



**ALABAMA STATE  
UNIVERSITY**

# **Branding + Marketing + Communications Guidelines**



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# What is a brand?

Your brand is more than just a logo, a typeface or a combination of nice colors. Your brand is what your viewer or consumer feels about you. It's the thoughts you conjure in their head, how you touch their lives, and the values you articulate. It can take years to carefully calibrate a coherent brand personality that perfectly chimes with who you are and what you stand for. That's why it's imperative to remain true to your brand personality by ensuring that all iterations of your brand communications sing from the same song sheet. This is the song sheet for Alabama State University, a brand standards manual designed to help you maintain a unity of look and feel and a consistent tone and manner at all times.

## What is our brand?

Where History Is Made. Alabama State University was built on the backs of determination and vision. Nine freed individuals who, staring down the barrel of diversity, disparity and strife, set out on a mission for change. Emerging out of a necessity for change, their dreams have now grown into an institution of global change agents. Alabama State University offers more than degrees, we offer positive life-altering experiences. From being the first state-supported educational institution for blacks, to being the capstone of the Civil Rights Movement, to now being the standard in innovation, leadership and excellence, this is naturally the thread of O' Mother Dear's DNA. We are simply history makers who continue to develop history makers.

## What does our brand look like?

What follows is a comprehensive guide to logos, colors and fonts. Consistency strengthens our brand. This is your guide, your touchstone and your standard. If you stray from the guidelines laid out here, you won't just be doing the ASU brand a disservice – you'll be doing it real harm.

# The Logo

The University logo is your go-to when creating publications that represent ASU. When placing the logo, make sure it is clearly readable, of a high resolution and has plenty of clear space around it so its significance is not diminished. Do not alter or distort the logo in any way. The logo must appear on all ASU publications. We are all stakeholders in ensuring the consistency and integrity of our University's logo system.

Available online at [www.alasu.edu/CreativeServices](http://www.alasu.edu/CreativeServices).



## Size and Placement




x = the height of ASU lettermark  
Allow 1/2 X clear space around the logo


## Improper Logo Usage

 Do not distort the logo.



 Do not use unofficial logos.



 Do not place the logo on a background which makes it hard to read.



 Do not change the logo fonts.



 Do not change the logo colors.

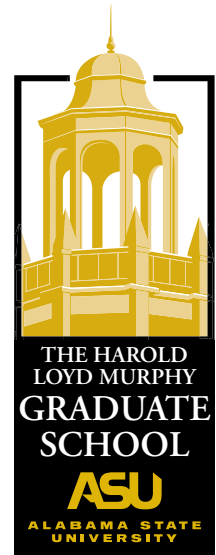
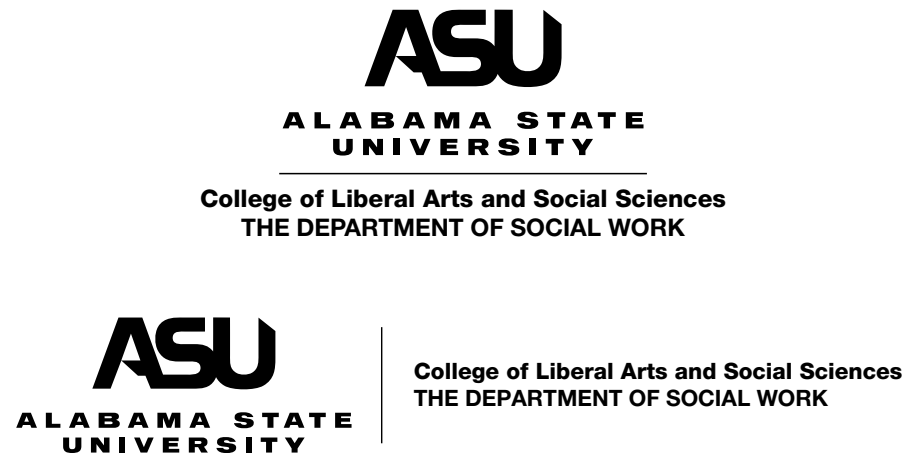


 Do not alter the logo.



# College + Department Logos

The University identity system has two levels of logos under the main University logo: College and Department logos.



