NORTH CAROLINA CENTRAL UNIVERSITY

FOUNDED 1910

STANDARDS & STYLE GUIDE

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Office of Public Relations

WHO WE ARE

North Carolina Central University Office of Public Relations (OPR) has a responsibility to NCCU's employees, students and alumni to enhance the image of the institution by developing image-building strategies designed to keep the public informed about faculty, staff, students, programs and activities and other important information concerning NCCU. We are located in Suite 118 of the William Jones Building on campus.

WHAT WE DO

The Office of Public Relations is primarily responsible for releasing information to the news media. There are two offices authorized to issue news releases or to hold news conferences, the Office of Public Relations on behalf of the university and the Sports Information Office regarding athletics. It is imperative to the coordination of media relations that all news releases and news conferences be channeled through one of these offices.

The release of information to the media during a crisis situation **must** be coordinated through the OPR. This office is responsible for the dissemination of appropriate instructions, statements, and/or news releases about crises or situations impacting the faculty, staff or students of this university.

The Office of Public Relations is also responsible for final review and sign-off on the design of all university publications for **external** audiences. Content and proofing are the responsibility of the creating department or school. The OPR does not handle in-house newsletters or other publications that serve individual departments or schools. Our primary focus is ensuring the appropriateness and professionalism of all materials intended for a public audience.

Talking To The Media

As a public university supported with tax dollars, North Carolina Central University has a responsibility to be open and responsive to requests for information from the public and the news media.

WHO SHOULD TALK TO THE MEDIA?

Faculty and staff are encouraged to give interviews to the media when asked, and to provide information on matters **within their field of expertise** in a timely and courteous manner. You do not need permission from the Office of Public Relations before agreeing to an interview about a good news story. The degree to which we can respond promptly can mean the difference between having our voices heard or being shut out of the conversation. As a courtesy, however, if faculty/staff agree to participate in an interview, please contact the OPR so we may look for and make reference to the article.

If you are not experienced in handling questions from the media, or have not established a relationship with the journalist who is requesting information, please feel free to contact the OPR for tips on interviewing (e.g. answering questions for print media versus broadcast) or to address any concerns.

Administrators, faculty and staff should consult with the Office of Public Relations and the Office of Legal Affairs if they have questions about releasing information that may be of a sensitive nature or if they have been asked to comment on a negative news story (firing of an employee, sexual harassment, etc.).

UNIVERSITY SPOKESPERSON

The chancellor is the official spokesperson of the university. The chancellor has designated the director of public relations as the official spokesperson in matters of weather emergencies, crisis situations and

other occasions requiring immediate public address. This individual also serves as the point of contact between the media and university resources and provides referrals to proper sources of information within the university community.

OFFICE OF SPORTS INFORMATION

The Office of Sports Information is responsible for publicizing information regarding NCCU's intercollegiate varsity athletic teams. The office publishes all athletic publications and news releases, coordinates athletic photography, maintains statistical data on teams, maintains athletic web pages and serves as the department's contact with MEAC, the Mid-Eastern Athletic Conference. The sports information director will ensure compliance with NCCU's graphic identity and technical standards in its publications and marketing of athletics.

PRESS RELEASES

The Office of Public Relations prepares and distributes press releases to local, regional and national media. Press releases range from major stories about achievements by faculty, administrators and students to public service announcements. The extent of the distribution depends on the subject and scope of the news story and its relevance to a statewide or national audience.

Services We Provide

ADVERTISING

The director of the Office of Public Relations (or a designee) must approve in advance all paid advertising for print, radio or television broadcast, or the Internet. This includes student recruitment, marketing and fundraising videos. Advertising approval from the director of Public Relations requires a standard minimum of at least two business days for approval from the date the content is submitted. Additionally, only one request should be submitted per individual approval needed. OPR will not be held responsible for advertising that proceeds without the approval of the director of Public Relations (or a designee). Campus units will be required to acknowledge this understanding in writing.

OPR approval is not required for advertising for the hiring of personnel. Nor is it required for the marketing of Athletics.

The OPR offers print advertising design services and, if time and resources allow, radio and television script writing.

THE OFFICE OF PUBLIC RELATIONS WILL NOT APPROVE THIRD PARTY ADVERTISING.

