



# **A BEGINNER'S GUIDE TO UNDERSTANDING THE CONCEPT OF BRANDING**

*Presented by the University  
Communications and Marketing Team*



Johnson C. Smith University



# **PRESENTATION OVERVIEW**

I. UCM Team Introductions

II. What is a brand?

III. Brand game

IV. Branding is important because...

V. Introduction of JCSU brand

VI. Q&A



# THE UCM TEAM



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# WHAT IS A BRAND?



## OUR DEFINITION

A brand is the grouping together of particular names, symbols, designs, set of qualities, etc., to make a product, organization, or place easy to recognize as different from others.



# BRAND GAME

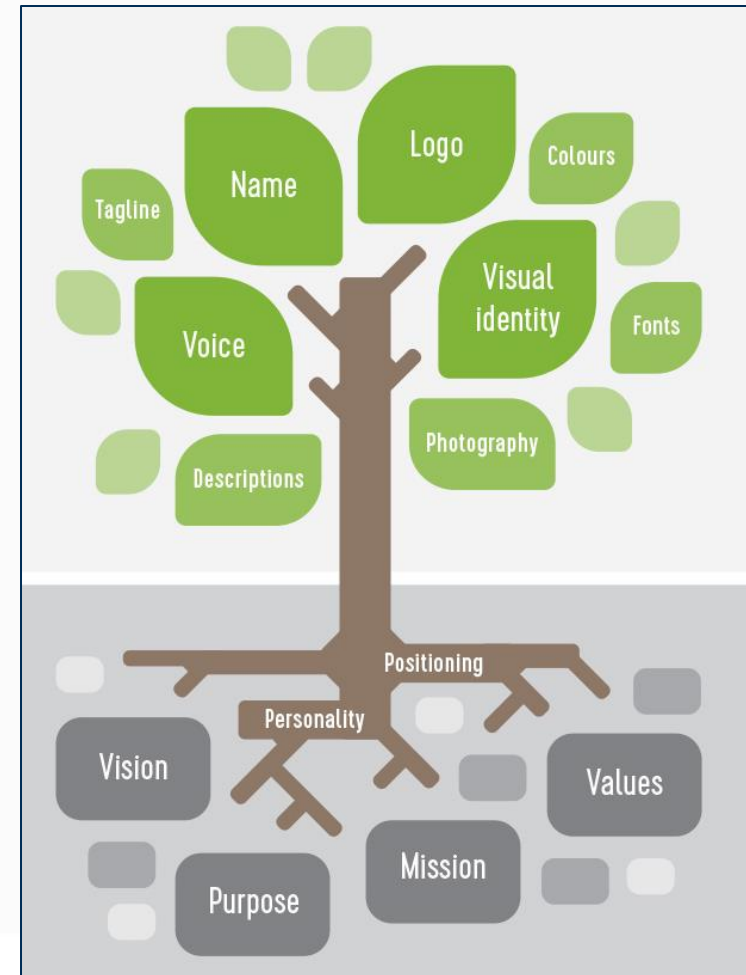


# BRANDING IS IMPORTANT BECAUSE...

## 1. It creates an identity...

### Takeaways:

- Every aspect of the institution plays a role in the brand.
- The brand is NOT just what you can see, but is also the company's attributes, which are visualized through brand elements.



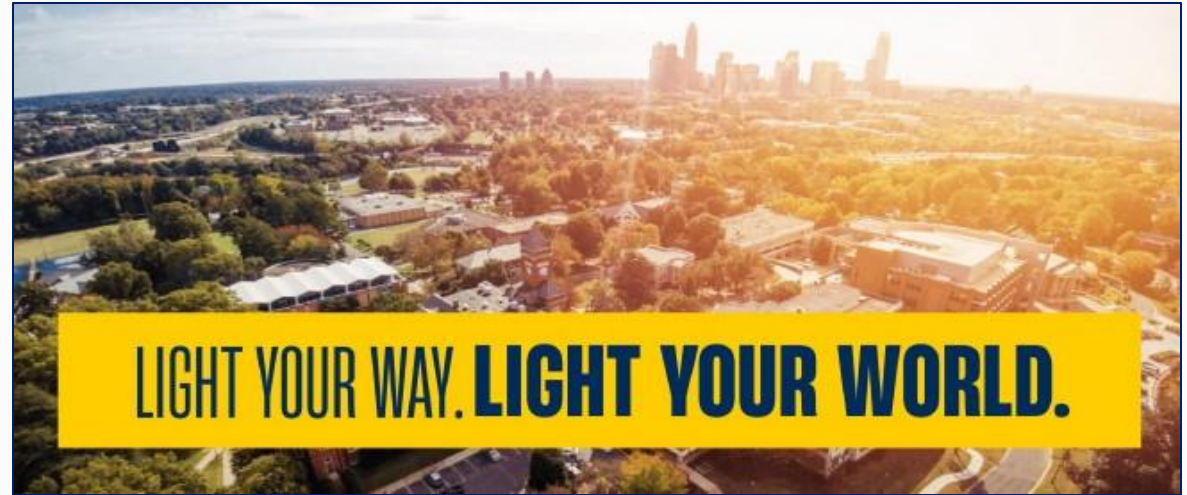
**COMMUNICATIONS PROFESSIONALS WORK TO  
INTEGRATE THE “ROOTS” OF A BRAND INTO ITS  
VISUAL REPRESENTATION!**





