BRAND AND EDITORIAL GUIDELINES

USE OF INSTITUTIONAL MARKS

UNIVERSITY LOGO

- Logo with and without tagline (below). Font is Usuality. Colors are JCSU Gold and Blue.
  - See reverse side for PMS color numbers.

- The logo text can be JCSU Gold, JCSU Blue, all white or all black.
- The logo text cannot be different colors - every word should be 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.
- The logo may be used with or without tagline.
- Other versions of the logo include:

  ![Logo Variations](image1)

  ![Logo Variations](image2)

  ![Logo Variations](image3)

  ![Logo Variations](image4)

  ![Logo Variations](image5)

  ![Logo Variations](image6)

  ![Logo Variations](image7)

Do not stretch the logo from the side - only from the corners so that the size stays proportional.

Use the EPS version of the logo if using on a solid background so there is no white space behind.
UNIVERSITY SEAL
• The University seal is for official academic purposes, legal documents, and use by the Office of the President.
• The seal may be True Gold, JCSU Blue, 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, JCSU 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.
• Use only the approved Golden Bull images below:

Examples:

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

DO NOT USE - THE OLD LOGOS

Note: If the “S” in Smith is larger than the “C,” then it is the old logo.
Please contact the UCM department if you need to place the logo on a navy or gold background.
Official University Colors

- Pantone 296
  - C:100 M:86 Y:38 K:34
  - R:0 G:45 B:86
  - Hex: #002d56

- Pantone 7406
  - C:1 M:17 Y:99 K:0
  - R:255 G:207 B:1
  - Hex: #ffcf01

- Pantone Reflex Blue
  - C:98 M:74 Y:2 K:0
  - R:0 G:84 B:164
  - Hex: #0054a4

- Pantone 583
  - C:38 M:17 Y:100 K:1
  - R:170 G:179 B:0
  - Hex: #aab300

- Grey
  - C:45 M:36 Y:35 K:1
  - R:148 G:150 B:152
  - Hex: #939598

- Black
  - C: M:0 Y:0 K:100
  - R:216 G:0 B:0
  - Hex: #000000

Accent Colors

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

- Pantone 583
  - C:77 M:27 Y:20 K:0
  - R:44 G:149 B:181
  - Hex: #2c95b5

- Grey
  - C:15 M:17 Y:99 K:0
  - R:170 G:179 B:0
  - Hex: #aab300

EDITORIAL GUIDELINES

WRITING STYLE FOR MARKETING COMMUNICATIONS

- University school colors are written **exactly** as Gold and Blue (with capital G and capital B).
- 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 the letters “JCSU” throughout a document or as the only reference to the University’s name.
- Describe JCSU as “an independent new urban university.” (no premier, no commas)
- 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, N.C. 28216.
- The year the University was established should always be written as 1867 not ’67 or 67.

GENERAL

- Do not use 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

- HBCUs (no apostrophe)
- Smithite(s) not SMITHite(s)