

WINSTON-SALEM
STATE UNIVERSITY

WHAT DO WE MEAN BY BRANDING AND WHY IS IT IMPORTANT TO THE UNIVERSITY?

Branding is the way in which an entity—whether it is a university or a shoe company—presents itself to the world over time. Branding is more than using a specific color or typeface. It is a consistent, yet evolving, set of elements that work together to create and maintain a desired emotional and intellectual connection with an audience.

Consistent branding goes beyond making the university's materials more readily recognizable. Effective branding moves people. By communicating in a consistent, compelling manner, we can move potential students, faculty, alumni, business leaders and donors to understand, admire, and participate in the Winston-Salem State University experience.

BRANDING & STYLE GUIDE

This branding and style guide includes all of the branding elements necessary to present Winston-Salem State University in a consistent and meaningful way. Following these guidelines will help the university communicate more clearly and make it easier to develop effective print ads, radio spots, web pages, billboards, signs, brochures, direct mailers, and other university materials.

If you have any questions regarding the Winston- Salem State University brand, please contact Sigrid Hall at halls@wssu.edu.

The Office of Integrated Marketing and Communications (IMC) must approve all materials that bear a trademarked or registered institutional logo and that are designed to be distribution outside the university. Approval must be obtained before any such materials are produced.

IMC PROJECT INITIATION ONLINE FORM

We're here to help you with your integrated marketing and communications efforts.

Please fill in the form below to the best of your ability to register an official project request. <https://www.wssu.edu/pif>

WHO REPRESENTS THE BRAND?

All of us are responsible for being “brand ambassadors” and presenting the Winston-Salem State University brand in a consistent manner. This means more than making sure each piece of printed material or page of the web site is designed and written according to the guidelines found in this manual.

POSITIONING STATEMENT

Winston-Salem State University is a bold and energetic institution that fosters the creative thinking, analytical problem-solving, and depth of character needed to transform yourself and your world. Rooted in a liberal education, WSSU's curriculum prepares students to be thought leaders who have the skills and knowledge needed to develop innovative solutions to complex problems.

This position statement serves as a guide for our messaging; all of our communications should convey the essence of this statement.

BRAND MESSAGING

Our brand communications work to help our stakeholders understand the value and impact of our university by sharing the university's story in a rich, compelling, and consistent way. Winston-Salem State University is unlike any other university in the nation – it is critical that we communicate what sets us apart.

There are three key messaging pillars that convey what makes WSSU distinctive. The brand messaging pillars provide a guide for your content; when creating copy or visuals, bring at least one of these pillars to life.

- More than a place
- More than a motto
- More than you dreamed

MORE THAN A PLACE

Winston-Salem State University is more than a place. It's a community where people from diverse backgrounds are welcomed and embraced. They will forge friendships that will last a lifetime and create bonds with faculty that go beyond the classroom. As a Ram, students are part of 120-plus years of history – a history that is both transformative and revolutionary. That shared experience unites alumni from across the decades and creates a connection that goes beyond affinity. It is a connection that says, "Once you're a Ram, you're a Ram for life."

MORE THAN A MOTTO

At Winston-Salem State University, when we say, "Enter to Learn. Depart to Serve." it is more than just a motto; it is our motivating force. Our students, faculty, staff, and alumni are passionate about making a difference. They challenge injustice and work to address complex issues, such as health equity, urban education, and community empowerment. They strive to exceed expectations and make positive change in the world. Their work improves the lives of people in North Carolina and around the world.

MORE THAN YOU DREAMED

There is no ceiling for what a student can do at Winston-Salem State University. This is a place where dreams become reality and potential is unlocked. We are committed to providing our students an educational experience that honors what each student brings to the university, cultivates confidence, and builds leadership skills. Our dedicated faculty and staff prepare students to do more than earn a living. We develop critical thinking skills and allow students to tap into their full potential. We instill in our students the ability to create, innovate, question, and persevere. We give them the tools they need to carve out an interesting and exciting future.

BRAND VOICE

The Winston-Salem State University brand voice is consistent across its publications – from websites to advertising to printed materials. The voice embodies the university's distinct personality and brand identity. All university communications – from billboards to event promotions, social media posts to brochures – should reflect the overarching “personality” of the Winston-Salem State University brand. Our personality is rooted in the values of the institution.

