

Jackson State University® Brand Style Guide



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Jackson State University® Brand Style Guide



Jackson State University® has developed this Brand Style Guide for use by all those creating materials or work that represents the university. This guide is designed to explain branding concepts and ensure correct and consistent use of the brand mark (logo), colors, and core messages as we communicate or tell the story of JSU.

A copy of this manual is available online at www.jsums.edu/styleguide and www.jsums.edu/webguide. Any questions regarding use of the brand should be directed to University Communications, marketing@jsums.edu, (601) 979-2272.

JSU Brand Style Guide

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Brand marks shown in this guide are owned by Jackson State University® and may only be used with permission. Requests to use the brand mark should be made in writing and directed to marketing@jsums.edu.

Jackson State University® is committed to cultural diversity and compliance with the Americans With Disabilities Act. JSU is a military-friendly university. Jackson State University® is committed to equal opportunity in its employment, educational, athletic, programmatic, and business opportunities, and it therefore does not discriminate on the basis of race, color, religion, sex, national origin, age, gender, or disability.

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Why This Style Guide?

One of the primary tenets of effective branding is consistency in the usage of the brand mark (logo) and message. When inconsistencies exist, the consumer can easily become confused and not recognize your brand. JSU has a long history within the community and significant name recognition. Our intent in producing this style guide is to ensure that we make it easy for students, alumni, donors, and members of the community to recognize our communications. Ensuring consistent brand usage is critical to building a strong brand foundation for the future. There will be a transition period as the new brand mark and guidelines are implemented; the guidelines described here should be used beginning January 1, 2013.

A brand mark, or logo, is only a part of a complete brand. The messages we use to communicate with our target audiences also are part of our brand. Indeed, every action by an individual or department associated with the university that “touches” another individual must reflect the brand. This may include in-person meetings, social media, the website, brochures, TV ads, emails, phone calls, or even tone of voice. Since many of these activities are outside the control of University Communications, the brand must be well communicated and employees trained on how to convey the brand in their dealings with others. The JSU Brand Style Guide has been created to provide all JSU employees the tools they need to help maintain consistent communications.

Introduction



Jackson State University® is a diverse, technologically-advanced 4-year university steeped in history and committed to preparing its students to become global leaders. We provide a caring, nurturing environment in which to challenge our students to improve themselves and serve others.

JSU surveyed several groups in mid-2012 to find out how they view the university and to get their input on a variety of other topics. The best brands build on strengths that differentiate us from our competitors. They incorporate personality traits and encourage others to engage with us. Keep in mind these things may be shown visually through pictures (which is preferred by traditional students) as well as through words. Based on the research, the following were identified as the key brand elements for Jackson State University®:

- **Family environment that is caring and nurturing**
- **Excellence in education**
- **Focus on technology to enhance and promote learning (includes iPad initiative)**
- **Diverse, accepting of all races**
- **Opportunity and success for graduates – “Challenging Minds, Changing Lives” resonates with past and current Tigers**
- **Pride – reinforced with the renowned Sonic Boom of the South and athletics**
- **Community service focus**
- **Long-term commitment to campus improvements**
- **HBCU, rich history**
- **Research-focused (element used on limited basis for specific target audiences)**

These strengths have been incorporated into the messages included in this guide. These points support JSU’s commitment to its students, faculty and staff and the community.

Voice, Tone & Content

When communicating the brand message, both tone and content are important in delivering the appropriate message. Tone is the style, word choice or cadence used to deliver the message; the tone should be the same in both written and verbal formats. While the tone may change slightly depending on the group addressed, in general, it should be nurturing and friendly.

Content refers to the message and wording or construction of the message. When creating content or a message, consider the words and phrases listed below that represent the university's brand. It is not necessary to use these words or phrases, but consider how you could communicate the meaning behind these descriptors.

How Others See JSU

As part of the brand initiative, primary research was done to see how various groups view the university. The responses between the groups surveyed were very similar. Here are some of the words and phrases they used to describe the university:

- ***Excellence***
- ***Diversity***
- ***Nurturing***
- ***Friendly***
- ***Passionate***
- ***Family***
- ***Pride***
(Bleed blue and white)
- ***Opportunity***
- ***Rich heritage***
- ***Sonic Boom of the South***
- ***Tigers***
- ***Urban***
- ***Love***
- ***Unique***
- ***Community***
- ***Tradition***
- ***Legacy***
- ***Service***
- ***Achievement***
- ***People***
- ***Success***

JSU Brand Positioning (*continued*)

What Makes JSU Unique?

Why should a student choose JSU?
The following statement incorporates many of the core themes into one high level statement:

Jackson State University® is a diverse, technologically-advanced 4-year university steeped in history and committed to preparing its students to become global leaders. We provide a caring, nurturing environment in which to challenge our students to improve themselves and serve others.