A campus member or affiliate group cannot take advantage of the low-cost advertising rates available to them in our publications or obtain media access to our campus and community constituencies in order to place an ad on behalf of a third party corporation. If an outside corporation or group wishes to place an advertisement in an NCCU publication, the Office of Public Relations would be happy to entertain that proposal.

Furthermore, unless there is a partnership agreement through Institutional Advancement in which the Foundation receives a portion of the proceeds, the Office of Public Relations will not engage in advertising for any outside retail or service entity prepared to offer a special discount.

PHOTOGRAPHIC SERVICES

Official photographic assignments for university programs and activities are also the responsibility of the OPR. University officials and students who desire photographs taken of university-related activities

must request this service in advance from the OPR. The **Photography Request Form** must be completed and returned at least three days before the planned activity.

GRAPHIC DESIGN SERVICES

A publication is anything that is mass produced for distribution on or off campus. The NCCU Office of Public Relations is primarily concerned with publications that go to an outside (public) audience. These include but are not limited to catalogs, brochures, an-nouncement and invitation cards, posters, promotional items, handbooks and fliers.

In all cases, should your department de-velop materials that you intend to dis-tribute en masse, you need seek ap-proval from the Office of Public Relations. The review and approval of large docu-ments can take several days to complete. Please submit via online completed **Graphic Request Form** to the Office of Public Relations for the review and editing of large documents or to request assistance from the OPR in designing and developing your publication.

Although it is not within our capacity to design every published work on campus, we are available to assist campus departments and organizations in creating official literature. We also have templates for brochures, fliers and other items, in addition to a list of selected vendors that work with the university.

MARKETING AND PROMOTION

The Office of Public Relations can assist in marketing such events as receptions and conferences when they are expected to bring a large public audience to campus. If you are seeking assistance from the OPR, it is helpful if you contact us during the early planning stages so that we can develop an effective marketing strategy. **When you are planning an event of broad significance that would be of interest to the general public, contact the OPR well ahead of time we may be able to coordinate media coverage.**

CAMPUSWIDE E-MAILS

Only the following individuals or their designee can send campus-wide emails:

1. Chancellor
2. Provost and Vice Chancellor for Academic Affairs
3. Vice Chancellor for Financial Affairs
4. Vice Chancellor for Student Affairs
5. Vice Chancellor for Institutional Advancement
6. Chief of Police
7. CIO
8. Director of Public Relations
9. Associate Vice Chancellor for Human Resources

Designees of these officials must be documented in writing with a memorandum to the Office of Information Technology (IT).

Appropriate campus-wide email messages from the Office of Public Relations must:

- Alert the campus community to an emergency situation on campus.
- Provide information about situations that would substantially alter the normal operation of the university (for example, weather-related class delays or closings, and special university-wide events).
- Contain information relating to academic or campus community life that is important to significant portions of the faculty, staff, administration and students (for example, registration and financial aid deadlines, condolences, news and events).

- Contain information the chancellor or vice chancellors judge to be important to the campus community.

Members of the campus community may send messages regarding news and events for consideration for campus-wide emails to publicrelations@nccu.edu. All non-emergency messages should be sent to the OPR no less than 24 hours before the intended date of distribution. These messages will be reviewed in a timely fashion for appropriate content. Messages deemed inappropriate will be returned to the sender with an accompanying explanation of the decision to deny distribution.

CAMPUS EMAIL ANNOUNCEMENTS

The Office of Public Relations is committed to providing the campus community with a reliable and timely way to receive information about university programs and events, activities, scholarships, lectures and workshops. To improve this process, OPR established a mass email account, announcements@nccu.edu and sends weekly announcements via email to the NCCU campus community. These emails are sent every Monday and Wednesday morning under the subject "Campus Announcements." Requests to have your event included in the mass email distribution should be sent to publicrelations@nccu.edu. All requests will be reviewed by the Office of Public Relations (OPR) to ensure that the content meets the following criteria:

- The content must be no more than 100 words.
- The information must qualify as university business, which means that any announcement must be sponsored by a university office, program, or officially recognized student, staff or faculty organization.
- It must have relevance to a broad base of faculty, staff or students.
- It must contain the contributor's name, department, phone number and email address.

The content may not offer:

- Public debate or personal opinion.
- Political statements or endorsements.
- Personal items for purchase/rent or sought for purchase/rent.
- Advertisements, announcements or promotions for outside organizations or non-university-related events or interests.
- Attachments. (We will include web addresses or links as applicable.)

