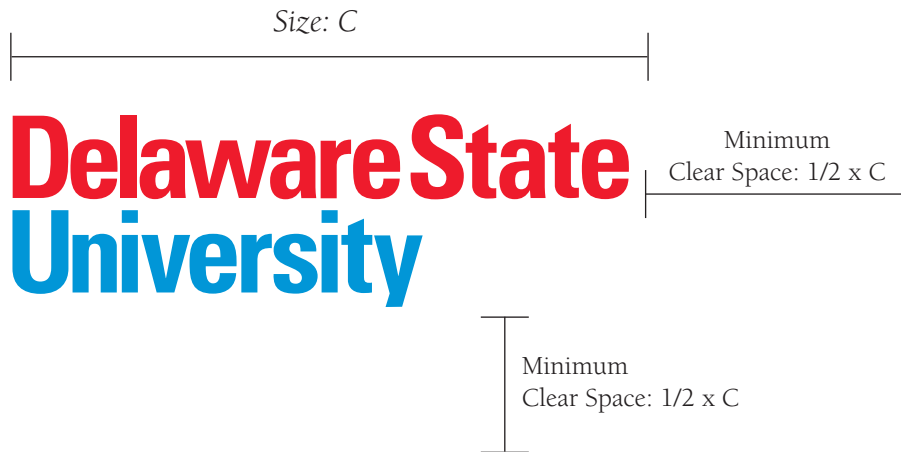
Minimum Size: 2"

**Delaware State University**

*Actual Size*

**Delaware State University**

## Delaware State University Logotype Clear Space Requirements



## Inappropriate Logo Usages



**Delaware State**  
**University**



**Delaware State**  
**University**



**Delaware State**  
**University**

### **Ratio imbalance**

*The aspect ratio of symbol and text should not be changed.*

*Hint #1: Hold down the shift key to maintain equal ratio proportions*

*Hint #2: In Word, right click on the logo photo box and select 'Size and Position.' Make sure the percentage for height and width is the same in the scale section.*

*Hint #3: In Publisher, right click on the logo photo box and select 'Format Picture.' Click on the Size tab. Make sure the percentage for height and width is the same in the scale section.*

### **Typeface substitution**

*Do not attempt to retype the words in the logo or use a different typeface.*



## Inappropriate Logo Usages



### **Complicated backgrounds**

*Do not place the logo over complicated backgrounds*



### **Double Logo Usage**

*Please do not use double logos on any one given medium.*

## Related logos

**Delaware State University Seal**

The seal is to only be used in communications related to the President's Office and on official University letterhead and business cards. No other usage is permitted.

**Delaware State University Foundation Logo**

This logo is only to be used on behalf of the Division of Institutional Advancement.

**DELAWARE STATE  
UNIVERSITY  
FOUNDATION, INC.**

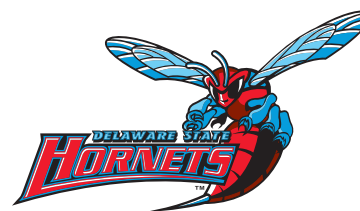
**Delaware State Alumni Association (DSUAA) Logo**

This logo is only to be used by the DSUAA and Office of Alumni Relations.

**Delaware State University Athletics Logos**

The Delaware State University Hornet logo captures the spirit and pride of the University and is only to be used for the marketing of athletic events and student- and alumni-related pride purposes. This logo adheres to the same colors as the University's logotype. It cannot be used in conjunction with the University's logo.

Hornets Nest vs. Hornets Hive — When referring to a home for the Hornets, it is most appropriate to use the terminology Hornets Nest and related imagery. While bees construct hives, hornets construct nests.





## Pantone Colors

### Primary logo colors



PMS / SPOT COLOR: Pantone 485 C  
CMYK Values: C: 0 M: 95 Y: 100 K: 0  
RGB Values: R: 238 G: 49 B: 36  
Hexadecimal: #EE3124



PMS / SPOT COLOR: Pantone 299 C  
CMYK Values: C: 85 M: 19 Y: 0 K: 0  
RGB Values: R: 0 G: 157 B: 220  
Hexadecimal: #009DDC

### Other colors used in marketing



PMS / SPOT COLOR: Pantone 297 C  
CMYK Values: C: 49 M: 1 Y: 0 K: 0  
RGB Values: R: 114 G: 205 B: 244  
Hexadecimal: #72CDF4



PMS / SPOT COLOR: Pantone 303 C  
CMYK Values: C: 97 M: 73 Y: 52 K: 56  
RGB Values: R: 0 G: 42 B: 58  
Hexadecimal: #002a3a

## Typefaces

Most marketing materials consistently use Myriad Pro as the body type and Caecilia, Arvo or Bebas Neue in display type.

Copperplate (display), Berkeley (display and body), Trajan Pro (display) and Adobe Caslon (body) are some of the fonts we consistently use in more elegant pieces.

## Editorial Style Guide for Printed Publications

To maintain consistency in writing and editing, Delaware State University communications should adhere to style guidelines that employ the rules for English grammar, punctuation and spelling; follow DSU style; and generally follow the *Associated Press Stylebook*, with a few exceptions.