Bold. Winston-Salem State University was founded thanks to a bold vision and that vision remains today. We are confident, clear, and incisive – never arrogant or off-putting. We believe in the power of ideas and work to put innovation into practice.

Welcoming. Winston-Salem State University is a dynamic campus community that welcomes and genuinely cares for people from all walks of life. We believe every member of the campus community brings something of value to the institution.

Just. We believe we have a responsibility to creatively respond to injustice and to work toward a more equitable and sustainable society by affirming the value, worth, and dignity of all people.

Resolute. No matter the challenge, we are determined to transform the world, and our messaging conveys this resolve.

Limitless. We are not held back by “what ifs” or “should haves.” We portray confidence and strength with an up-beat, can-do attitude.

Spirited. Rams are energetic and have pride in their institution. Our campus community is vibrant and engaging – a place where community meets academics in a way that is vital and exciting.

Compassionate. Our priority is people. We connect with individuals AS individuals and engage in a way that is authentic and meaningful.

SAMPLE BRANDED INTRODUCTION COPY – LONG VERSION

Winston-Salem State University fosters the creative thinking, analytical problem-solving, and depth of character needed to transform the world. Rooted in a liberal education, WSSU's curriculum prepares students to be thought leaders who have the skills and knowledge needed to develop innovative solutions to complex problems. Founded in 1892, Winston-Salem State University is a historically Black constituent institution of the University of North Carolina with a rich tradition of contributing to the social, cultural, intellectual, and economic growth of North Carolina, the region and beyond. Guided by the motto "Enter to Learn, Depart to Serve," Winston-Salem State University develops leaders who advance social justice by serving the world with compassion and commitment.

BRAND VOICE – KEYWORDS

Potential
Supportive
Prepared
Confident
Leaders
Empowering
Transformation
Welcoming
Opportunities
Innovation

BRAND VOICE – KEYPHRASES

Supportive Environment
Liberal Education
High-Impact Opportunities
Deeper Learning



BRAND PROMISES

A brand promise is a simple statement that states the university's commitment to its various stakeholders and constituents. It boldly declares, "This is what we will deliver to you." It is not a statement that is used verbatim; rather, it is a foundational concept on which our brand messaging is based. These are our brand promises to our students, our faculty and staff, and our community.

TO OUR STUDENTS:

Winston-Salem State University offers a quality education provided by student-centered faculty in a caring and supportive atmosphere. Our students will have a life-changing college experience that builds essential skills, develops character, and prepares them for a lifetime of success.

TO OUR FACULTY AND STAFF:

Winston-Salem State University offers opportunities that allow our faculty and staff to grow professionally, develop personally, and make a difference in the lives of those they touch through their work.

TO OUR ALUMNI:

Winston-Salem State University is a source of pride for our alumni. Our alumni have used what they learned at WSSU to create meaningful lives for themselves and their families, inspiring spirited advocacy and support for the institution.

TO THE COMMUNITY:

Winston-Salem State University is more than an excellent neighbor – it is a dynamic partner that works to help make the city, state, region, and world a better place. Through collaborations, partnerships, and service, the university plays a vital role in the economic and cultural vibrancy of North Carolina.

LOGO



WINSTON-SALEM STATE UNIVERSITY

The shield. The shield represents the strength of the Winston-Salem State University community and reflects the faculty and staff's commitment to advocating for students and providing them a safe and supportive environment in which to pursue their education.

The arch. The arch symbolizes the history and traditions of the university. In a tradition spanning decades, students who arrive on campus as freshmen are led through the Archway near Hill Hall during a ceremony that signifies their transition from "Lambs" to "Rams."

The skyline. The City of Winston-Salem skyline seen through the archway symbolizes the university's commitment to community engagement and its desire to be responsible neighbors and strategic partners with the city, the region, and beyond.

The typefaces. The two typefaces were selected for their ability to convey two important things: that WSSU is a bold, vibrant, and exciting university and that it is grounded in a rich tradition of providing a high-quality liberal education.