Process

To submit an event for mass distribution, email the text to publicrelations@nccu.edu.

Information must be submitted by 8 a.m. of the Monday or Wednesday post date. If the information is not received then, it will be sent on the following distribution date.

INTRANET SLIDE REQUESTS

Requests for an intranet slide on myEOL should be submitted to the communication contact within the appropriate unit at least two and a half weeks prior to the event date. Slides found on myEOL are created by web services.

The OPR will be responsible for the content of the university homepage, including home page slides. The Director of Public Relations will ensure the consistent presentation of NCCU information released to the public through the website.

MESSAGE BOARD REQUEST

The NCCU message board, located on the corner of Fayetteville Street and Lawson Street serves as a communication tool for the campus community and general public within the framework of the university's mission and goals. Messages appearing on the digital message board must support or advance this mission. The Office of Public Relations will manage and approve all digital sign messages using the following guidelines:

- The following messages are allowable:
    - University events
    - Official university announcements from the Office of the Chancellor or Vice Chancellors
    - Public events that bear the support and/or participation on the university
    - Emergency information including weather delays

Messages requests should be submitted to the Office of Public Relations at publicrelations@nccu.edu two weeks before the event date. The date, time, location and a contact person's name and number must be included with the request. Submissions are subject to approval; unapproved requests will be returned with an accompanying explanation.

Approved requests will run for a maximum of two weeks or 14 days. OPR may extend the days if the nature of the event warrants and the flexibility of the schedule allows. The optimal number of messages running at one time is 10-12.

Message requests will be edited for clarity, simplicity and conformity. Messages are also subject to the constraints of priorities and electronic limitations. In addition, all posted messages will adhere to City of Durham ordinances concerning digital signage.

NOTE: A variety of communication outlets should be used in addition to the digital sign to promote your event. Campus units requiring support to develop a communication plan for an event should contact OPR at 919-530-6295.

Style Guidelines Colors and Text

- University and event announcements will be white type with Maroon (RBG 130, 0,6) background
- Emergency information announcements will be black with red text
- Text for the digital sign is limited to four lines and no more than 15 words.
- Text is subject to editing

Prohibited Messages

- Public debate or personal opinion.
- Political statements or endorsements.
- Personal items for purchase/rent or sought for purchase/rent.
- Advertisements, announcements or promotions for outside organizations or non-university related events or interests.
- Personal messages such as birthdays, etc.
- Solicitation of employment or membership
- Use of this service for commercial interest

The Director of Public Relations reserves the right to adjust these guidelines as appropriate.

Using This Guide

Every university presents itself to the community through a diverse range of media: apparel and gift items, athletic events, signs, advertising, exhibits, promotional materials, letters, forms, reports, magazines and event programs.

The public perception of the university is based on how we portray ourselves. It is essential that care be taken to ensure that the quality of our great institution is always held in high regard. Through the use of coordinated communication graphics such as the official seal and logos, we present the public with a consistent, professional, and aesthetically pleasing image of the university.

The purpose of this guide is to present the standards for the university's printed and electronic graphic identity. It specifies the protocol for use by anyone involved in the development, purchase, implementation or supervision of university communications.

The university's name, seal and logos are the primary coordinating elements for the university, the various schools, departments and services. Correct and consistent use of these marks is essential to the branding of the university.

If there are any questions, any need for clarification or any concerns with specific guidelines presented in this manual, please contact the NCCU Office of Public Relations. It is more cost-effective to raise questions early in the development of a project than to wait until the design is finalized and time for production is running short.

USING COMPUTER GRAPHICS

When incorporating images, only those with sufficient print resolution should be used. Images should have a minimum of 300 dpi (dots per inch), and for the text minimum is 600 dpi. If you are unsure how to discern the resolution of your image, the OPR can assist you.

SOFTWARE

The OPR uses the Adobe® Creative Suite 6 software package, which includes InDesign, Photoshop, Illustrator and Acrobat to produce PDF files. We also use Microsoft Word for press releases and other less design-intensive documents.* We have design templates for use in developing letterhead, recruitment brochures, certificates and resolutions.

*We do not use WordPerfect, QuarkXpress, Microsoft Publisher or Microsoft Access. If you have documents you need assistance with, we recommend that you transmit them to us in a Microsoft Word format.