# HOW JCSU...**CREATES AN IDENTITY**

- Integrating Latin motto into headlines.
- Capitalizing on campus location.
- Emphasizing historical significance.



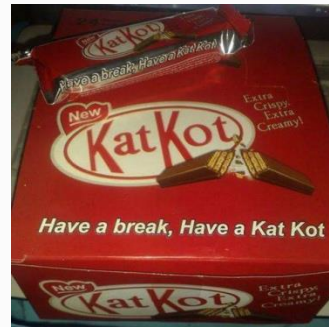
- Showing off the traditional HBCU experience.
- Focusing on innovation.





# BRANDING IS IMPORTANT BECAUSE...

2. It builds brand trust and loyalty...



## **TRUST**

**MISREPRESENTING A BRAND CAN MAKE IT HARD FOR  
CONSTITUENTS TO DISCERN WHAT BRAND  
INFORMATION CAN BE TRUSTED.**

## **LOYALTY**

**A LACK OF BRAND CONSISTENCY CAN LEAD TO  
CONSTITUENTS BECOMING LESS LOYAL TO A BRAND.**



# HOW JCSU...**BUILDS BRAND TRUST AND LOYALTY**

- Making our brand guidelines available.
- Offering resources to help constituents follow brand guidelines (Canva, color palette download, guideline documents, templates, etc.).
- Consistently using our visual brand correctly.
- Focusing our content on subjects that align with our mission and strategic plan.



# BRANDING IS IMPORTANT BECAUSE...

3. It establishes a deeper connection...



**ESTABLISHING A DEEPER,  
EMOTIONAL LEVEL INCREASES  
BRAND TRUST AND LOYALTY!**



# HOW JCSU...ESTABLISHES A DEEPER CONNECTION



**DEMERY USES  
EXPERIENCE WITH  
CHRONIC ILLNESS  
AS INSPIRATION  
FOR INTERNSHIP**

**READ MORE**

- Focusing content on personal stories about our constituents.
- Leveraging our small size to reach every student, alumni, faculty, and staff member.
- Connecting current constituents with the legacy of JCSU to establish a stronghold for Black excellence in Charlotte, N.C.



# BRANDING IS IMPORTANT BECAUSE...

## 4. It differentiates a company from its competitors



MISSION: Bring the best user experience to its customers through innovative hardware, software, and services.

VALUES: Recycling, bridging cultural gaps, personal growth, and respect for well-being.



MISSION: Empower every individual and organization on Earth to accomplish more.

VALUES: Respect, integrity, accountability.







**SEVERAL BRANDS DO THE SAME THING, BUT ARE  
UNIQUE IN THEIR APPROACH, IDENTITY, AND  
SERVICE EXECUTION.**



# HOW JCSU...DIFFERENTIATES ITSELF FROM ITS COMPETITION



- Proximity to the city
- Only HBCU in Charlotte, N.C.
- No. 1 Private HBCU in N.C.
- Small student-to-teacher ratio
- Corporate and organizational partnerships
- Coordinated care for students
- Historical sites
- Proud legacies





HISTORY | VISION

# SIT LUX: LET THERE BE LIGHT



©JCSU



# BRAND STORY

- Innovators
- Competitive trailblazers
- Educated visionaries
- Creating opportunities for all.