### A

#### ADDRESSES

— **City, state:** Following a city, use the two-letter Postal abbreviation for the state, e.g., Newark, DE. (*DSU style*)

— **Spell it out, or not?** In address blocks, such as on the backs of brochures, spell out every word in the street address, e.g., 1200 North DuPont Highway, except when space does not allow. (*DSU style*)

— **When to abbreviate:** If space is limited, abbreviate compass points (N., S., E., W., N.E., etc.) in a numbered street address, plus Avenue (Ave.), Boulevard (Blvd.) and Street (St.), e.g., 123 N. Main St. If street number is omitted, do not abbreviate, e.g., North Main Street. Spell out all other similar words, such as Road, Drive, Circle, etc. (*AP Style*)

#### ADMISSIONS

Admissions has an “s” on the end, e.g., Office of Admissions

#### ALUMNA/US/I

— Alumna is a female graduate  
 — Alumnus is a male graduate  
 — Alumni is a group of graduates (can also be referred to as alums)

— **Class Year:** Uppercase Class when referring to a specific class, e.g. DSU’s Class of 1962

— **Punctuation:** There is no comma before the graduation year. Use a rounded, second apostrophe smart quote. e.g., *Clint K. Saunders ’03*. (*DSU style*)

### ATHLETICS

— **Capitalization:** Capitalize “Championship” when referring to a specific competition, e.g., MEAC Championship, the Championship was taken. (*DSU style*)

— **Numerals:** For athletics statistics, scores and measurements, use figures: e.g., 3–10, 1-yard touchdown, 6’3” senior. (*AP Style*)

### B

#### BOARDS AND COMMITTEES

— **Capitalization:** Capitalize the full, proper names of boards and committees, e.g, Board of Trustees.

#### BUILDINGS

— **Capitalization:** Capitalize “Building” in proper names of buildings (*AP Style*)

#### — Formal names:

Agriculture Annex Building  
 Alumni Stadium  
 James W.W. Baker Center  
     for Agriculture and Natural Resources  
 Bank of America Building  
 Claiborne D. Smith Administration Building  
 Conrad Hall  
 Delaware Hall  
 Education and Humanities Center  
 ETV Building  
 Richard S. Grossley Hall  
 William C. Jason Library-Learning Center  
 Loockerman Hall  
 Martin Luther King Jr. Student Center  
 Memorial Hall Complex  
 Luna I. Mishoe Science Center North and South  
 Optical Science Center for Applied Research (OSCAR) Building  
 John R. Price Building  
 M.E. Thomasson Building  
 Ulysses S. Washington Jr. Cooperative Extension Center  
     and Herbarium  
 Wellness & Recreation Center

*Residence halls:*

Living and Learning Commons  
 Medgar Evers Hall  
 Meta V. Jenkins Hall  
 Tubman-Laws Hall  
 W. Richard Wynder Tower  
 Warren-Franklin Hall  
 University Courtyard  
 University Village

*Campus venues:*

Theater, Education and Humanities Center  
 Arts Center/Gallery (located in the William C. Jason  
 Library-Learning Center)

## C

## COLLEGES &amp; SCHOOL

— **Capitalization:** Capitalize the formal names of colleges.

— **Formal Names:**

College of Agriculture, Science and Technology  
 College of Humanities, Education and Social Sciences  
 College of Business  
 College of Health and Behavioral Sciences  
 School of Graduate, Adult and Extended Studies

## COMMAS — SERIES

Do not use a comma before the conjunction in a simple series of items; e.g. DSU core values are community, integrity, diversity, scholarship and outreach.

Use a comma before the final conjunction when the series of items is more complex or includes multiple conjunctions. (*AP style*)

## COMMENCEMENT

Uppercase Commencement when it refers to DSU's ceremony (*DSU style*)

## D

## DATES

— **Capitalization:** When a date includes the month, day and year, include a comma after the year. e.g., March 20, 2012, is the first day of spring. (*AP Style*)

— **Superscript:** Do not use a “th” with the day of the week.

## DEGREES

— **After a name:** On first usage of a person's name with academic degree, spell out the full name, followed by a comma and the academic degree, e.g., John Smith, PhD, spoke at the conference.

— **Capitalization:** Lowercase the common nouns for degrees: associate degree, bachelor's degree, master's degree, doctoral degree, doctorate.