ASSOCIATED PRESS WRITING STYLE

The Associated Press Stylebook and Briefing on Media Law, usually called the AP Stylebook, is the primary style and usage guide for most newspapers and newsmagazines in the United States. It is for this reason that the Office of Public Relations uses this writing style in all its publications.

If you are producing text for a public audience, please consider adopting the AP style of writing prior to submission for review by the Office of Public Relations.

UNIVERSITY TYPEFACES (FONTS)

The official university typefaces are Adobe Caslon (serif) and Helvetica (sans-serif). If you do not have these typefaces on your computer, please contact the Information Technology Helpdesk at 919-530-7676 to have them installed onto your machine.

UNIVERSITY PRIMARY COLORS

The official colors of NCCU are maroon and gray.

The appearance of the colors will vary slightly according to the types of printers and copiers used on campus. For all professional print work that is contracted out, NCCU identifies itself with these two approved color palette specifications using the PANTONE color system:

PRIMARY COLORS

Pantone 202 RGB: 139, 35, 49 #8b2331	Pantone 423 RGB: 142, 144, 143 #8e908f

The difference between intentional and incidental color usage defines our brand identity. The intentional color usage must be within our branded, two-color scheme with the occasional and minor use of accent colors to add to the appeal or composition of the particular designed piece. The visual interest and variety is provided by the incidental colors within the photography.

A designed piece would contravene our branding if, for example, there was principal and intentional use of blue or green as background colors. It would look nothing like an NCCU publication and it would serve to confuse the public regarding our brand identity. We are seeking to make the public aware at a glance that the material they are viewing is NCCU material, even before they read the title.

COLOR PALETTE

The traditional university maroon and gray remain a dominant design element, enhanced by a fresh palette of complementary and accent colors.

This expanded color palette may be used to define a hierarchy of information or may be screened back and used for major headlines and background color blocks.

The RGB values for secondary and tertiary colors are provided for desktop publishing use.

SECONDARY COLORS

Pantone 195U RGB: 130, 0, 6 #7b2f3e	Pantone 1815U RGB: 138, 31, 3 #7a2426	Pantone 420U RGB: 220, 221, 222 #c9c8c7	Pantone 426U RGB: 38, 35, 36 #191c1f
Pantone 624U RGB: 118, 174, 153 #7ba296	Pantone 646U RGB: 79, 138, 190 #5381ac	Pantone 468U RGB: 238, 225, 198 #ded3b0	

TERTIARY COLORS

Pantone 226U RGB: 236, 9, 141 #d40072	Pantone 3405U RGB: 0, 176, 133 #00ad68	Pantone 313U RGB: 0, 154, 199 #0095c3	Pantone 115U RGB: 255, 225, 79 #fcdc41

COLOR USAGE AND KEY

On the Web, as in print, the university maroon should be used as a prominent design element enhanced by accents of the university gray and the expanded palette of complementary and secondary colors listed.

The University Seal

The seal is the official trademark and primary identifier of the university, and is used on diplomas and other official university documents. It presents the university name, North Carolina Central University, in a distinctive and thoughtful manner. The seal represents many of the positive aspects of our university. Dr. James E. Shepard, the university's founder, is depicted as a seeker of knowledge, with book in hand. He stands tall amidst the clouds, his eyes fixed upon the future. Below the image of Dr. Shepard are the motto "Truth and Service" and the institution's founding date, 1910. Below the entire seal is the founder's name, James E. Shepard.

The seal is never to be reproduced without the accompanying text "James E. Shepard, Founder." The seal and founder's name should always be presented in their original state and never altered in any way.

SPACE AROUND THE SEAL

It is important to be conscious of the amount of empty space used around the seal. Adequate space helps establish the importance of the seal.

The minimum recommended space around the seal is 0.25 inches when the seal is at the smallest possible diameter of 1.25 inches. As the size of the seal increases, the space surrounding it should increase proportionately.

SEAL COLOR SPECIFICATIONS

The official seal was designed with the official university colors in mind. In the interest of consistency and to preserve the design's integrity, the seal may only be reproduced according to the color scheme specified in this guide.