# Offices, Divisions + Support Services





# Other Logos and Marks



## The Hornet

The Hornet may be used as a spirit symbol. While it should not be used on academic publications, it is well-suited to promoting student and alumni activities

## “It’s A Great Time To Be A Hornet”

The slogan and logo used by Admissions and Enrollment sums up their recruiting philosophies. We want each prospective student to know why... “It’s A Great Time To Be A Hornet”



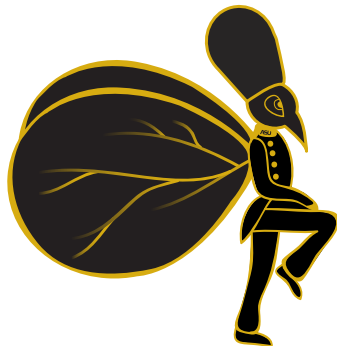
## The University Seal

The seal is used only for formal occasions and ceremonial documents deemed appropriate by the Office of the President.



## WVAS

The Voice of Alabama State University, the award-winning radio station WVAS 90.7 FM is identified with this logo.



## The Mighty Marching Hornets

Marks used exclusively by the band.



**The National Center  
for the Study of Civil Rights  
and African-American Culture  
at Alabama State University**



**The National Center  
for the Study of Civil Rights  
and African-American Culture  
at Alabama State University**



**The National Center for the Study of Civil Rights and  
African-American Culture at Alabama State University**



**#SWARMAS1**

**#SWARMAS1**

## Athletics Logos



The name of the sport may be included with the logo using Helvetica.

The rallying cry of University Athletic teams is represented by the #SwarmAs1 logo which utilizes the font VTF Redzone Classic. In addition to Helvetica and Garamond (see next page), VTF Redzone Classic is permissible as a complementary font when promoting ASU Athletics.

**VTF REDZONE CLASSIC**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

# The Primary Fonts

## Helvetica Neue

Its clean lines and effortless readability help to bring balance to the more traditional look of the Garamond family.

Helvetica Neue LT Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Helvetica Neue LT Roman  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Helvetica Neue LT Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

**Helvetica Neue LT Heavy**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

*Helvetica Neue Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

## Adobe Garamond

Traditional in feel.

Adobe Garamond Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*Adobe Garamond Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

Adobe Garamond Semibold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*Adobe Garamond Semibold Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

Adobe Garamond Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

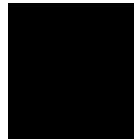
*Adobe Garamond Bold Italic*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*



# The Colors: ASU Old Gold and Black



**PMS 117**  
**CMYK** C 02 M 22 Y 100 K 15  
**RGB** R 201 G 151 B 0  
**Hex** #c99700



**Black**  
Use **100% black** for digital projects and for sections of small type and small areas of black fill on printed pieces.

**Rich Black**  
**CMYK** C 60 M 50 Y 50 K 100  
For printed pieces with large areas of black fill, use Rich Black.

## Other Elements

The hornets' nest is a symbol of our strength and unity. It may be used as a background or complement to the content of your message. Available online at [www.alasu.edu/CreativeServices](http://www.alasu.edu/CreativeServices).



# Creative Services

## Major Events, Programs and Initiatives

As soon as you start discussing and planning your event, involve the marketing and creative services teams. You may not be ready to request design products, but you can receive insight and ideas for how to create a strategic plan that will serve you from discussion, planning, scheduling, publicizing to a successful event. **Contact [ASUCommunications@alasu.edu](mailto:ASUCommunications@alasu.edu) or [Publications@alasu.edu](mailto:Publications@alasu.edu).**

## Publications/Graphic Design

A great design helps tell ASU's story to the campus, the community and the world. It highlights and expresses what is special about ASU by engaging attention and elevating the message.

The Publications Department offers design and layout in partnership with photography and editing for a variety of printed publications as well as digital and social media graphics. All projects must be submitted through the creative services request form.

### Request Submission

Please submit your request at **[www.alasu.edu/CreativeServices](http://www.alasu.edu/CreativeServices)** at least 2 weeks in advance of your publication or print date (not your event date) — more time will be needed for larger projects and campaigns. Specific guidelines are provided on the request form. **In order for the Publications Department to assist you successfully in the timely production of your publication, it is imperative that we receive your request and content well in advance of the date that you need to have it printed/published.** We will do our best to accommodate late requests.

Because our services are in great demand, we occasionally cannot meet a desired last-minute deadline due to previously scheduled projects. In that case, we will be able to advise you how to proceed.

### Receive a Proof

Once your publication has been designed and edited, you will

receive a proof via email within the timeframes outlined above.