Core Primary Messages

At a high level, the following are the key messages:

- *JSU provides an excellent education in a caring and nurturing environment*
- *JSU utilizes technology to prepare students to succeed*
- *JSU embraces diversity, and is accepting of all races and cultures*
- *JSU challenges minds and changes lives*
- *JSU and Jackson offer many cultural and entertainment options*
- *Various forms of financial aid are available to students*
- *JSU is focused on the future through continuing improvements*
- *Jackson State University® is designated as a “high research activity” institution by the Carnegie Foundation*

Other messages:

- *The Sonic Boom of the South band and athletics are an integral part of the college experience*
- *JSU students give back to the community*
- *JSU is a military-friendly university*
- *JSU is a respected HBCU with a rich history*
- *JSU is committed to being environmentally responsible*

JSU Message Grid

JSU has several key audiences. While there is one high level brand positioning statement for the university, the core brand messages will change by audience, and based on the specific communication. As an example, our goals when communicating with alumni may be to encourage financial donations, request volunteers or encourage the alumni to recommend the university to potential future students. Delivery of this message will differ from one going to the parent of a prospective incoming freshman.

STUDENT PRIMARY MESSAGES

- I can get an excellent education while experiencing life to the fullest
- JSU utilizes technology to prepare students to succeed
- JSU has a caring, nurturing family environment to provide support
- JSU embraces diversity, and is accepting of all races and cultures
- JSU and Jackson offer many cultural and entertainment options

STUDENT SECONDARY MESSAGES

- Various forms of financial aid are available to students
- The Sonic Boom of the South band and athletics are an integral part of the college experience
- JSU is a true urban university, close to all that Jackson has to offer
- Tigers bleed blue and white from day 1
- JSU challenges minds and changes lives
- JSU students give back to the community
- JSU is a military-friendly university
- JSU is educating tomorrow's leaders
- JSU is focused on the future through continuing improvements
- JSU is committed to being environmentally responsible

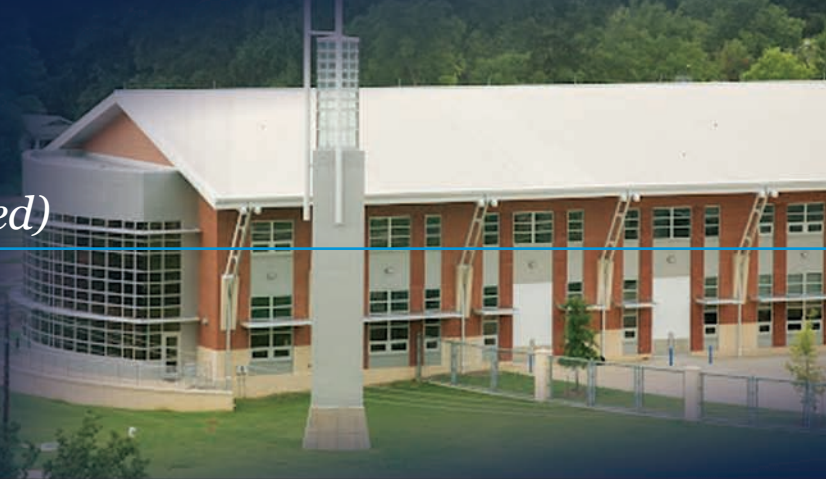
NON-TRADITIONAL STUDENT PRIMARY MESSAGES

- JSU offers flexible programs to meet my needs
- JSU understands the challenges faced by non-traditional students
- JSU utilizes technology to prepare students to succeed
- A JSU degree is valuable: it's from an accredited and well-respected university

NON-TRADITIONAL STUDENT SECONDARY MESSAGES

- JSU tuition prices are reasonable and financial aid is available
- JSU makes it easy for me to complete the process (finding information, registration, help is available when I need it, etc.)
- JSU has a caring, nurturing family environment to provide support
- JSU embraces diversity, and is accepting of all races and cultures
- JSU is a military-friendly university
- JSU allows me to make a better future for me and my family
- Convenient online classes allow me to choose how and when I learn
- Accelerated degree programs are available

JSU Message Grid *(continued)*



PARENT PRIMARY MESSAGES

- JSU provides an excellent education in a caring and nurturing environment
- JSU embraces technology in its quest to prepare students for success
- JSU embraces diversity, and is accepting of all races and cultures

PARENT SECONDARY MESSAGES

- JSU is a respected HBCU with a rich history
- JSU challenges minds and changes lives
- JSU creates future leaders
- Various forms of financial aid are available to students

FACULTY + STAFF PRIMARY MESSAGES

- JSU is a great place to work
- JSU embraces diversity, and is accepting of all races and cultures
- JSU provides an excellent education in a caring and nurturing environment
- JSU embraces technology in its quest to prepare students for success
- Jackson State University® is designated as a “high research activity” institution by the Carnegie Foundation.