- The seal itself may be reproduced in black or maroon (PMS 202). The official seal may never be represented in a multi-color format. The text, center image, motto, name of the university, city and state, and name of founder must all be reproduced in the same color.
- The seal must be reproduced on a background of either white, light gray or gray (PMS 423).
- The one-color seal may be reproduced in reverse, i.e. as white on a black or maroon (PMS 202) background. See the illustration on the following page.

REPRODUCTION QUALITY OF THE SEAL

Due to the illustrative nature of the artwork, maintaining reproduction quality is essential.

Only high quality, photographic methods, such as film (negatives or positives), digital vector files or rasterized (jpeg) files of at least 600 dpi or higher should be used when reproducing the seal. Regular

copy machines will not copy the seal accurately. High-resolution files may be found on the NCCU web site, www.nccu.edu. Call the Office of Public Relations for more information.

- When altering the size of the seal, maintain proportion by pressing the SHIFT key before, during and after you have finished sizing the graphic.
- Do not set the seal in a containing shape or design.
- Do not use the logo in the background or behind text as a watermark. NCCU's seal bears the likeness of the founder, and hence it may not be overwritten or printed on materials that will be trod upon like flooring or in the portion of furniture coverings that will be overlaid.
- Do not create a partial presentation of the seal by running it off the side of the page.

The University Name Logo

The NCCU name logo is a less formal mark of the university. It should be used in all media presentations not requiring the official seal. The NCCU name logo consists of two elements: An illustration of the Hoey Administration Building and the typographic treatment of the name "North Carolina Central University Founded 1910"

SIZE AND PROPER PLACEMENT OF NAME LOGO

The logo should always be placed in an area void of other elements. The minimum size of the name logo is 1.25 inches wide.

The space around the logo should be equal to one-fifth the width of the logo. For example, if the logo is five inches wide, the area of space around the image should be one inch. This space includes the entire periphery of the logo — both sides, top and bottom.

NAME LOGO COLOR SPECIFICATIONS

The name logo was designed with the official university colors in mind. In the interest of consistency and to preserve the design's integrity, the logo may be reproduced only according to the color scheme specified in this guide.

- The logo itself may be reproduced in black, white, gray (PMS 423) or maroon (PMS 202). The name logo may never be represented in a multi-color format. The text, image and name of the university must be reproduced in the same color.
- The name logo may be reproduced on a background of either white, light gray or gray (PMS 423)
- The one-color logo may be reproduced in reverse, i.e. as white on a black or maroon (PMS 202) background.

NAME LOGO FORMATS

To ensure the highest quality logo, please use the files provided by the Office of Public Relations. Follow the same guidelines for the reproduction quality that are listed under "REPRODUCTION QUALITY OF THE SEAL."

Athletic Logos

The Eagle, the athletic logo and university mascot, is intended to be used as a coordinating symbol for all sports-related and school spirit activities of the university. The athletic logo may be used for commercial purposes only with prior approval from the Department of Athletics in accordance with our contract with Licensing Resource Group LLC (LRG).

Once approval has been secured, the athletic mascot may be reproduced on a variety of items such as banners, athletic wear, sports programs, cups, sports equipment and hats. All items bearing the athletic mascot should be sports or leisure-related paraphernalia. The athletic logo is an official representation of the university and should be used consistently.

COLOR RESTRICTIONS

The athletic logo may be reproduced in black and white, or maroon, gray, black and white.

MINIMUM SIZE OF THE PRIMARY, SECONDARY, EAGLE HEAD AND WORD MARKS

It is important for the NCCU marks to be clear and easily identifiable wherever they appear. To avoid rendering the full university name illegible, the width of "North Carolina Central University" must always be at least 1.5 inches, making the width of the entire logo 1.75 inches.

SPACE AROUND THE PRIMARY, SECONDARY, EAGLE, EAGLE HEAD AND WORD MARK

The area of non-encroachment for the primary mark, secondary mark, eagle mark, and word mark is one-fifth the width of the logo. For example, if the logo is 5 inches in width, the area of non-encroachment is 1 inch. This space includes the entire perimeter of the logo — both sides, top and bottom.

REPRODUCTION RESTRICTIONS

The athletic logo art may not be altered in any way. No text or graphics may overlay the artwork. The trademark symbol must never be separated from the artwork.

Follow the same guidelines for the reproduction quality that are listed under "REPRODUCTION QUALITY OF THE SEAL."