FONTS

Sans Serif: Open Sans

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

Serif: Cambria

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

Primary

COLOR PALETTE



PMS: 186
CMYK: 2 100 85 6
HEX: #C8102E
RGB: 200 16 46



PMS: White
CMYK: 0 0 0 0
HEX: FFFFFF
RGB: 255 255 255

Secondary



PMS: 116
CMYK: 0 14 100 0
HEX: #FFCD00
RGB: 255 205 0



PMS: 7467
CMYK: 97 0 30 0
HEX: #00A3AD
RGB: 0 163 173



PMS: 382
CMYK: 28 0 100 0
HEX: #C4D600
RGB: 196 214 0



PMS: Cool Gray 6
CMYK: 16 11 11 27
HEX: #A7A8AA
RGB: 167 168 170



PMS: Black
CMYK: 75 68 67 90
HEX: 000000
RGB: 0 0 0

COLOR CONSIDERATIONS

Reproducing the Winston-Salem State University logo as spot colors always requires at least 2 colors. Reproducing Winston-Salem State University logo on a background other than white requires at least 3 spot colors.

Additionally, depending upon the choice of background the standard use of color is subject to change for the sake of legibility.

If you are going to use the logo on a dark background, the alternative logo with white text will need to be used (referenced below by “*”).

Primary

1 color version



2 color version



3 color version



Secondary

1 color version



2 color version



3 color version



Abbreviated Horizontal

1 color version



2 color version



3 color version



Abbreviated Vertical

1 color version



2 color version



3 color version



HOW IS THE LOGO USED?

The logo may be used in a wide variety of circumstances and media. In most cases, where it is appropriate to use an informal symbol or name to identify or promote the university, the logo should be used.

The logo is appropriately used on such materials as the following:

- Promotional flyers, posters and brochures
- Advertisements in the mass media
- Name tags and placards
- Signs and banners
- Public service messages
- News releases
- Notebook and folder covers
- Informal invitations

The logo reproduces well in a wide range of media, including screen printing, video display or print. By special permission, the logo may be adapted to a particular use. If you wish to use the logo for embroidery, please contact Sigrid Hall at halls@wssu.edu for guidance

IDENTITY MARKS

The logos and graphic elements (trademark pending) in this section are the very essence of WSSU's identity and branding program. Consistent and precise usage of the marks is mandatory. The WSSU logo should not be altered in any manner that is not described in this Style Guide. The size of the logo type in relation to the graphic must be in the same proportion as shown on this page if the logo is reduced or enlarged. The WSSU logo is available in three forms, as shown below. The WSSU logo should not be used within the same publication as the WSSU Ram.

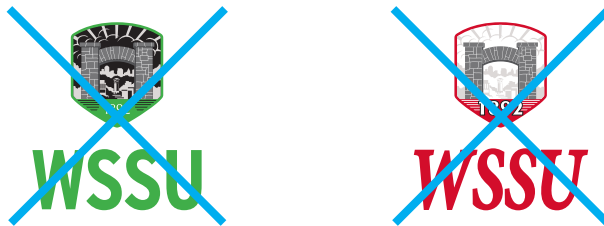
IMPROPER USE OF THE LOGO

The WSSU logo must appear on any printed or digital material produced by or for the university. These guidelines must be closely followed for any use of the WSSU logo.

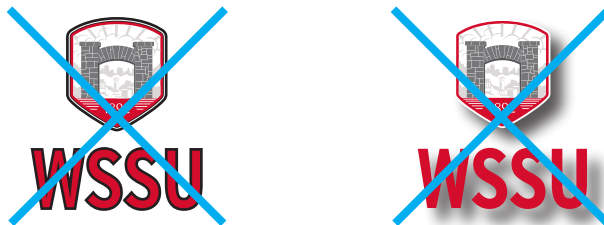
Background: The logo cannot be reproduced with a patterned, gradient or picture background.



Colors and Typeface: The colors and typeface cannot be altered.



Borders: Keylines/borders and drop shadows cannot be added.

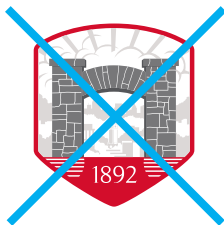


IMPROPER USE OF THE LOGO continued

Orientation and Scale: Logo cannot be placed on an angle. Logo cannot be skewed or unproportionally scaled in any way.



Use of logo in its entirety: The university shield cannot be used without the university name.



PREVIOUS UNIVERSITY LOGOS (DO NOT USE)

Always verify that the most current version of the WSSU logo is in use. Materials with older versions of the WSSU logo or Official Seal should be reproduced with the correct emblem to maintain a consistent brand image. The following are examples of previous that are no longer acceptable for use.



RAM LOGO GUIDELINES

The Ram Logo logo was created to help promote the Winston-Salem State University experience and is an informal, bold, and energetic reflection of the Ram community. The Ram Logo is distinct from the Winston-Salem State University's institutional logo and is not appropriate for all use cases.