Johnson C. Smith University



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# JCSU & THE FREEDOM GENERATION

- In the 1860s, Presbyterian ministers planned to build a school to educate the formerly enslaved.
- Formerly enslaved Blacks made up 40% of the population of Mecklenburg County.(historysouth.org).
- The Freedmen's College of North Carolina (Biddle Memorial Institute) was founded in 1867 by Rev. S.C. Alexander and Rev. W.L. Miller to train Black teachers and preachers.
- Formerly enslaved men built Biddle Hall, dedicated on April 30, 1884.
- 1923 – Biddle was renamed Johnson C. Smith University. 1924 – 4 year University





# JCSU: THE CRADLE OF CIVIL RIGHTS, CREATING OPPORTUNITIES FOR ALL





# DELAINE FAMILY

- Briggs v. Elliott was the seminal Civil Rights case; triggered the avalanche of cases that culminated in Brown v. Board of Education.
- That juggernaut ended the policy of separate but equal in the United States.
- Rev. Joseph DeLaine & family.
- His children (Ophelia, BB, JA) attended Johnson C. Smith University





# JCSU TRAILBLAZERS: CHARLES JONES

- JCSU Charles Jones spoke before 680 students in 1960 with this message:
- “I don’t know about y’all, but tomorrow morning I’m gonna wash up and put on my best Sunday go-to-meeting clothes, a little extra sweetwater...and I’m gonna walk down Trade to the Square. I’m gonna sit at Woolworth’s. So, do what you want to or not? This is the time!” (North Carolina African American Heritage Commission)





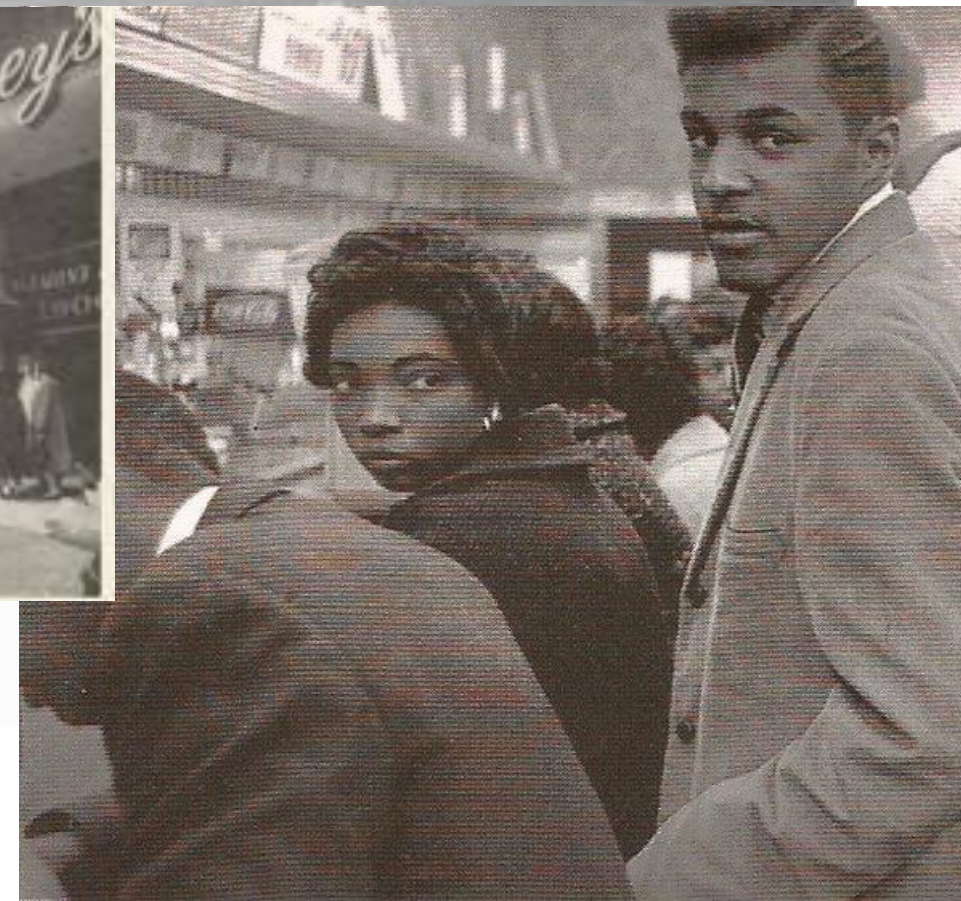
# JCSU TRAILBLAZERS: DOROTHY COUNTS SCOGGINS

- September 4, 1957, Dorothy Counts integrated Harding High School, among the first four black students to integrate Charlotte Schools on that day.
- Dorothy Counts Scoggins graduated from JCSU in 1964



# MARCHES & SIT-INS

- On March 14th, 1964: Approximately 200 white students + 300 Black students marched down West Trade St. to Woolworth's to protest segregation. (JCSU, Davidson, Livingstone)
- 662 JCSU students signed a petition for President Johnson to sign a Civil Rights Bill (more signatures than any school in the area)





# INNOVATORS

- STEM
- Business
- Liberal Arts
- Athletics
- The Arts



# COMPETITIVE TRAILBLAZERS

- Dr. Kinloch – Author of 9 Books
- Debate Team – National Award
- 6 Science Labs
- Scholar Athletes: 60 football players w/3.0 or higher