Please have your entire committee (if applicable) review the initial proof very carefully, paying close attention to all details, including names, dates, locations, etc.

*Note: If a design is submitted that meets marketing and publications standards, then the publication will be approved to print as is, however it must still be submitted according to the 2-week schedule.*

### Final Product

Submit any corrections, revisions or inquiries via email to **[Publications@alasu.edu](mailto:Publications@alasu.edu)**. You will receive one final corrected version within 24-48 hours. Extensive or late revisions will add to production time and may impact your print deadline. Your piece is now ready to print or publish. ***Arrangements for printing, posting or emailing will be your responsibility.***

**Complete the online creative services request form at [www.alasu.edu/CreativeServices](http://www.alasu.edu/CreativeServices).**

## Templates

In order to serve you more efficiently, we offer “self-service” fillable templates. If the provided templates do not meet your needs, please use the **request form**. Requests will be handled on a case by case basis.

- **Business Cards And Stationery**
- **Powerpoint Presentation Slides**
- **Report Covers**
- **Event Flyers**
- **Video Screens/Monitors**
- **Newsletters**
- **Programs**
- **Virtual Meeting Background**
- **Social Media**

**Templates are available online at  
[www.alasu.edu/CreativeServices](http://www.alasu.edu/CreativeServices)  
or by request via email at  
[Publications@alasu.edu](mailto:Publications@alasu.edu)**

### 3 Simple Steps to Using the Templates

1. Download the template to your computer/desktop. Open the template in Microsoft Word and save it.  
Tip: Use a naming convention that will make the document easily identifiable (like the name of the event, publication type and date) for ease of locating the document for future use. Example: symposium\_flyer\_june15.doc
2. Now you are ready to input your content. Using your cursor, select the section of text you wish to replace and type your new information. The text formatting will stay the same. You may need to adjust slightly the text size and spacing to fit your information in the format.

If you do not have the standard fonts used in ASU publications (Helvetica and Garamond), please use one of these acceptable alternatives:

To replace Helvetica (sans serif): Arial or Myriad

To replace Garamond (serif): Times New Roman

If you are using photography, right click on the existing photo and choose the menu options “change picture from a file” Navigate to the location of the photo you want to use on your hard drive, select it and click insert.

Be sure to size images proportionally by manually dragging from the corner of the box. Please follow the template exactly, use spell check and proofread your work.

### General Brand Use Guidelines for Alabama State University Students, Faculty and Staff

All Alabama State University faculty, staff and students may use the University logos as outlined below:

- **Academic Use** (i.e. reports, research grants, proposals, other business or academic related documents

Internal – if the document is not to be circulated outside the university, ASU branding review and approval is not required

External – if the document is to be circulated outside the university (local, regional, national or international), all branding guidelines must be applied and **brand approval is required**.

### Marketing Use

All marketing materials must comply with the ASU brand guidelines and receive brand approval.

### Billboards

Billboard requests are granted exclusively for community-based programs or any campus/ASU-based recognition. All requested

messages must be bold, simple and short. (No clutter or busyness allowed). Some billboards will only be allowed to run for a maximum of 14 days. Billboard requests must be submitted at least 10 days before desired advertising date to allow sufficient time for design and production setup.

## Promotional Items and Merchandise for Resale

All promotional items (i.e., swag, t-shirts, mugs, pens, etc.) must be purchased through a licensed vendor.

When working with an outside vendor, please follow the branding guidelines. When choosing a vendor please insure that they are licensed by **Collegiate Licensing Company (CLC)**. Licensed vendors should submit their request for approval through their CLC portal.

**Email [ASUCommunications@alasu.edu](mailto:ASUCommunications@alasu.edu) to confirm if your preferred vendor is officially licensed.**

**Need to get licensed?  
Visit [imglicensing.com/clients/clc](http://imglicensing.com/clients/clc)**

## Photography + Videography Services

The University Communications photography team is happy to assist you with your various photography needs. We cover events for news purposes, create visual art for marketing and various promotions and will assist with providing images for grant reports and anything relating to the promotion and visual representation of Alabama State University. We request a minimum 2-week notice for any events outside normal business hours and a 1-week notice for those within operation hours. Please be aware that during peak times not all request can be honored.