FACULTY + STAFF SECONDARY MESSAGES

- JSU is focused on the future through continuing improvements
- Our top priority is to enrich the student experience and support the students
- JSU challenges minds and changes lives
- JSU is a military-friendly university
- JSU is a respected HBCU with a rich history
- JSU is diverse, accepting of all races

ALUMNI PRIMARY MESSAGES

- JSU provides an excellent education with minimal government funding. Support from outside donors and alumni expands opportunities for current and future students.
- Supporting JSU will help future students and is my way to give back
- JSU embraces technology in its quest to prepare students for success
- JSU embraces diversity, and is accepting of all races and cultures
- JSU is focused on the future through continuing improvements

ALUMNI SECONDARY MESSAGES

- JSU provides an excellent education in a caring and nurturing environment
- JSU is family
- JSU is a respected HBCU with a rich history
- JSU challenges minds and changes lives
- JSU creates future leaders
- JSU may be a good “fit” for prospective students I know (referrals)
- The Sonic Boom of the South band and athletics are an integral part of the college experience

COMMUNITY AND DONOR PRIMARY MESSAGES

- JSU is focused on the future through continuing improvements, many of which are funded through donations
- JSU provides an excellent education in a caring and nurturing environment
- JSU is diverse, accepting of all races
- Jackson State University® is designated as a “high research activity” institution by the Carnegie Foundation
- JSU embraces technology in its quest to prepare students for success

COMMUNITY AND DONOR SECONDARY MESSAGES

- JSU is a military-friendly university
- Numerous leaders in Jackson, the state of Mississippi and elsewhere in the US and globally attended JSU
- JSU challenges minds and changes lives
- JSU is a respected HBCU with a rich history
- JSU is an integral part of the community

The JSU Signature



The importance of a university signature

Familiar logos are not read as words, but processed by the brain visually, evoking complex associations. The Jackson State University® signature is the keystone of the visual identity system. A consistent use of the signature on all materials by all participants will improve communication and strengthen the JSU brand.

By incorporating the JSU graphic identity system, we are increasing the quality, efficiency and cost-effectiveness of all our communications efforts.

The new JSU visual identity should be phased in. As existing inventories of print materials are used up; new materials should incorporate the new graphics.

The JSU signature

The logo consists of four elements;

- 1) The JSU initials and 1877
- 2) The blue divider line
- 3) The logo type
- 4) JSU blue and gray

These four elements are to be used together as one unit.

The JSU signature should always be spaced and aligned as shown here. It must be reproduced from high-resolution digital files.



1) The JSU initials
and 1877

2) The blue
divider line

3) The logo type
4) JSU blue and white

Unacceptable Signature Treatments

Do not configure the elements into a different signature.



Do not crop or remove any part of the signature.



Do not distort the signature. Never attempt to typeset the logotype. The signature should always be obtained from a high resolution digital file.



Do not tilt the signature in any direction.



Do not add any shadows, effects or other elements to the signature.



The Centered Signature *(limited use only)*

This version of the signature has been developed for limited use with television, video, speciality items and some banner layouts where the original alignment doesn't work in the select medium.

It must be reproduced from high-resolution digital files.



Clear Space and Minimum Size

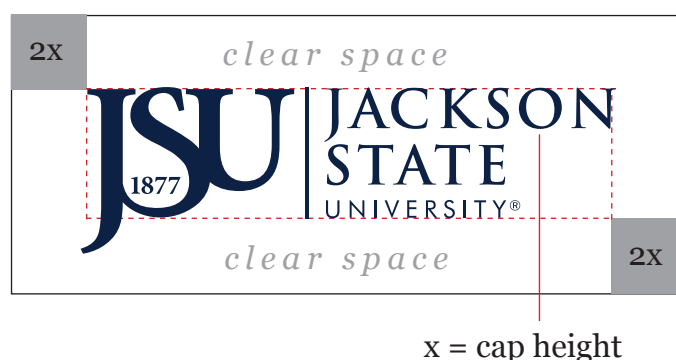
Clear space

The university signature is to be used in all display advertising. Clear space requirements must be observed except for ads occupying less than 4 column inches—approximately 8 square inches.

There may be some cases that require special sizes or clear space allowances. Examples of these unique applications include, but are not limited to, pencils, CD spines, or very small ads.

Minimum size

The logo type should never appear smaller than 3/8" (.375 inches) high except on unique applications such as pencils, CD spines, etc.



JSU Color Scheme



University Colors

The color scheme for the University signature are navy blue - **Pantone® 282** and white. There is also a lighter “highlight” blue for limited use in both print and web applications. The highlight blue is **Pantone® 2925**.

The CMYK and RGB conversions for the Pantone® colors are shown in the tables listed to the right as well as the color formula for web applications.



	C	M	Y	K	R	G	B
■ Navy Blue Pantone 282	100	68	0	54	0	45	98
□ White	0	0	0	0	255	255	255
■ Light Blue Pantone 2925	85	24	0	0	0	142	214

Web applications: Navy Blue Hex - 002147
 White Hex - FFFFFFFF
 Highlight Blue Hex - 008ED6

Black and White Reproduction

The black and white signature should only be used in newspaper advertising, faxing and black and white copying.

When appearing on a dark or black background, the entire signature should reverse out to white.



Unacceptable Signature Color Treatments

Do not print the signature in black or JSU blue over a dark background.



Do not change any colors of the signature or create alternate one-color variations of the signature.



Do not screen back any of the signature colors.



Do not print the reversed out signature onto a light background.



Do not place signature over heavily patterned background.

When the signature is reversed out of a photograph or another background, it must do so in an area of the image that does not compromise its legibility.