# SCHOLAR ATHLETES



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# EDUCATED VISIONARIES:

- MREI
- Lyceum Series
- Student Leaders
- Faculty Research



Johnson C. Smith University  
LYCEUM ENGAGEMENT SERIES

presents

## A NIGHT WITH THE PAN-AFRICAN COUNCIL

Feb. 22, 2024 | 5 p.m. | Gambrell Auditorium



**AMADOU  
GALLO FALL**  
President of  
Basketball Africa  
League (BAL)



**PRINCESS TIRELO  
MOLOTLEGI**  
Royal  
Bafokeng  
Nation



**FABIEN  
ANTHONY**  
Chairman of the  
Pan-African  
Council (PAC)

**ABOUT THE PAN-AFRICAN COUNCIL**  
The Pan-African Council (PAC) is the premier global leadership and strategic development organization committed to advancing and uniting Africa and her Diaspora through international cooperation in the political, economic, and social spheres.  
*The LYCEUM is funded by a grant from the Mayor's Racial Equity Initiative*

   @JCSUNIVERSITY |  [WWW.JCSU.EDU](http://WWW.JCSU.EDU)



Johnson C. Smith University  
LYCEUM ENGAGEMENT SERIES

FEATURING  
**NIKOLE  
HANNAH-JONES**

MARCH 21, 2024  
5 P.M. | BIDDLE HALL

JOHNSON C. SMITH UNIVERSITY  
100 BEATTIES FORD ROAD  
CHARLOTTE, NC 28216







# JCSU



JCSU A COMPETITIVE  
PLAYER



GLOBAL ENGAGEMENT



PRONOUNCED JCSU BRAND: BOASTS  
THE HISTORY, ACADEMIC SCOPE, AND  
PERSONALITY OF THE UNIVERSITY



Johnson C. Smith University



TYPOGRAPHY | COLOR PALETTE



## ALTERNATIVE FONTS

If you are unable to use JCSU's brand fonts, use these approved, alternative fonts. These fonts should be already installed and available on all standard computer systems.

Use Impact in place of Heading Now and Arial in place of Sofia Pro.

IMPACT

**IMPACT**

ARIAL

**Arial Bold**

***Arial Bold Italic***

Arial Regular

*Arial Italic*







# COLOR BREAKDOWN

JCSU’s primary colors are still proudly Gold and Blue, but now they are supported by gold tint, blue tint, middle blue and gray. Almost white is JCSU’s warmer tone of white and should be used in digital applications.

Limited use of magenta and teal is appropriate to create emphasis and highlight. Avoid using large floods of these. Use black in instances where high contrast is needed in text.

## PRIMARY COLORS

<b>JCSU GOLD</b> R255 G207 B1 C1 M17 Y99 K0 #FFCF01 Pantone 7406	<b>JCSU BLUE</b> R0 G45 B86 C100 M86 Y38 K34 #002D56 Pantone 296
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## SUPPORTING COLORS

<b>GOLD TINT</b> R255 G229 B118 C0 M8 Y65 K0 #FFE576	<b>BLUE TINT</b> R32 G71 B122 C100 M60 Y0 K42 #20477A	<b>MIDDLE BLUE</b> R127 G149 B209 C55 M25 Y0 K0 #7F95D1	<b>GRAY</b> R148 G150 B152 C45 M36 Y35 K1 #939598
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## ACCENT COLORS

<b>MAGENTA</b> R179 G13 B105 C30 M100 Y35 K0 #B30D69	<b>TEAL</b> R20 G109 B130 C90 M35 Y45 K7 #146D82	<b>ALMOST WHITE</b> R251 G251 B251 #FBFBFB	<b>RICH BLACK</b> R0 G0 B0 C40 M30 Y20 K100 #000000
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APPROVED LAYOUTS | APPROVED COLOR WAYS  
IMPROPER USE

# LOGO LAYOUTS

These are the only acceptable layouts for the JCSU logo. The Biddle Hall icon should never be used without the accompanying JCSU wordmark.

The Golden Bull logo may only be used by UCM, the Office of Student Affairs and Enrollment Management, and the Athletics Department.

## PRIMARY HORIZONTAL



## PRIMARY STACKED



## SECONDARY STACKED







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# PROPER USE VS. IMPROPER LOGO USE



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Do not rotate



Johnson C. Smith University

Do not crop



Johnson C. Smith University

Do not alter colors or use colors from previous branding



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Do not place on secondary colors



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Do not alter proportions or placement of text.



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Do not add effects to the mark.



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