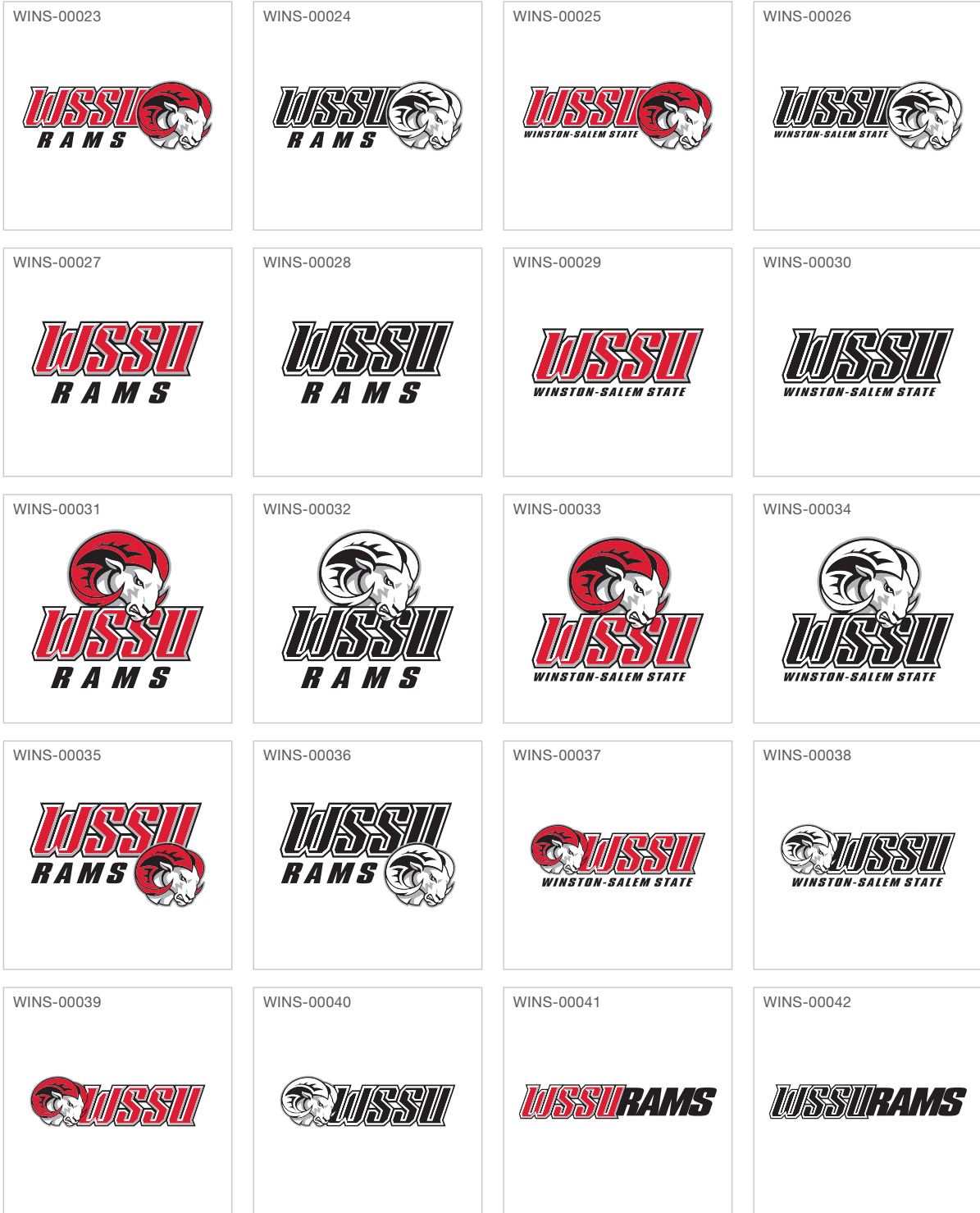
APPROVED USAGE

The Ram Logo can be used on a range of informal materials and non-academic contexts, such as:

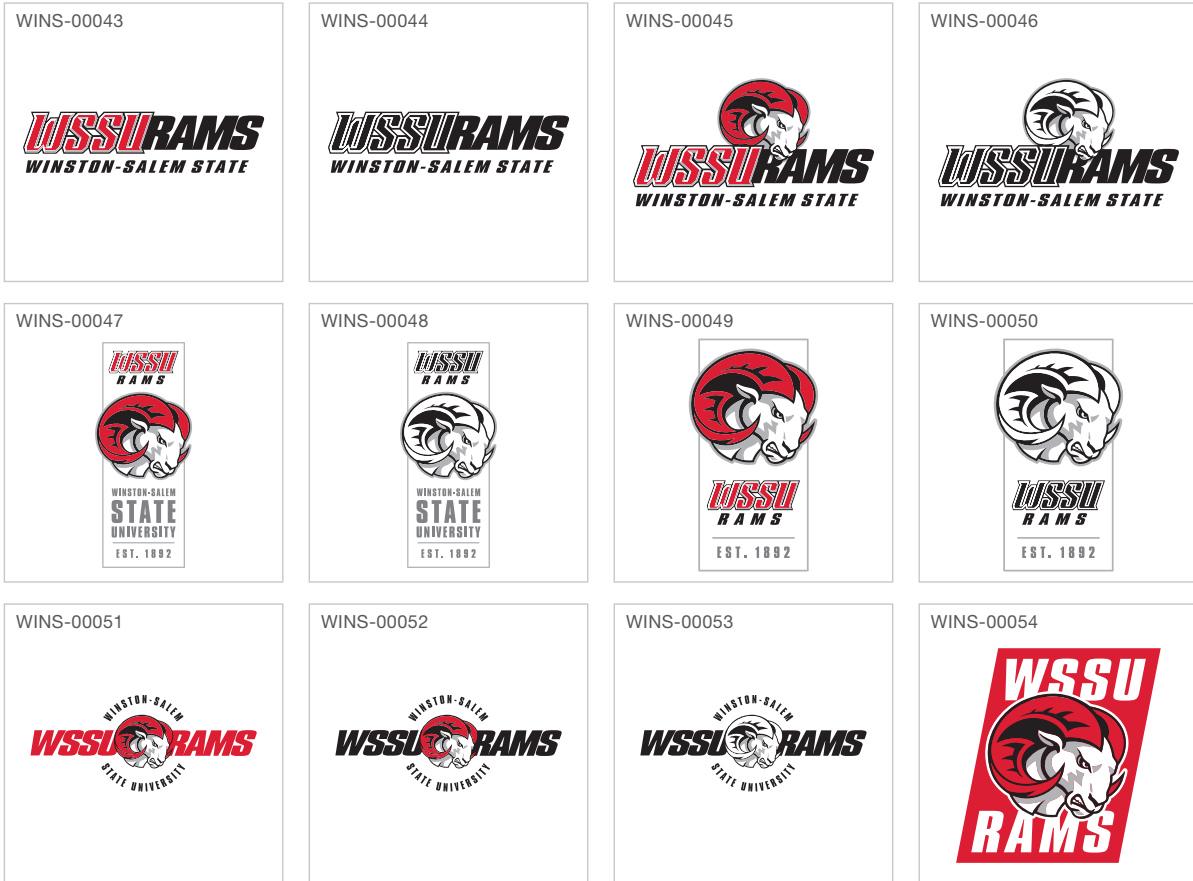
- athletics teams and sporting events
- registered student organizations
- alumni materials
- promotional merchandise and apparel
- decals, signs and banners
- campus décor
- school spirit activities
- recruitment events
- as a graphic within academic departments to promote spirit and social events
- disposable items such as napkins, coasters, cups and notepads



THE WSSU RAM LOGO continued



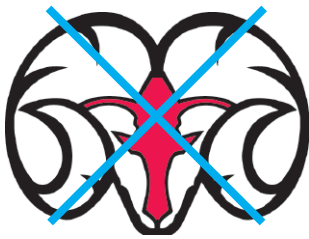
THE WSSU RAM LOGO continued



THE WSSU RAM LOGO continued

UNAPPROVED USAGE

- The Ram Logo may not be used in official communications, such as letters of admission, grant proposals, offer letters, contracts, financial aid award notifications, etc.
- University departments and units may not create departmental or unit logos using the Ram Logo.
- The Ram Logo should not be used in place of the university's institutional logo.
- All university departments and units—with the exception of athletics—must use the university's institutional logo as a primary identifier.
- Items offered for sale must be licensed. Management and licensing of the Ram Logo resides within the Business Services. Contact Jesse Batten with any questions about licensing the mark.