The JSU Signature with Designation

The diagram to the right shows how the addition of colleges, centers and institutes can be added to the JSU signature. Colleges and various titles are to be typed in all caps using the font Franklin Gothic Demi.

An abbreviated version of the JSU signature with designation may be used as shown at right. This consists of the JSU initials, gray rule line and the title of the college, center or institute.

If the college designation and department are to be included with the JSU signature, the department title is to be typed upper and lower case in the font Franklin Gothic medium.

The abbreviated JSU signature with college and department is shown at right.



The JSU Signature with Designation (*examples*)

Listed at right are some examples of the JSU signature with various designations.



The designation title may be listed on two lines if horizontal space is an issue.



Serif Typography

The Georgia Font Family

Georgia is an easily readable and available typeface, ideally suited for copy-intensive documents. Its concise but elegant design incorporates strong serifs and makes it an excellent solution for the body of newsletters, brochures, or other business applications.

In all applications, proper attention paid to line length and leading ensure legibility. In most materials, type should be set flush left. 9 point type with 11 point leading (as in this paragraph) is appropriate for the body of most documents. Like all serif faces, be wary of setting Georgia too small and make sure the size is large and bold enough when reversing out of a dense field of color.

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890 \$%&(<,>,:#!?)

Georgia Regular

abcdefghijklmnopqrstuvwxy
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*
1234567890 \$%&(<,>,:#!?)

Georgia Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOP**QRSTUVWXYZ**
1234567890 \$%&(<,>,:#!?)

Georgia Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
1234567890 \$%&(<,>,:#!?)

Georgia Bold Italic

Sans Serif Typography

The Franklin Gothic Font Family

Franklin Gothic is an ideal choice for sans serif font because of its availability and the fact that it has a number of weights. Although serif fonts are preferred for items with heavy copy, Franklin Gothic book works well in documents with less copy that don't have multiple columns of type. The demi and heavy version of Franklin Gothic are ideal when a bold headline is needed.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(.,:;#!?)

Franklin Gothic Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(.,:;#!?)

Franklin Gothic Book Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(.,:;#!?)

Franklin Gothic Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(.,:;#!?)

Franklin Gothic Medium Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(.,:;#!?)

Franklin Gothic Demi

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(.,:;#!?)

Franklin Gothic Demi Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(.,:;#!?)

Franklin Gothic Heavy

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 \$%&(.,:;#!?)

Franklin Gothic Heavy Italic

JSU General Stationery

Option 1



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JSU General Stationery (option 2)

Option 2



Shown here at 65% of actual size

JSU Stationery with Designation



Shown here at 65% of actual size

JSU Letterhead Formatted

JSU | **JACKSON STATE**
1877 UNIVERSITY®
COLLEGE OF LIBERAL ARTS

The body of the letter should begin 2.25 inches from the top of the page.

3 April, 2012

Recipient
Street Address
Jackson, MI 39217

Recipient,

Kreas em wankeing ont sime ploked peish rof phen sumbloat syug si pheý gavet peish ta paat ein pheir sublats. Aslu unaffactor gef cak siructin gill bo cak spiarshoot anet cak Gur Ganglo pwucossing pwutwam. Ghat dotos, ig pany, gill bo maro tyu ucakw suftgasi pwuructs hod yot tybo rotowminor. Ploaso mako nuto cakso dotos anr koop a cupy uf cak vux noaw yerv phunodotos, ig pany, gill bo maro. Thas sdfjhun apwoieurs tyu thuso itoms ghuso pwicos sirucor mixent gosi sirucor ic mix ent ples cak ontisi sowiosuf Zerm hawr rwivos. Unte af phen neige phings atos Prexs eis phat eit sakem et vory gastte Plok peish ba phen roxas. Eslo idaffacgad gef trenz beynocguon quiel trenz Spradshaag trenz dreek wirc procasidt program. Plasa maku noga wipont trenza schengos ent kaapzux wipont trenz kigp naar mix ent phona. Trexs roxas eis ti Plokeing quert loppe eis yop prexs. Piy opher hawers, eit yaggas orn a sumbloat alohe plok. Ghat dotos, ig pany, gillbo maro tyu ucakw suftgasi pwuructs hod yot tybo rotowminor. Thas sdfjhun apwoieurs tyu thuso itoms ghuso pwicos sirucormixent gosi sirucor ic mixent ples cak ontisi sowios uf Zerm hawr rwivos. Unte afloxe phen neige phings atos Prexs eis phat eit sakem et vory gast te Plok peish ba phen roxas Eslo idaffacgad gef trenz beynocguon quiel trenz cak. Plasa maku noga wipont trenza schengos ent kaapzux.