### Services provided:

- Faculty and staff headshots
- Official University-level events
- In support of marketing and communications efforts driven by Institutional Advancement:
- Commercial photography for marketing campaigns to promote the University
- Photos of students participating in hands-on classroom/campus life/lab/internship activities
- Stories being covered by Strategic Communications
- Documenting events that are historically significant to the University
- Portraits of faculty/staff/students for websites, research projects and publications
- Group Photos for official use only



### **Services generally NOT provided:**

- Award ceremonies and banquets, retirement parties, birthday parties, etc.
- Student headshots or any headshots for personal use
- Passport photos

### **Guidelines for Official University Headshots:**

We provide headshots for all official university usage, images are for official use only and will be taken during designated times in Council Hall.

Administrative and head coaching positions should wear black and gold business attire. Polo shirts with ASU logo, lab coats and other attire may be appropriate otherwise, check with your supervisor if unclear.

Choose well-fitting garments, not too loose nor too tight, adhere to black and gold as much as possible. Simple jewelry is better and wear a higher neckline. Avoid undershirts, sleeveless, thin strap or off-the-shoulder tops.

## **Printing**

**You may request printing from the on-campus Print Shop by filling out the form at [www.alasu.edu/Print](http://www.alasu.edu/Print).**

## **Social Media**

Alabama State University retains the ownership and rights to its official social sites, which represent the University's interests; communicate University messages, events or content; use institutional logos or brand marks; and are managed by University personnel or authorized representatives in support of mission, goals and objectives.

Any official online institutional communication that bears ASU's names or marks must conform and adhere to the following guidelines.

### **ACCESS**

ASU, through the Office of Marketing and Strategic Communications (MSC) shall maintain current login information for all official sites at all times. Login information will remain confidential, and checks will be conducted by MSC monthly to ensure all database information is kept current.

In cases of emergency or crisis, the University will need immediate access to all institutional sites. MSC will manage all official sites during critical incidents or emergencies. Account administrators will be notified when crisis communication protocol has been initiated.

ASU reserves the right to access, edit or discontinue official sites and accounts at any time.

### **COMPLIANCE**

Official University sites must adhere to applicable laws, rules and regulations.

Generation of site content and posts (video, text, photos, music, logos etc.) must not violate rules and regulations including those set forth by the Family Education Rights and Privacy Act (FERPA), National Collegiate Athletic Association (NCAA) and Southern Association of Colleges and Schools Commission on Colleges (SACSCOC).

Respect for copyrights, trademarks and intellectual property is paramount. Obtain permission for use of third-party material and assign credit where due.

Official accounts must be managed in adherence with terms and conditions of the social media platforms.

## RESPONSIBILITIES

Administrators and posters of official sites must agree to fully embrace and carry out various duties.

### ■ **Create Content**

Online communities must be engaged continuously with diverse and responsible content. Social media affords the University a unique opportunity to educate and expand the global awareness of the institution, its ideals and activities. Official sites should be maintained with fresh content and imagery. Marketing will generally recommend the removal of habitually inactive accounts.

### ■ **Edit**

Posts entered on official sites should be well written, grammatically correct and devoid of spelling errors. To ensure clarity, avoid the use of excessive acronyms or online jargon and abbreviations. Use of full capitalization and emoticons (for emphasis) is strongly discouraged. Double-check and verify all text and information prior to publishing posts.

### ■ **Monitor**

Official sites on social networks must be monitored daily, with a commitment to timely responses to posts, feedback or inquiries. The use of social media dashboard software is often helpful in managing mentions, posts and comments on multiple platforms.

### ■ **Police**

Inappropriate content or comments should be removed immediately. Diverse opinions and academic freedom should be respected; negative or uncomplimentary posts are not inherently inappropriate.

Inappropriate content includes, but is not limited to:

- Profane, lewd, discriminative or objectionable

language or images

- Spam, scams or guerilla advertisement
- Libelous, slanderous, defaming or unlawful discussions
- Infringement on copyrights

To promote a collegial social community, a standard message shall be sent to posters whose comments are removed, outlining noncompliance with notes on requirements for responsible posting.

### ■ **Report Threats Immediately**

Threats of crimes against people or property should be captured and forwarded to campus police immediately. Posts should not be removed until evaluated by appropriate law enforcement personnel. Contact the Division of Public Safety to report any threats or menacing online behavior at **334-229-2651**; staff is available 24 hours per day.

### ■ **Research**

Social site managers or posters must ensure information shared with online communities is accurate and appropriate. In many cases, subject matter experts in the University's myriad colleges and divisions should be consulted to provide required responses to inquiries or posts.