Use of University Name and Logos

UNIVERSITY NAME

NCCU is a constituent campus of the University of North Carolina system. Approved uses of the university's name are **North Carolina Central University** or **NCCU**.

North Carolina Central University should appear on all university publications as at title at the top of the cover page or within the name logo or seal on the cover page.

Please refrain from using the following written presentations:

- N.C.C.U.
- Central
- UNC Central
- NC Central
- North Carolina Central
- Carolina Central

UNIVERSITY SEAL, NAME LOGO AND EAGLE MARKS

Persons who wish to use the university seal, name logo or Eagle marks must first complete a seal, name logo or eagle mark authorization form for approval by the director of Public Relations.

Authorization is for the one use described on the form. Any other use of the seal, name logo or Eagle mark without approval is prohibited. You must complete authorization forms and get approval for each individual use.

The seal, name logo and Eagle marks cannot be altered or distorted. Refer to guidelines for use in the previous sections.

Please send to the Office of Public Relations a copy of the project/publication in which the seal, name logo or Eagle mark will be used before it is printed, for approval.

For more information, please call the Office of Public Relations at 919-530-6295.

Guidelines for Publication of Accreditation Status

North Carolina Central University is committed to specialized and professional accreditation in all academic and administrative areas. Typically, specialized accreditors provide specific requirements and guidelines for announcement of recognition. Each academic or administrative unit that has attained the pertinent recognition must follow the accrediting agency's guidelines.

Regional accreditation is granted to the institution by the Commission on Colleges of the Southern Association of Colleges and Schools (SACS). SACS requires adherence to guidelines in publishing accreditation status. The Standard – 3.14.1 Publication of Accreditation, states:

A member or candidate institution represents its accredited status accurately and publishes the name, address, and telephone number of the Commission in accordance with commission requirements and federal policy.

The following format is to be used in website, catalog and all public relations publications:

> North Carolina Central University (NCCU) is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award baccalaureate, master's, education specialist and doctoral degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, GA 30033-4097 or call 404-679-4500 for questions about the accreditations of NCCU.

To ensure accountability and compliance, all specialized and institutional recognition statements must be reviewed by the Office of Public Relations or the Office of University Accreditation prior to publication. Contact information for questions is as follows:

> Office of Public Relations
> 919-530-6295
>
> Office of University Accreditation
> 919-530-6900
> Pauletta Brown Bracy, Director

Using Licensed Vendors

The "Officially Licensed Collegiate Products" label appears on all licensed merchandise, for NCCU and the other member institutions of the Licensing Resource Group, LLC (LRG). Any merchandise that does

not bear the LRG label but does display the mark of the university may represent an infringement of the trademark, which is punishable by law. Contact information for LRG is:

Licensing Resource Group, LLC
Attn: Lewis Hardy, President and CEO
7990 North Point Blvd. Suite 209
Winston-Salem, NC 27106
Tel: 336-896-7907
Fax: 336-896-7910
Lewis@lrgusa.com

RESTRICTIONS

The university places restrictions on the following merchandise/products that will not be licensed for sale with university logos:

- Alcoholic beverages or tobacco products
- Statements promoting the use of alcoholic beverages or tobacco products
- Articles with suggestive statements
- Sexist, racist or religious products
- Suggestive undergarments
- Products depicting use of handguns or other lethal weapons

The meaning of the symbols ®, ™ and SM

The symbol "TM" stands for trademark. The symbol "SM" stands for service mark. Both of these symbols indicate that you claim common law trademark rights to a name or logo. These two symbols are used prior to obtaining full federal registration.

The symbol ®, the phrase "Registered U.S. Patent and Trademark Office," or the abbreviation "Reg U.S. Pat. & Tm. Off." denote that the mark has been granted full federal registration. This means that the owner of the mark may prosecute anyone who uses the mark without permission.

Creating Logo Merchandise

ON-CAMPUS USAGE

Departments and students may use university trademarks on merchandise. Staff persons, however, should submit a copy of the designed artwork to the Office of Public Relations to ensure that is does not violate use regulations.

LETTERHEAD AND BUSINESS CARD DESIGN

The recommended resource for the printing of business cards is the CENTRAL GRAPHICS/EAGLE COPY CENTER (530-5367). They produce cards for the majority of campus departments and usually have a turnaround time of one week or less.