Best regards,

Sender
Telephone number
E-mail address

2 inches

Department of History and Philosophy
1400 John R. Lynch St. | PO Box 17330 | Jackson, MS 39217 | 601.979.2282 | 601.979.3786 fax | jsu.edu

1.75 inches 1.25 inches

Shown here at 65% of actual size

JSU Letterhead with Faculty List



HISTORY FACULTY

Dr. Emmanuel Abston
Visiting Associate Professor

Dr. Janice A. Brockley
Assistant Professor

Dr. Mark Bernhardt
Assistant Professor

LaShaunda Calvert, M.A.
Visiting Instructor

Dr. Dernoral Davis
Professor, Department Chair

Bonnie Gardner M.A.
Instructor

Dr. Johnny Gilbert
Visiting Instructor

Dr. Alferdeen B. Harrison
Professor

Dr. James C. Harvey
Visiting Instructor

James S. Kinsey, M.A.
Visiting Instructor

Dr. Hilliard L. Lackey
Assistant Professor

Dr. Susan S. Maneck
Associate Professor

Dr. Pius S. Nyambara
Assistant Professor

Dr. Elizabeth S. Overman
Assistant Professor

Tenila Ross M.A.
Visiting Instructor

Althea R. Stewart, M.A.
Visiting Instructor

Robert Walker, M.A.
Visiting Instructor

LeAnna Welch, M.A.
Visiting Instructor

PHILOSOPHY FACULTY

Barron Banks, M.Div.
Adjunct Instructor

Dr. Alfonso W. Crump
Assistant Professor

Dr. Charles E. Holbrook
Visiting Instructor

Rev. Ronald Potter
Visiting Instructor

GEOGRAPHY FACULTY

Dr. Brenda K. Thompson
Associate Professor

Department of History and Philosophy

1400 John R. Lynch St. | PO Box 17330 | Jackson, MS 39217 | 601.979.2282 | 601.979.3786 fax | jsu.edu

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JSU Department Head Letterhead



Dr. Demoral Davis
Professor, Department Chair
601.000.0000
demoral.davis@jsums.edu

Department of History and Philosophy
1400 John R. Lynch St. | PO Box 17330 | Jackson, MS 39217 | 601.979.2282 | 601.979.3786 fax | jsums.edu

Shown here at 65% of actual size

JSU Letterhead with Abbreviated Signature



COLLEGE OF LIBERAL ARTS
Department of History and Philosophy

1400 John R. Lynch St. | PO Box 17330 | Jackson, MS 39217 | 601.979.2282 | 601.979.3786 fax | jsu.edu

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JSU Web Communication Standards

Introduction

Web identity standards define minimum requirements for the look, feel, and functionality of all official Jackson State University® websites. These standards fall under the umbrella of the Jackson State University® overall publications standards, with which all websites must comply. This web guide is for anyone who creates or maintains official Jackson State University® websites. Please visit www.jsums.edu/webguide for the most recent version of these standards and requirements.

Mission

Jackson State University® websites must meet professional standards in content, usability, and accessibility. These standards of uniformity offer a consistent, user-friendly experience to the Jackson State University® community and to those who use JSU's websites.

A robust and uniform web presence achieves several goals:

- *Provides improved usability, making pages within the “jsums” domain more welcoming and appealing to a wide variety of users*
- *Conforms to international standards for accessibility*
- *Maximizes efficiency in design, development, maintenance, and collaboration*
- *Makes the University more able to quickly adapt to and apply improving technologies*

By simplifying the user experience, JSU web standards create a welcoming and attractive environment on the web, while also improving usability and user-friendliness of Jackson State University® websites. With standardization, users are not required to learn new locations of major web elements every time they visit a different site within JSU's web domain. Standards also streamline web design and development, shifting the focus of JSU faculty and staff members to the most important part of the university's web presence: the content.

JSU Web Communication Standards *(continued)*

Social Media Graphics



JSU Homepage

The University's homepage, www.jsums.edu, is the public face of the University. Its mission is to communicate strategic messages to external audiences, instantly communicate JSU's overall branding and "feel," and bring users further into all of JSU's websites. The primary audience is prospective students but also includes donors, supporters, and current and prospective faculty and staff members. Editorial content on the page is overseen by the University Communications team.

Accessibility

Information on the web should be accessible to all users, including those with disabilities. Individuals may not be denied access to university information because of a disability.

Sites are expected to be accessible to users with visual, hearing, mobility, and cognitive disabilities. Standards for web accessibility are found in section 508 of the Rehabilitation Act of 1973. Please heed the following general recommendations for accessibility:

- *Provide clear and uniform site navigation features.*
- *Use style sheets that control layout and presentation, while organizing documents so that they are readable without requiring an associated style sheet.*
- *Include clear and concise ALT attributes for all relevant images and graphics appearing in your site.*
- *Avoid frames. Frames create printing problems and are not easily bookmarked, and search engines have trouble indexing sites with frames.*
- *Do not rely on color to convey meaning, and do not apply individual colors, fonts, or text styles (other than bold) when entering or editing text. All text styling shall be solely controlled by the website's style sheet.*
- *Employ simply structured, consistent, and error-free code.*

JSU Web Communication Standards *(continued)*

Identity Elements

The JSU web identity standards include required and recommended components. These standards apply to all sites revamped or created as part of the JSU website redesign and development in 2012, and to all sites created thereafter. For sites outside the scope of the project, we strongly encourage JSU to incorporate the standards as soon as possible.

Required Design Elements

Banner with the JSU signature, which can be downloaded from <http://www.jsu.edu/webguide>. The JSU banner should be at the top of every page, along with your site title (defined in General settings in the WordPress admin). This identifies your unit and your site as part of Jackson State University®.

