JOHNSON C. SMITH UNIVERSITY

BRAND AND EDITORIAL GUIDELINES

USE OF INSTITUTIONAL MARKS

UNIVERSITY LOGO

- Logo with and without tagline (below), font is Classic Roman, colors are JCSU Gold and Blue. See reverse side for PMS color numbers.

JOHNSON C. SMITH UNIVERSITY
CHARLOTTE'S PREMIER INDEPENDENT URBAN UNIVERSITY

JOHNSON C. SMITH UNIVERSITY

- The logo may be JCSU Gold, JCSU Blue, all white or all black.
- The logo cannot be different colors – every word within the logo is the same matching color.
- The logo cannot be covered by other text, images or design elements.
- The logo is typically placed at the top of any collateral, advertisement, document, etc.

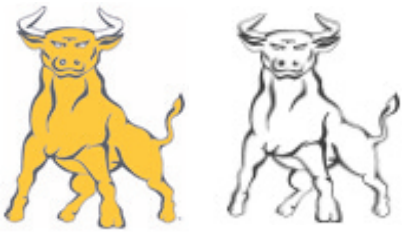
UNIVERSITY SEAL

- The University seal is for official academic purposes only and use by the Office of the President.
- The seal may be True Gold, JCSU Blue, all white or all black.

GOLDEN BULL

- The words "Bull" or "Bulls" should never be used without "Golden" when referring to the mascot, the University's sports teams or to members of the JCSU Golden Bulls family.
- Women's sports teams are referred to as Golden Bulls, NOT Lady Golden Bulls.
- The Golden Bull image should always be printed along with our full school name and/or the term "Golden Bulls."
- The Golden Bull typically cannot be altered, dressed up, or have other images or text added to the body.
- The Golden Bull is usually JCSU Gold, but it may also be black and white or outlined.
- Use only the approved Golden Bull images below:

Examples:



If the bull is used alone, University name should appear somewhere on the item or document.

Student Activities or student organizations

Athletics logo

The Athletics logo should be used only by the Department of Athletics.

DO NOT USE – THE OLD LOGOS

JOHNSON C. SMITH UNIVERSITY
SURROUND YOURSELF WITH SUCCESS AT JCSU

EDITORIAL GUIDELINES

WRITING STYLE FOR MARKETING COMMUNICATIONS

- “U” in University is capitalized throughout text in reference to our University (JCSU) not in general terms such as "...the University continues to evolve into a cutting-edge 21st century university that will build upon its long legacy..."
- School colors are written **exactly** as **Gold** and **Blue**.
- The University's name is written completely as Johnson C. Smith University. We never omit the word University. A period is always placed after the ‘C.’
- Use Johnson C. Smith University on first reference and JCSU on following reference(s).
- Try to avoid using just the letters "JCSU" throughout a document or as the only reference to the University's name. The full University name should also be included elsewhere on the document.
- The official web address (URL) is http://www.jcsu.edu
- The general phone number is 704-378-1000.
- The address is 100 Beatties Ford Rd. Charlotte, NC 28216.
- The year the University was established should always be written as 1867 not 67.
- Lowercase "u" when referring to uptown Charlotte; Uppercase "U" when referring to Uptown without Charlotte written after it.

GENERAL

- No use of the symbol “&” unless it is part of a company’s logo – spell out “and”
- No sentences should typically end in a hyphen. Place the entire word on the next line.

PROPER USE OF TERMS

- Northwest Corridor not North West
- Sustainability Village
- George E. Davis House not Davis House
- Use "west side" instead of "westside" when referring to the geographic location of the University.
- HBCUs (no apostrophe)

PROPER USE OF THE WORD ALUMNI

- **ALUMNUS** – This is a male who has graduated or has earned the required number of credits. It is a singular term, referring to one person, who is male.
- **ALUMNA** – This is a female who has graduated or has earned the required number of credits. It is a singular term, referring to one person, who is female.
- **ALUMNI** – This is a plural term, referring to a group or groups of two or more males only and/or groups of males and females who have graduated or earned the required credits.
- **ALUMNAE** – This is a plural term, referring exclusively to a group or groups of two or more females who have graduated or earned the required credits.

Official University Colors

Pantone 296
C:100 M:46 Y:0 K:70
R:255 G:207 B:1
Hex: #ffcf01

Pantone 7406
C:0 M:18 Y:100 K:0
R:255 G:207 B:1
Hex: #ffcf01

Accent Colors

Pantone Reflex Blue
C:100 M:73 Y:0 K:2
R:0 G:84 B:164
Hex: #0054a4

Pantone 7459
C:77 M:27 Y:20 K:0
R:44 G:149 B:181
Hex: 2c95b5

Pantone 583
C:39 M:17 Y:100 K:1
R:170 G:179 B:0
Hex: #aab300

Grey
C:45 M:36 Y:35 K:1
R:216 G:3 B:59
Hex: #939598

Pantone 159
C:15 M:76 Y:100 K:4
R:205 G:90 B:19
Hex: #cd5a13

Black
C:0 M:0 Y:0 K:100
R:0 G:0 B:0
Hex: #000000