Business cards should be printed on gray or white card stock with the seal printed in the approved maroon color with the founder's name, "James E. Shepard, Founder" printed under the seal. All other personal information should be printed in black ink.

Stationery should be printed with the founder's name, "James E. Shepard, Founder" printed under the seal. The seal should be centered on the page with the university name, address, and other formal information in the footer of the page.

No competing logos or symbols may appear on official letterhead, stationery items or business cards. For joint ventures, the use of the logo must be approved by the Office of Public Relations.

Any deviation from the policies, guidelines and standards must be submitted to the director of Public Relations who, will present it to the Branding Committee for approval. Any appeal of the committee's decision must be made to the chancellor's cabinet.

POSTING FLIERS, BANNERS AND OTHER ITEMS

Fliers should be posted on designated boards. If a department has designated boards for "department information only," that rule must be followed. Fliers should include the contact information of the sponsoring person or organization. No notices should be posted on telephone poles, light posts, walls, sidewalks, floors, grounds, stairway rails, trees or inside elevators. Fliers should be of an academic nature, regarding a student activity or other university business. All fliers, posters, and notices should be attached to designated boards with thumbtacks or transparent tape. Nails, duct tape and glue are not allowed. Fliers and the fasteners used to attach them must be removed within three days after the event.

If you are promoting an event outside campus or on the radio or any other media, it is imperative that the Office of Public Relations review your materials not just for aesthetics and functionality, but for liability reasons as well.

WEBSITE GUIDELINES

The university shall establish the framework and all NCCU departments/divisions will establish information practices and maintain their respective websites. Heads of departments/divisions shall be responsible for managing the use and content of the information placed on the web consistent with the guidance and processes contained herein.

These guideline policies apply to all NCCU departments/divisions and to their contractors and consultants, including those who operate and maintain NCCU web- sites.

DUTIES

The OPR will be responsible for the content of the university homepage. The director of Public Relations will provide to ensure the consistent presentation of NCCU information released to the public through the websites.

Departments shall establish a process to identify information appropriate for posting to the NCCU websites and ensure it is consistently applied. Department heads are also responsible for:

- Ensuring that each website is registered with the university Web Services Team. (There is a form that must be on file for each website.)
- Developing a clearly defined purpose for the website that supports the mission of NCCU.
- Providing the necessary resources to adequately support website operations to include funding, equipment, staffing and training
- Approving the defined purpose and general content of the website.
- Ensuring that reasonable efforts are made to verify the accuracy, consistency, appropriateness and timeliness of all information placed on the website.

Guidelines for Posting Information Online

Only information of value to the general public should be posted to publicly accessible sites. No copyrighted information may be posted without the permission of the copyright owner. Information requiring additional protection, such as FOR OFFICIAL USE ONLY, information not cleared for public

release, or of questionable value to the general public should not be placed on the websites without installing security and access controls.

CONTENT

Any information that is posted to our website is meant for a general public audience. Text that is long, complex, or uses insider terminology or jargon should be avoided. This is not the place for this style of writing. Web communications should be short, sharp, and easy to understand. Research shows that the average reader spends about 11 seconds scanning new material before deciding whether to jump to the next page.

NCCU's units and departments are responsible for the generation and upkeep of their own web content. The units should delegate individuals to manage web content who know and understand the breadth and depth of the department's offerings, who can articulate its mission and focus and who are cognizant of the events and activities in their units. They may or may not write the content themselves, but they are responsible for its production. Persons delegated to create the content must be particularly skilled in writing and editing. When unit content is complete, Public Relations will work with the departments to edit the material for its intended purpose.

After Public Relations has completed its review, the material is turned over to technicians within ITS or Web Liaisons for posting to the website. These will be persons who are expert and dedicated to the task of web content management.

LINKS TO NCCU WEBSITE

Links to non-NCCU web resources should support the organization's mission. Links on individual web pages on NCCU's site must be approved by the dean or department head. External links should be reviewed periodically to ensure their continued suitability.

a. When external links to non-NCCU websites are included, the head of the NCCU department is responsible for ensuring that a disclaimer is made before accessing the link that NCCU does not endorse the product or organization at the destination. The disclaimer should read:

   "The appearance of hyperlinks does not constitute endorsement by NCCU of this website or the information, products or services contained therein. NCCU does not exercise any editorial control over the information you may find at these locations."

b. NCCU also reserves the right to terminate any link at the discretion of the Web Services Team without notice.