RETIRED RAM

ADDITIONAL GUIDELINES

- The Ram Logo may be used as a supporting spirit mark in academic materials, in recruitment materials, and at events, but they may not be used to singularly represent a university unit.
- When used in academic brochures or recruitment materials, the Ram head should appear no larger than 75 percent of the size of the primary academic logo.
- The Ram Logo may not be incorporated into or combined with any other mark, symbol or graphic to create a new mark.
- The Ram Logo may not be distorted or blurred.
- The Ram Logo may only be used in the variations provided on this site. No other colors or designs are approved.
- Use of the Ram Logo must be approved via the university's brand review process.

The Ram Logo is the property of Winston-Salem State University. Management and licensing of the Ram Logo resides within the Business Services. Contact Business Services with any questions about licensing the mark:

Business Services
109 Eller Hall
601 S. Martin Luther King, Jr. Dr.
Winston-Salem, NC 27110
p: 336-750-2770
f: 336-750-2033
e: auxiliaryservices@wssu.edu



USE OF OFFICIAL GRAPHIC ELEMENTS

University identification is based on the recognition and correct use of three graphic elements that are the foundation of a coordinated system of visual representation. At Winston-Salem State University, these elements are:

- Official seal
- WSSU logo
- WSSU Ram logo

Much of our identification is also transmitted through secondary elements, such as:

- Use of the school colors
- Standardized publication formats
- Consistent typeface usage
- Other techniques that support a systematic and unified approach to the presentation of WSSU to its various constituencies.

Auxiliary corporation logos are for use by the auxiliary corporations only. The auxiliary corporations grant permission for their use.

Each of these elements is discussed on the following pages.

SUBBRAND LOGOS

Option 1



WINSTON-SALEM
STATE UNIVERSITY

*College of Arts, Sciences,
Business & Education*

Option 2



WSSU

*College of Arts,
Sciences,
Business &
Education*

Option 1



WINSTON-SALEM
STATE UNIVERSITY

The College

Option 2



WSSU

The College

Option 1



Option 2



DOES THE UNIVERSITY SUPPLY ARTWORK FOR REPRODUCTION?

Yes. Artwork suitable for reproduction is. Please contact your staff liaison in the Office of Integrated Marketing and Communications. *Photocopies or printed images of these graphic elements that have been scanned or clipped from existing publications should not be used for reproduction purposes.*

THE UNIVERSITY SEAL

WHAT DOES THE OFFICIAL SEAL SYMBOLIZE?

As its name implies, the official seal symbolizes formal authority vested in the university. The seal is the mark of authentication and institutional sanction.

HOW IS THE SEAL USED?

The seal signifies the academic character of the university and is appropriately used in support of official university policies, decisions, ceremonies or other formal actions of the university as an academic institution. To maintain its integrity and effectiveness, the seal should not be used for relatively informal, routine or promotional materials or for materials not directly related to academic purposes.

A graphic representation of the seal is appropriate on such printed materials as the following:

- Academic certificates and awards
- Diplomas
- Commencement programs
- General Catalog
- Schedule of Courses
- University reports

- Policy manuals
- Formal job announcements
- Official stationery and business cards
- Formal invitations
- Thesis

The graphic seal is used primarily as a signal of authentication. Within a publication, it will typically appear on the inside front or inside back cover, or on the first or last page, whichever is appropriate.

Winston-Salem State University Seal with Motto



WSSU Seal: Black
file name: wssu_seal_k.eps



WSSU Seal: CMYK
file name: wssu_seal_cmyk.eps

Winston-Salem State University Seal without Motto



WSSU Seal_nomotto: Black
file name: wssu_seal_nomotto_k.eps



WSSU Seal_nomotto: CMYK
file name: wssu_seal_nomotto_cmyk.eps

CAN AUXILIARY CORPORATIONS USE THE SEAL?

No. Auxiliary corporations are separate and distinct legal corporations, which should maintain their own identity and may not use the university seal. It is appropriate and desirable, however, for these corporations to use the WSSU logo for promotional and merchandising programs.

CAN THE SEAL BE CHANGED, ALTERED OR REDESIGNED?

No. The seal is designed as a single unit and must not be altered or distorted in any way.



HOW SHOULD THE SEAL BE REPRODUCED?

There are two ways the seal may be reproduced in print — in full process color, using the sample shown for color matches, or as line art rendered in a single color. In the latter case, the single ink color should be black. Seals printed in other colors are not acceptable.