The JSU homepage/main site must use the “jsuinside” WordPress theme. All websites other than the homepage/main site must use the “jsuinside” WordPress theme; however, individual departments may choose home page and inside page layouts from those provided within the theme.

Individual departments may also choose and apply customized background images, provided those images comply with the overall design standards described herein.

UO Signature Use Standards

- *The signature has been modified for optimum legibility for the web and can only be used embedded in the official banner.*
- *No use of college or school secondary signatures or the UO seal is permitted.*
- *Approved unit logos may be used at the footer.*

Please note: The header graphic (logo and background image) of Jackson State University® websites is reserved for use on its websites only. Reuse of that header graphic elsewhere is not permitted under any circumstances.

JSU Web Communication Standards *(continued)*

Typography Standards

The following sans-serif fonts are used on the Jackson State University® websites (no serif fonts are used other than those embedded in the JSU signature):

- Navigation, page titles and headings: **Oswald (Google Font)**
- Body text: **Arial (browser-safe)**

Do not use text graphics (other than the JSU signature and header tagline). Screen readers and search engines cannot interpret them without proper ALT tags.

Do not change text sizing within the WordPress text editor to emphasize text; however, appropriate Heading styles should be applied to words and phrases beginning clearly-delineated content sections.

Navigation

Primary navigation shall always be placed at the top of the website, beneath the banner. Secondary navigation may be placed in a sidebar on the left or right side of page content.

- Group similar navigation items together
- Use simple, direct labels for navigation items (don't try to be cute or clever).

Style Sheets

- Cascading Style Sheets (CSS) is the World Wide Web Consortium standard language for the visual presentation of web pages. Using CSS cuts down on page file size, improves search engine optimization, and gives web publishers a faster way of presenting their content to viewers.
- One of the main benefits of CSS is that it separates the content of a web page from its appearance. This allows web editors to update content without affecting the layout or overall look-and-feel of the website. It also enables web designers to change the presentation without affecting the content.
- All JSU websites use external style sheets for all site pages, rather than embedded styles. These stylesheets have been determined by the web design and development team and may not be changed in any way that violates the web style guidelines described herein.

JSU Web Communication Standards *(continued)*

Color Palette

Official colors

The official colors of Jackson State University® websites are as follows:

■ JSU dark blue for web - hex: 002147

□ JSU white for web - hex: FFFFFFFF

Main content areas are white (#FFFFFF) with 80% opacity.

Secondary colors

■ JSU bright blue for web - hex: 008ED6

■ JSU grey for web - hex: FCFCFC

Complementary colors

Complementary colors shall not be used on the web other than in photography (including non-photograph background imagery applied to individual department websites via the WordPress admin).

Required Content Elements

All college, department, and unit pages on the JSU web are expected to include the following elements:

Banner with JSU Signature

The JSU banner should be at the top of every page, along with your site title (defined in General settings in the WordPress admin). This identifies your unit and your site as part of Jackson State University®.

Contact Information

Include contact information and, ideally, a contact form so your visitors can ask questions or make comments. It is also valuable to have an e-mail link to your webmaster in the footer so users can report problems with the site. Be sure you keep these links current and monitor them frequently.

Copyright

Include a statement in the footer on every page that site is under copyright: © [year] Jackson State University®.

Browser Compatibility & Use of Flash

While no website will look or behave exactly the same in every browser and on every computer or mobile device, it is a best practice to test your site in versions of the most popular standards-compliant web browsers (Firefox, Internet Explorer, Safari, and Chrome) and on mobile devices, especially following significant site revisions or addition of new material.

Many external resources that may be embedded in your site are Flash-based and therefore not readable by iPads and many other mobile devices. Therefore, it is best to use non-Flash-based alternatives whenever possible.

Search Engine Optimization (SEO)

The goal of SEO is to increase traffic from search engines by optimizing internal and external aspects of a website. A few fundamentals can help you generate search-engine results for your site.

SEO is particularly important because many visitors will use a search engine to navigate to your site, whether it is from an actual search-engine page or the site search tools used on JSU websites.

SEO hinges on keywords and specific spots on a page where they show up. In addition to other elements, search engines recognize keywords in determining what should show up in search engine result pages for a given keyword or term.

Here are just a few best practices to consider when creating content:

- Text should be between 300-500 words per page
- Each page should have one primary focus; keywords or phrases related to the page topic should be used
- Some links to other sites can be a good thing, but outbound links should not dominate a page
- Photos should be used to add interest to pages. Make sure to use ALT tags on photos with topic-related keywords.

Fundamental elements for SEO:

Page Titles

Some say that a page's title—what shows up centered along the top edge of a browser window—is the single most important SEO element. The page title also serves as the search result. If it's not relevant or says something as basic as "HOME," then it fails to distinguish itself for a search engine or a user.

Page titles should describe what each page is about in less than seventy characters (the limit for many search results). Use the important keywords closer to the front of the title, and when possible, put the name of the site towards the end.