DESIGN STANDARDS AND FEATURES

Web site documents shall conform to the approved technical specifications:

1. **Style Sheets and Text Formatting**
   (Only applies to the Core Site: Level I and II)
   - Fonts should maintain a size of 11-12 points. They should not be smaller than 10 points.
   - The core site will maintain standard font colors of black, #660000 or #333333 to coincide with the institution's colors of maroon and gray.
   - The links in the core site also should have font colors of black, #660000 or #333333 to coincide with the university's maroon and gray. A bold style is applied to help the links stand out against standard text.
2. Use of the University Seal

    - The University Seal cannot be modified or animated in any way. It should not be manipulated site-wide.
    - If there is a link placed on the seal, it should point to www.nccu.edu
3. HTML Web Standards
    - Alt tags are required for all images within the NCCU core site as well as departmental sites for web accessibility.

Central Graphics and Eagle Copy Center

NCCU staff, faculty and students can take advantage of custom printing services to enhance communications, documents, manuscripts, resumes, books, advertisements, posters, and presentations. **Call the Copy Center at 919-530-5367.** Central Graphics has a wide assortment of paper types available for the community's many needs. These include:

- Resume Paper
- 70 lb. text (colors, pastels, bright)
- NCR (Carbonless Paper)
- bonded, 20 lb. (linen and laid)
- Cardstock
- decorative papers

Central Graphics is the primary source for NCCU faculty and staff business cards. Turnaround time is usually seven to 10 business days and is billed inter-departmentally.

CUSTOM PRINTING AND SERVICES INCLUDE:

- Color Printing
- Layout / Paste-Up
- Fliers
- Three-Hole Drilling
- Faxing
- Folding
- Letterhead Stationary
- Cutting
- Stapling
- Envelopes
- Brochures
- Newsletters
- Spiral Binding
- Manuals
- Tape Binding
- Posters
- Booklets
- Business Cards
- Thesis Printing/Copying
- Programs
- Invitations
- Reductions/Enlargements
- Tickets
- Collating
- Certificates

EXPRESS SERVICES

The Central Graphics Copy Center also provides a self-service express area that caters to walk-in customers that need the following services or products quickly:

- Black and White Copies
- Stapling
- Binders
- Presentation Folders
- Color Copies

News Media Access to NCCU Property

It is the policy of the Office of Public Relations to be as helpful as possible when working with members of the news media. The following information outlines North Carolina Central University's Media Access and Permit policy.

Permission for indoor reporting generally will be granted as long as the reporting activities do not disrupt university activities, interfere with the privacy of students, faculty or staff, or jeopardize health and safety. If a reporter is covering an event that is open to the public, such as a lecture or conference, there is not generally a need to obtain permission for access from the Office of Public Relations.

MEDIA PERMITS

In circumstances other than those events to which the media have been invited, representatives should secure a Media Permit from the OPR in order to travel on the NCCU campus. Although the campus welcomes the media, as well as the general public, there may be times when access is denied due to an emergency or some other significant security, health and safety or operational concern. Since television equipment could interfere with traffic or university activities, television crews should seek approval from the OPR for their choice of location to set-up their equipment. Such permission will be granted for exterior work as long as it does not interfere with university operations.

In addition to a Media Permit, all media are requested to seek an escort from the Office of Public Relations prior to entering classrooms, libraries, laboratories or other facilities for the purpose of developing stories or reporting the news. Residence halls are not open to the news media at any time. When there is no public event but rather a specific news interest to be covered, an escort from the Office of Public Relations can assist in providing the necessary access to campus facilities. Advance notice is encouraged. For assistance or to obtain a Media Permit, please contact the Office of Public Relations at
919-530-6295.

GUIDELINES FOR COMMERCIAL, NON-NEWS FILMING OR PHOTOGRAPHY

All commercial, non-news photography or videotaping must be approved in advance by the Office of Public Relations.

CONTACTING THE OFFICE OF PUBLIC RELATIONS

Mailing address:
NCCU Public Relations
William Jones Bldg., Suite 118
1801 Fayetteville St.
Durham, NC 27707

Phone: 919-530-6295

Email: publicrelations@nccu.edu
Internet: www.nccu.edu/administration/opr