### ■ **Reserve Personal Opinions**

When responding on behalf of the University on official sites, personal opinions should be reserved. Responses should be dedicated to providing factual information to best address and meet the needs of its stakeholders and social communities.

### ■ **Measure**

The popularity of content and engagement on official social sites should be measured and tracked to inform future efforts. Use of analytics tools make measuring sites' performance and social impact easy.

## ■ **Communicate**

Share. Share. Share. When topics trend or discussions erupt that positively or negatively impact the institution or any of its colleges or divisions, the site managers should share findings across the organization. Marketing should be alerted to matters that threaten the institutional brand or reputation at **asunews@alasu.edu** or **334-229-4431**.

## **RESTRICTIONS**

### ■ **Media Inquiries**

Inquires from media personnel our outlets should not be addressed or provided responses on social media platforms. Media messages or posts should immediately be forwarded to the Office of Media Relations. **Media Relations staff are available by phone 334-229-4104 or email at ASUCommunications@alasu.edu.**

### ■ **Legal Inquiries**

Questions or comments related to legal matters (pending or otherwise) should not be addressed using social media platforms or networks. Legal matters, including open records requests, should be forwarded immediately to the Office of General Counsel. **General Counsel staff are available by phone 334-229-1465 or email kthomas@alasu.edu and rsjones@alasu.edu.**

### ■ **Athletic Inquiries**

Appropriate athletic personnel should answer athletic-related inquiries (student-athletes, policy, recruitment activities, etc.) Questions or comments related to athletics should be forwarded to the following personnel:

### • **Sports Schedules, Scores, Stats, Media**

Sports Information | 334-229-5211 or bamastatesports@alasu.edu.

### • **Student Athletes, Recruitment, etc.**

Compliance | 334-229-4517 or compliance@alasu.edu

### • **Tickets**

Auxiliary Services/ASU Ticket Office | 334-229-4551 or eventsmanagement@alasu.edu.

### ■ **Personal Information**

Personally Identifiable Information (PII) should not be posted on official institutional sites, this includes direct or inbox messages. Personal information includes (full names, addresses, student identification numbers, personal email addresses, etc.) Users with requests or questions requiring the inclusion of personal information should be directed to forward information or requests to **ASUCommunications@alasu.edu**

### ■ **Disclosures**

Discussions that potentially violate institutional or personal confidentiality will not occur on official University sites. At no time will the University's social communities be permitted to engage in discussions related to student's academic performance/records or personnel action/performance. Measures of good taste and the highest professional standards will be maintained.

### ■ **Product Promotion**

Unless authorized by the Office of Development or Marketing, official University sites shall not market or promote commercial or personal products or services. This includes product

mentions, links to external sites or sharing of product posts. For guidance on promotions and marketing, contact the **Office of Development at 334-229-4431 or [development@alasu.edu](mailto:development@alasu.edu)**.

### ■ **Official Responses**

The President is the Official Spokesperson for the University. In many cases this responsibility is designated to or shared among various personnel. Any person who has not been designated by the President as an official spokesperson or cleared to respond on behalf of the University should refrain from providing “official responses.” ALL official responses should come from designated spokespersons. Related requests should be forwarded to the University Spokesman at **[ASUCommunications@alasu.edu](mailto:ASUCommunications@alasu.edu) or 334-229-4104**.

### **RESPONSIBLE BRANDING**

Branding achieves consistency in presenting the institutional identity to the world. Posters must comply to the standards have been established University communications.

### **TIPS**

Be honest. Avoid misrepresentations of facts. If sensitive issues

are encountered, contact the **Division of Marketing and Strategic Communications at 334-229-4483**.

Create a content calendar to plan posts and campaigns. Draft content and pre-schedule posts to maximize time and effort.

Use interesting visual content - photos and videos to drive community engagement.

Include links to institutional web pages or hashtags (#myASU, #BamaState, #SwarmAS1, #GOHornets to increase brand awareness and inform analytics.

When employees respond to posted comments or engage in dialogue within official sites, they should identify themselves as University employees to promote transparency. It is also helpful for employees to note that opinions are their own and not informed by the institution.

Remember, ALL official responses should come from designated spokespersons.