Because the seal tends to blur and become indistinct when made too small, it is recommended that the seal should not be reproduced in a size smaller than 7/8" in diameter.

Photocopies or images of the seal scanned or clipped from existing publications, or from photographs of existing three-dimensional seals should not be used for reproduction purposes.

Artwork suitable for reproduction is available from the Office of Integrated Marketing and Communications. If you have any questions about the use of the seal, please contact your staff liaison in the Office of Integrated Marketing and Communications.

WHAT IS THE PURPOSE OF THE LOGO?

The logo is the university's promotional mark. It is a central component of the university's distinctive visual identity program, both on and off campus.

The logo provides quick and bold identification and graphic appeal. It serves as an expression of individuality and distinguishes or university from others in the system and across the nation.

IS IT APPROPRIATE TO USE THE OFFICIAL SEAL AND THE WSSU LOGO IN SOME CASES?

The official seal and the WSSU logo should never appear together (e.g., on the same page or same banner.)

HOW SHOULD THE LOGO BE REPRODUCED?

Digital files of the logo are available from the Office of Integrated Marketing and Communications. Camera-ready art can also be supplied by this office. Please contact your staff liaison for assistance.

Do not crowd other graphic elements, such as type, near the logo.

Photocopies or images of the logo scanned or clipped from existing publications should not be used for reproduction purposes.

WHAT OTHER LOGOS ARE APPROPRIATE IN WSSU PUBLICATIONS?

The university encourages schools, departments and programs to use the university logo and prohibits individual identity emblems. The professional schools and college utilize a unified family of emblems based on the WSSU logo. Endowed schools may use their own logos after approval by the Director of Public and Media Relations or designee.

UNIVERSITY NAME, TRADEMARK AND LICENSING

THE OFFICIAL UNIVERSITY NAME

The full, legal name of the university, "Winston-Salem State University," should be used the first time it appears in a publication. Any document or publication of the university should use its official name or the logo, but not both, on the front cover in a clearly readable size. This recommendation applies whether using the letters "WSSU" or the full name Winston-Salem State University.

Approved abbreviations of the official name may be used throughout the text of the publication, except where official campus information is required. Approved versions are "Winston-Salem State" and "WSSU." "The University" is the approved, shortened version of the General Administration of the University of North Carolina only.

TRADEMARKS

Winston-Salem State University™

WSSU™

Winston-Salem State™

LICENSING

Winston-Salem State University uses licensing with its symbols and name so that the image of the university is protected and kept consistent each time it is used, and to grant the university full benefits for the use of its name and image. Licensing approval must be sought from the Office of Auxiliary Services/Ticket Office at 336-750-3220 or fax at 336-750-2107 before using the name or trademarks of Winston-Salem State University.



LETTERHEAD, ENVELOPES AND BUSINESS CARDS

Winston-Salem State University will be getting new stationery and new business cards to reflect the refreshed brand identity.

The business cards will have 2 different design options.

The Office of Integrated Marketing and Communications is transitioning towards an online ordering system which will greatly improve your user experience. In the interim, please contact Progressive Business Solutions directly to place orders.

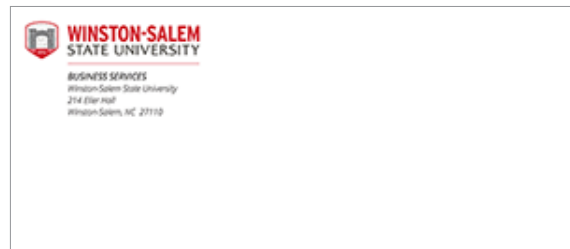
Please contact Darlene Perry at 919-255-6500. The campus community will be notified when the new online system goes live. We appreciate your patience during the transition.