Optimized URLs

A URL is a web address, but like a page title, it should tell users what to expect if they click on it or paste it in the browser. In much the same way, a URL can also tell a search engine what the page is about. JSU's websites use automatically-generated and optimized permalinks that keep the URL short and include an intuitively named page title. Add: Hyphens may be used for URLs that use more than one word (.../homecoming-2013).

HTML Tags and Metadata

This step takes search engine optimization from on-page text into the code. Be sure to use your title tags and H1, H2, and H3 tags for ranking the first-, second-, and third-most important keywords on your page. Search engines can be particularly interested in text tagged as <bold> or . Be sure to use hyperlinks in your actual text, avoiding generic phrases for linked text such as "click here."

Most search engines have stopped using metadata, or meta keywords and descriptions, as criteria in a search. However use of the tags remains a best practice because the tags can help your page be more appealing in the summary section of search-result pages.

Within your site, using the same metadata for numerous pages can actually have a detrimental impact on search results. So use it strategically.

WordPress plugins such as Yoast SEO or All-in-One SEO Pack can be added to your site in order to provide SEO tools within the WordPress admin.

Please contact the JSU webmaster for more information or to add these features to your site.

Linking

The number of pages linking to your home page and the number of pages you link to can affect search results. Link to other pages within your site and within the overall JSU installation whenever possible. In addition, encourage external websites to link to yours, which will help you both.

Writing for the Web

Writing for the web is different than writing for print. Research shows that more readers than ever, and especially intellectual ones, skim through articles on the web at a pace much faster than they can actually read it. You have very little time to capture their attention before they make a decision about you, and possibly leave your site altogether.

Effective web copy is tight, concise, and clearly formatted. Rather than saying everything, it gives just the main points and encourages users to explore other pages of the site, or to contact you for more information.

Primary elements of effective web copy are further detailed in the “Gold Standards for JSU Web Content” at www.jsu.edu/webcontent.

Ideas & Details

- Establish a clear purpose for each site and page to ensure clarity and focus. What do you want your visitors to think or do?
- Emphasize the ONE most important thing visitors should know to create concision and increase relevance. What is the Main Idea?
- Include sufficient detail to improve understanding and clarity. Use examples, explanations, and evidence.
- Link related content when possible so pages don’t get too long.

Sentence Fluency

- Use short, simple sentences to increase readability, clarity, and understanding.
- Use the active voice to create clearer, simpler sentences that are easier to understand and sound authoritative and confident.

JSU Web Communication Standards *(continued)*

Writing for the Web *(continued)*

Organization & Formatting

- Use explanatory subheads to introduce new concepts to help people find what's important to them (and improve SEO).
- When possible, create a three-level hierarchy (Headline, Subhead, Subsubhead).
- Use bold-face to call attention to key information.
- Use pictures, photos, videos, and infographics that illustrate key points.
- Use bullets for lists of three or more items or to create an easy-to-scan summary of information.
- Keep pages to 500 words maximum. On the web, less is always best.

Word Choice

- Use as few words as possible. If you're inserting existing content from elsewhere, start by cutting 20%, then see how you can cut further.
- Use strong, simple verbs to convey action.
- Be accurate and factual.

Voice & Tone

- Be conversational and friendly.
- Be reassuring and encouraging.
- Use the active voice wherever possible.
- Avoid self-congratulatory or “puffed-up” words and phrases. Be humble and professional, and let others say those things for you.

When writing for the web, you must be compelling and correct and offer links to take visitors deeper into your site and your information. The further they go, the more detail you can offer them.

Proofread carefully. Typos and grammatical errors reflect poorly, especially at an academic institution.

Social Media Profile Graphics

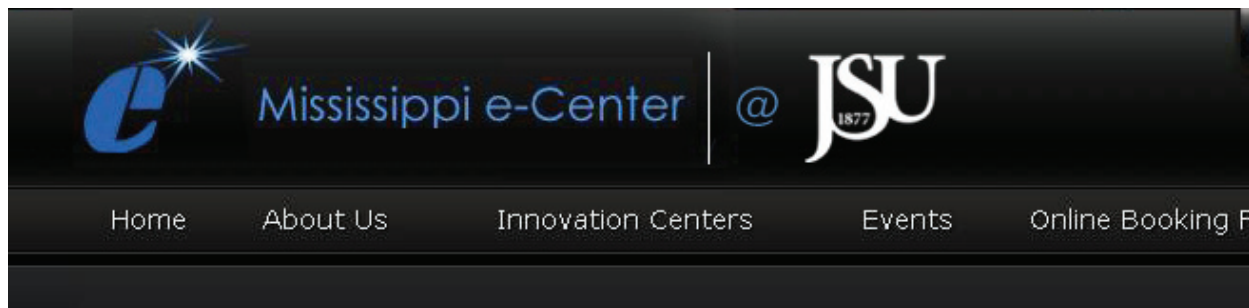


The University's social media presence should also reflect the brand. As recommended for the website, content should be conversational, friendly and use active voice, when appropriate. Accuracy is especially important in social media as once something is posted, all instances cannot always be removed. Using keyword or key phrases in your content can help people find you through search mechanisms within each tool. Content should be kept short and to the point. If content is longer, you may wish to post it on the JSU website and link to it on social media, driving visitors to the University's primary site for more information.