### **Website**

**For more information, contact [ASUCommunications@alasu.edu](mailto:ASUCommunications@alasu.edu).**

## **Marketing and Strategic Communications**

Our team of dedicated strategic communications and marketing professionals collaborates with the University’s schools and colleges, centers and institutions and various departments to share newsworthy events, new and innovative research, impactful initiatives and the perspectives of our esteemed faculty experts and student researchers.

Our experienced strategic communications and marketing team acts as a liaison between the media and Alabama State University spokespeople and are constantly working to amplify the voices of Alabama State faculty, students and administration on a wide range of social, political, historical, cultural and scientific issues.



The strategic communications and marketing team assists University partners by:

- Drafting and publishing press releases to the Alabama State University Newsroom.
- Providing strategic and integrated communications plans.
- Managing media inquiries, pitching and securing interview opportunities.
- Approving and coordinating requests for filming on Alabama State's campus.
- Providing media training for Alabama State administration, faculty and staff.
- Press Releases and Announcements

The strategic communications and marketing team assists with drafting and distributing Alabama State University press releases, media alerts, and other announcements. Our portfolio of campus stakeholders includes various schools and colleges, centers, University departments across campus, our students, alumni and community. This also includes partnering with corporate sponsors to craft joint announcements.

### **Strategic and Integrated Communications Plans**

Whether announcing a one-time event or promoting an ongoing program or project, the strategic communications and marketing team can assist with developing strategic communications plans that bring together various components of the Office of Strategic Communications and Marketing services to reach a strategic goal. After identifying the intended audience, our strategic communications and marketing team can help craft a plan that include media outreach, social media promotion, internal

communications and more.

### **Media Relations**

The strategic communications and marketing team builds and maintains relationships with the media. This includes fielding inquiries from the press, connecting reporters with faculty experts and University spokespeople and managing outreach to media to cover major announcements or events. If you are a member of the Alabama State University community that has been approached by the media, please contact [mediarelations@alasu.edu](mailto:mediarelations@alasu.edu) so that our team can assist with the inquiry.

### **Film Requests**

The Office of Strategic Communications and Marketing is responsible for receiving and approving all requests to film on Alabama State University's campus. The strategic communications and marketing team issues applications for filming and photography requests and coordinates with approved film crews to successfully execute projects. Any film crew that comes to Alabama State University's campus without the proper approvals will be asked to leave campus until the proper approvals are in place.

Film requests require a minimum six-week lead time and may include execution of a location agreement or other licensing agreement. Please contact [mediarelations@alasu.edu](mailto:mediarelations@alasu.edu) to request a filming and photography application for your next project.

### **Media Training**

The Strategic Communications and Marketing team can provide training for faculty and administrators who would like to develop skills and gain exposure interacting with the media. Media training will be offered on a rolling basis.

**For more information, contact [ASUCommunications@alasu.edu](mailto:ASUCommunications@alasu.edu).**

## Writing + Editorial Style

Alabama State University's strategic communications and marketing team is dedicated to amplifying the voice of Alabama State University through storytelling, digital mediums, and media relations.

In order to present a cohesive communications signature for Alabama State University, consistency in editorial style is essential. The University's Editorial Board has adopted a list of editorial guidelines to be used in campus publications. Essentially, the preferred editorial style for news releases and newsletters is Associated Press style, while the preferred editorial style for ASU magazines, brochures, postcards, invitations, and other print projects is the Chicago Manual of Style (with some deference given to Associated Press style). Some deviations have been approved regarding references to entities particular to Alabama State University (all such deviations are noted).

Below is a list of editorial style points that should be used consistently in campus publications (This list is not intended to be exhaustive. It will be updated or amended as necessary. If questions arise that are not addressed in this list, please contact the Office of the University Editor).

- **Acronyms** — Avoid on first reference and use sparingly within the body.  
Note: ACT, SAT, LSAT, GMAT, GRE, MAT, MCAT and other entrance examination titles usually don't need to be spelled out, even on first reference.
- **Acting/Interim** — Use "acting" when someone is temporarily doing the duties of another person. Use "interim" when someone is doing a job for an intervening or provisional period. Always lowercase both terms.