Stationery

Option 1



Option 2



PowerPoint Templates

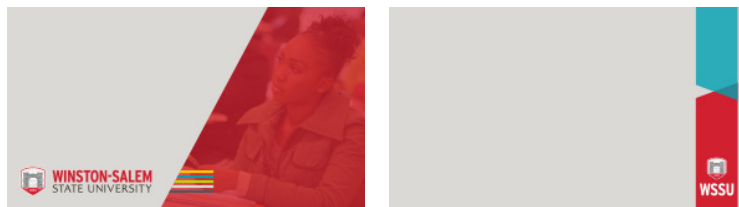
Option 1



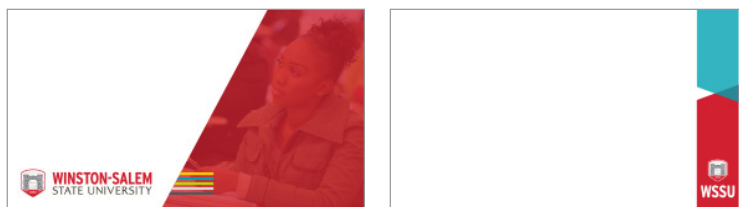
Option 1b - variation



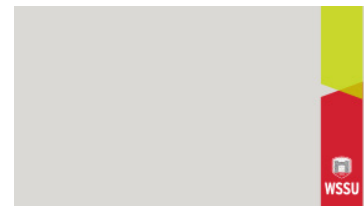
Option 2



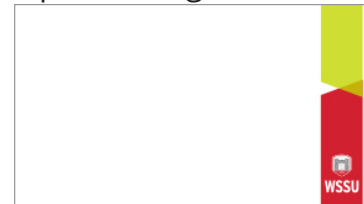
Option 2b - variation



Option 2c - green variation



Option 2c - green variation



Option 3



PROOFREADING

The person or department initiating the printing project bears the main responsibility for proofreading blue lines and final page proofs. Each proof page should be initialed to avoid any misunderstanding, and returned promptly to ensure the production schedule will be met.

PHOTOGRAPHS FOR UNIVERSITY PUBLICATIONS

All photographs for use in university and departmental brochures and other printed documents must be high resolution, professional photographs that meet the approval standards of the Office of Integrated Marketing and Communications. Photographs submitted from professional photographers must be received in TIF or JPEG format. The Office of Integrated Marketing and Communications maintains a database of university photographs from which relevant photos may be chosen to appear in brochures and other written materials. These photographs have been created and are maintained in high-quality digital format. If no appropriate photograph exists for a specific usage, departments may request the services of the university photographer.

SUBMITTING PHOTOS AND ARTWORK

On-campus photo submissions: E-mail digital photographs in TIF or JPEG format to the university photographer.

Include:

- Name of the photo owner
- Photo owner's campus address and phone number
- A one-sentence description of the photo
- A brief description of the immediate use intended for the photo.

Off-campus photo submissions: Except in rare instances, photographs taken by non-university photographers will not be accepted for use with university materials. Contact the university photographer in the Office of Integrated Marketing and Communications for advisement and additional instructions.

Graphics and illustrations used in WSSU publications should reflect the gender, ethnic, and age diversity of the student body.

COPY AND PHOTO INFORMATION

AUTHOR'S ALTERATIONS

Author's alterations should be kept to an absolute minimum due to the high cost of making changes in proofs. Thoroughly prepare and edit copy before delivering materials to the Office of Integrated Marketing and Communications.



DISTRIBUTION

Individuals or departments are responsible for preparing and paying for their own mailings and must coordinate mailings with the Office of Integrated Marketing and Communications to eliminate possible scheduling conflicts.

TYPEFACES

Winston-Salem State University recommends the following typefaces for use in publications: Cambria as the serif font and Open Sans as the sans-serif font. Other fonts must be approved by the Office of Integrated Marketing and Communications for use in university publications.

NECESSARY STATEMENTS AND DISCLAIMERS

EEO/AA POLICY STATEMENT

Winston-Salem State University is dedicated to providing equal opportunity in admissions and employment based on merit, and without discrimination based on race, color, creed, religion, gender, national origin, disability or veteran status, according to state and federal laws.

Except as otherwise indicated, the language shall be communicated to faculty, staff, students and non-campus constituents by posting on WSSU's website, inclusion in the faculty handbook, graduate and undergraduate student handbooks, graduate and undergraduate catalogs, employee manuals and publications, announcements and advertisements of positions and job vacancies in newspapers, periodicals and professional journals, and other brochures and literature.

AFFIRMATIVE-ACTION STATEMENT

Every student recruitment publication is legally required to include the following affirmative-action statement:

"Winston-Salem State University is a constituent institution of the University of North Carolina, an Equal Opportunity Employer."

BULK MAILING PERMIT

Publications requiring the university's bulk mail permit for mailing should contact the university's Office of Auxiliary Services at 336-750-2771 for information about proper printing and usage regulations.