Capitalize the proper nouns for degrees: Bachelor of Arts, Bachelor of Science, Master of Arts, Master of Social Work, etc. (*AP Style*)

— **Punctuation:** Note that bachelor's and master's are possessive, as they are equivalent to saying, “the expert's degree,” and, therefore, require an apostrophe. For plural degrees, place the apostrophe last: two bachelors' degrees. (*AP style*)

Omit periods on academic degrees: PhD, EdD, MD, MSW, etc. (*DSU style*)

## DEPARTMENTS AND OFFICES

Capitalize full proper names of offices or departments, i.e., Office of—, Department of—, Institutional Advancement, Admissions. If you decide to use initial-caps, make sure you're using the full proper name of that office or department for clarity and consistency; e.g., Office of the Cashier vs. cashier's office. (*DSU style and AP Style*)

## DEPARTMENTS AND OFFICES

### — Formal Names:

#### **College of Agriculture, Science and Technology**

Department of Agriculture & Natural Resources  
 Department of Biological Sciences  
 Department of Chemistry  
 Department of Human Ecology  
 Division of Physics, Engineering, Mathematics and  
 Computer Science

#### **College of Business**

Department of Accounting, Economics and Finance  
 Department of Business Administration  
 Department of Sport Management

#### **College of Health and Behavioral Sciences**

Department of Nursing  
 Department of Psychology  
 Department of Public and Allied Health Sciences  
 Department of Social Work

#### **College of Humanities, Education and Social Sciences**

Department of Education  
 Department of History, Political Science and Philosophy  
 Department of Languages and Literatures  
 Department of Mass Communications, Visual and  
 Performing Arts  
 Department of Sociology and Criminal Justice

## E

### EARLY COLLEGE HIGH SCHOOL

Early College High School@Delaware State University  
 (ECHS@DSU) — It is also appropriate to use the word  
 ‘at’ in place of the @ symbol.

## F

### FOUNDERS DAY

No apostrophe

### FUNDRAISING

Fundraising is one word, no hyphen. (*DSU and AP Style*)

## H

### HYPHENS AND DASHES

— **Hyphen:** A hyphen (-) is used to divide words that break at the end of a line or to connect two words to form a compound adjective or noun, such as go-between, ill-fated and run-of-the-mill. On the computer keyboard, the hyphen is located to the right of the zero.

— **Em-dash:** An em-dash (—) is a long dash used to indicate an abrupt change in thought in a sentence or an emphatic pause. When used mid-sentence, set off the abrupt thought with an em-dash before and after it. An em-dash can also be used to attribute a quote from an author, poet, artist, etc.

— **En-dash:** The en-dash (–), which is shorter than an em-dash and longer than a hyphen, is used to indicate a range of values, such as a span of time or numerical quantities (similar to using “from...to...”), e.g., 9 a.m.–5 p.m., Monday–Friday; ages 5–8; academic year 2009–10. Do not use spaces around the en-dash.

## I

### INCORPORATED

Do not precede Inc. with a comma. (*AP Style*)

## J

### JUNIOR, SENIOR

Do not precede Jr., Sr., III, etc., with a comma. (*AP Style*)

## L

### LOCATIONS

Delaware State University at Georgetown  
 Delaware State University at Wilmington

## M

## MAJORS, CONCENTRATIONS AND CLASSES

Uppercase the names of majors, concentrations and classes if their formal, proper name is used. If referenced generally, then lowercase.

## MIDDLE STATES

Proper name is Middle States Commission on Higher Education (MSCHE)

## N

## NUMBERS

— **Academic years:** Abbreviate the second year and use an en-dash: 2008–09 (*DSU style*)

— **Spell out, or not?** In general, spell out whole numbers one through nine. Use figures for numbers for 10 and above, ages and percentages. (*AP Style*)

— **Time:** Acceptable formats: 6:30 a.m.–8:30 p.m., 6–8 a.m. Do not use :00 when it is a full hour. (*DSU style*)

— **Phone/fax numbers:** Use periods instead of hyphens, e.g., 800.845.2544. Omit the number “1” before an area code or toll-free number. (*DSU Style*)

## P

## PARENTS DAY

No apostrophe

## PUBLICATIONS

Italicize the names of publications in text. (*DSU style*)

## S

## SEASONS

Lowercase spring, summer, fall, winter unless part of a proper name.

## SPACING

Do not double space after a period. (*AP Style*)

## T

## THE

Do not capitalize “the” before a formal name unless it is part of the title; e.g., He is a student in the College of Business; she is reading *The Hunger Games*.

## U

## UNIVERSITY

Capitalize “University” when it refers to Delaware State University, e.g., the University, University housing, University policy, University calendar, University students. Lowercase it as a common noun when referring to other universities, colleges etc. (*DSU style*)

## W

## WEB TERMS

— email is one word, no hyphen

— online is one word, no hyphen

— website is one word

— internet is lowercase

## Official University Facts

### MISSION/VISION STATEMENTS

The University's Mission and Vision statements should be used in conjunction with one another. The Mission should always be listed first.

#### Mission Statement

Delaware State University is a public, comprehensive, 1890 land-grant institution that offers access and opportunity to diverse populations from Delaware, the nation and the world. Building on its heritage as a historically black college, the University purposefully integrates the higher standards of excellence in teaching, research, and service in its baccalaureate, master's and doctoral programs. Its commitment to advance science, technology, liberal arts and the professions produces capable and productive leaders who contribute to the sustainability and economic development of the global community.

#### Vision Statement

As one of America's most highly respected Historically Black Colleges and Universities, Delaware State University will be renowned for a standard of academic excellence that prepares our graduates to become the first choice of employers in a global market and invigorates the economy and the culture of Delaware and the Mid-Atlantic Region.

### CORE VALUES

Community  
Integrity  
Diversity  
Scholarship  
Outreach



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