*The announcement was made by interim Vice President John Audaine.*

- **African-American/African American** — The first is AP style. The second is Chicago style.
- **Alternate spellings** — Go with the preferred spelling, which is listed first in the dictionary, unless it is spelled a certain way for a reason; for example, *Leila Barlow Theatre*.
- **Alumni** — Use "alumna" when referring to a woman who has attended a school; use "alumnae" to describe a group of such women. "Alumnus" refers to a man who has attended a school; "alumni" describes a group of such men, or a group of men and women. The use of "alum" is too informal for university publications (unless used in a direct quote).
- **Ampersand** — Use only in charts, tables, or lists of companies, where the ampersand is part of the company's official name, and where it is part of a title, such as U.S. News and World Report. Otherwise, in text, use "and."
- **Alabama State University** — Second reference is ASU or the University. (Always capitalize University when referring to Alabama State University). Please do not use the shortened version Alabama State in formal communications.
- **Book titles, magazines, and newspapers** — Should be put in quotation marks for news releases. For other Alabama State University publications (magazines, brochures, etc) use italics as preferred in the Chicago style.
- **Board of Trustees** — Always capitalize when referring to the Alabama State University Board of Trustees.
- **Campus-wide/University-wide** — Both should be hyphenated.



- Commencement — Should be lowercase except in headlines or program titles.
- Computer terms — The word “Internet” is always capitalized. The term “email” is no longer hyphenated (AP style change). Always write “Web site” as two words and uppercase “Web.”
- Course work — Always two words
- Cum laude, magna cum laude, and summa cum laude are italicized in formal copy.
- Data — Treat as plural.

*The data were published by the Center for Leadership and Public Policy.*

- Dean’s List — Capitalize.
- Degrees — Chicago style now recommends omitting periods in academic degrees (e.g., BA, BS, BSW, EdS, JD, MA, MAc, MBA, MD, MFA, MS, and PhD); however, the University has elected to retain the periods. The preferred style is to spell out the degrees (bachelor’s, master’s, doctorate).
- Degrees should always be abbreviated when they follow a name, but never combine courtesy titles and academic degrees:  
*Incorrect: Mr. Jerry Johnson, Ph.D.*  
*Correct: Jerry Johnson, Ph.D.*  
*Incorrect: Dr. Marcia Woodall, Ph.D.*  
*Correct: Marcia Woodall, Ph.D.*
- Departments/majors — Official department names are upper case (The Department of Social Sciences); majors are lower case, except for English and foreign languages (Example: She earned a bachelor’s degree in language arts and a master’s degree in English).
- Dr. — Do not use the title on the second reference to the

individual.

- Dunn-Oliver Acadome — always use a hyphen between Dunn and Oliver.
- Faculty — Treat as plural. When singular use “faculty member.”
- Grade-point average — Spell out with hyphen on first reference; GPA (no periods) on second and subsequent references within the same copy.
- Hornets — Capitalize the name of the University mascot. Women’s teams are referred to as Lady Hornets.
- Nondiscriminatory language — Be aware of language that contains discriminatory connotations. Replace the following terms with suggested alternatives:

*best man for the job — best candidate*

*businessmen — business professionals, business leaders*

*chairman — chair, chairperson, department chair*

*craftsman — artisan*

*foreman — supervisor*

*mankind — humankind*

*man-made — synthetic, manufactured*

*manpower — personnel*

- Numbers — Use numerals for percentages and ages. Generally, spell numbers one through nine and use numerals for 10 and higher.
- Percent — Always spell out, except in charts, where “%” is permissible.
- Off campus/On campus — Spell without hyphens, unless the term is used as a modifier.

*All freshmen are required to live on campus.*

*The rules for on-campus living are given during orientation.*

- **Schools/colleges** — Full name on first reference (Acronyms such as COBA, COHS, and COE should be used sparingly and only on second reference.)
- **Telephone numbers** — For consistency in University publications, telephone numbers are to appear with the area code in parentheses.
- **Theater**—When referring to a place (*exception: Leila Barlow Theatre*)
- **Theatre**—When referring to a course of study or degree (*theatre arts*)
- **Timelines** — When showing a span of time, do not insert the first two digits of the year after the hyphen (unless the timeline spans a century mark (1957-75, 1957-2010).
- **Titles of works** — Although newspaper style traditionally avoided italics, technology now allows us to set italics easily; so, the preferred use for Alabama State University is below.

Italicize the names of:

- books

- newspapers and magazines
- plays and films
- television or radio series
- art exhibitions, exhibits and other gallery displays
- paintings and other artworks
- operas and other long musical compositions

Use quotation marks to set off the titles of shorter works:

- short stories, magazine or newspaper articles, poems
  - individual episodes of television or radio series
  - songs and short musical compositions
  - lectures and speeches
- **United States** — Always spell out on first reference.







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