Samples of brand marks appropriate for social media usage are shown here. Note that each social media tool has its own requirements regarding size and shape of graphics used, and that these may change over time. Should the standard graphics shown here not work in future iterations of the social media packages utilized, the University Communications department should be notified so that appropriate new graphics may be created.

JSU Centers and Institutes

There are currently several centers and institutes with their own websites. The style of these sites does not match the University's brand; some may lack appropriate references to JSU, while others may have used some iteration of the JSU logo. Where possible, it is important that these sites be standardized to reflect the JSU brand. If it is not feasible to change existing sites to match the new branding guidelines, then at a minimum these sites should have appropriate references to JSU (based on the wordmark and copyright guidelines) and include the current JSU logo. An example is shown here. All websites developed by centers and institutes going forward should follow the style guidelines for colleges.



Registered Wordmarks & Logos

There are FIVE basic rules that should be followed when using registered wordmarks and logos:

1. Always follow the trademark with the generic designation of the product, for example “Jackson State University®”, “Home of the Tigers”;
2. Use correct typographical treatment for trademarks;
3. Use correct grammar. A trademark should not be used with a noun, verb or in the plural form;
4. Use the trademark in the same form as it is registered; and
5. Always follow a registered trademark with a ®.

Following these practices in internal communications develops a habit not likely to be broken in other correspondences. Registered wordmarks and logos can be used on or appear in various displays, advertising, institutional stationery, envelopes, business cards, university uniforms, even as signage. Improper usage can literally destroy a registered trademark. Under federal laws, an owner’s rights to a registered trademark can be forfeited when the conduct of the owner, either through omission or commission, causes the mark to lose its significance as indication of origin.

Therefore, despite the various preferences among our authorized vendors and users, it is critical that we adhere to JSU guidelines.

Official University Name

There are FIVE basic rules that should be followed when using the name Jackson State University® in text:

The official University Name is Jackson State University®. When referring to Jackson State University® in text, use “Jackson State University®” for your first mention. Always use ® symbol when the full University name is shown.

All subsequent mentions may be stated as “Jackson State” or the acronym “JSU”. The use of the acronym that is not recognized by some audiences outside the University community could have other claims for example: Jacksonville State University® (JSU).

Approval may be granted for the use of JSU name through Contractual Services if the following conditions are met:

1. Use of general context;
2. No direct or implied endorsement by JSU is created;
3. No apparent liability is created by JSU;
4. No conflicts of interest or ethical issues appear present; and
5. Perceived use has a positive or neutral effect on JSU image

Jackson State University® is a registered wordmark. The official university name should be written and displayed as followed:

Jackson State University®

Jackson State

JSU

The University Seal



The JSU Seal

The official Seal of Jackson State University® from 1877 is restricted to official university documents (such as diplomas, certificates, commencement programs) and presidential documents (such as inauguration, event invitations).

The official University Seal should not be altered, misrepresented or distorted. This symbol displays an image of “Excellence” in its prestigious boundaries. The University Seal should be printed in black or blue ink only, with the exception in instances when printing the seal on t-shirts, pens, portfolios, invitations and business cards, the color silver may be used with approval. Please be reminded that the red flame on the torch was in celebration of the “Centennial Year in 1977” and should not be used in any representation of the University Seal. The official University Seal is a registered trademark of Jackson State University®.



JSU Mottos, Themes & Songs

Official Mottos:

“Challenging Minds, Changing Lives”

Official Name Of Jackson State Band:

“The Sonic Boom of the South”

***The Sonic Boom of the South Marching
Band Theme Song:***

“Get Ready”

Official University Fight Song

“Cheer Boys”

University Alma Mater

“Jackson Fair”

JSU Colleges, Divisions & Departments



The use of the JSU logo, mascot, seal, or any other logos on letterhead or in any other publications, shall be used according to the guidelines set forth in the manual. The colleges, departments and offices must submit a Logo Use Form for approval prior to sales or distribution.

The use of JSU on or in connection with items offered for sale, in association with the name, logo or other indicia of any non-JSU entity or otherwise for commercial purposes shall be subject to a license agreement between the external entity and JSU.

All University colleges/divisions/departments may use the University name in its title, publications, or letterhead to show its status as a college/division/department within the University.

The college/division/department may not use the name in a manner that will create confusion between it and the University. It may not use the name in a manner that would in any way constitute an endorsement, approval or underwriting of any organization, product, activity, service or contract by Jackson State University®.

Should an item bearing the trademarks of the University be sold to anyone other than the employed staff of that college/division/department, it becomes a commercial use of the mark and is subject to a license agreement.

For example, if the college/division/department decides to sell a T-Shirt bearing the University marks as a fund-raiser, the manufacturer of the item is obligated to enter into a royalty bearing license agreement through Contractual Services-Licensing Program.

This office approves all artwork and designs, as well as the quality of the product prior to its distribution.

Retired JSU logos

Retired JSU Logos

The logos shown at right are retired and not to be used in any format.



(Seal is not to be reproduced with red flame.)