HENDERSON
STATE UNIVERSITY

Visual Identity and Style Guide

This manual was approved by the President's Cabinet on August 20, 2001.

Visual Identity and Style Guide

Henderson State University is a diverse institution comprised of many separate units. No college or department stands alone or is complete apart from the larger institution. Building recognition and understanding of the institution as a whole strengthens the position of the university and is a responsibility we all share. Anyone who prepares publications, correspondence, advertising, signs, and symbols that represent the university has a responsibility to follow these guidelines.

The purpose of this guide is to define elements that make up our visual identity and editorial style, state the rules for their use, and provide examples to assist you. Every possible use of the elements cannot be addressed. The Office of Public Relations can assist you in the appropriateness of usages not covered.

Visual Identity

The Henderson State University visual identity consists of the academic mark, the wordmark, the spirit mark, and the seal.

The academic mark

HENDERSON
STATE UNIVERSITY
EXCELLENCE • SPIRIT • TRADITION

HENDERSON
STATE UNIVERSITY
EXCELLENCE • SPIRIT • TRADITION

The academic mark consists of three main elements: the centurium logo; the wordmark; and the words spirit, excellence, and tradition. In addition, horizontal rules appear above and below the words and bullets separate the words. The academic mark immediately and unequivocally communicates that materials are from Henderson State University. The academic mark is the parent to the logotype family and is always appropriate to use on published materials.

The centurium logo

The centurium logo is intended for use with the university wordmark in most instances and should always be proportionate to the wordmark.
Guidelines for use of the centurium logo:

- Printed colors are limited to Pantone 201 or black unless used in one color printing approved by the Office of Public Relations.
- The centurium logo may be used with the wordmark in one line or stacked.
- The logo should be reproduced large enough to be legible.

The wordmark

The wordmark must appear on the front or back of all academic university publications intended for an external audience. If a logo for a Henderson college, school, department, or program is used, the university wordmark must be more prominent in size and position.

The typeface for the university wordmark is Optima produced with capitals and small caps as shown below.

HENDERSON

When used in the vertical format, the size must be proportional.

HENDERSON
STATE UNIVERSITY

When used in the horizontal format, the H, S, and U are capitals and all other letters are small caps.

HENDERSON STATE UNIVERSITY

The Henderson wordmark used without the words “state university” should be reserved for use on publications that use the entire name prominently in the material or for use on imprint items where the entire vertical or horizontal wordmark would not be legible.

The spirit mark

The spirit mark of the university has been designed to give Henderson athletics a unifying visual identity. The spirit mark is not appropriate for use on academic publications. The use of the spirit mark should be reserved for imprint items and athletic or student body publications.

The spirit mark is designed to be used with the words Henderson State

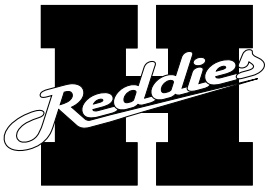
University in all capital letters using sans serif font in proportion to the mark in the three sizes.

HENDERSON STATE UNIVERSITY

Spirit mark colors:

The spirit mark is designed to be printed in Pantone 201 red, black, and gray (30% black).

In one color printing it is printed in black.



When imprinting the spirit mark on a colored background, consult the Office of Public Relations on appropriate use of the red, black, and gray configurations and approximations. Usage is limited to the appropriate color executions and the standards may be deviated from only to achieve a reasonable duplication of the mark.

Lady Reddies and Red Wave variations:

Two areas in athletics built identities that have been grandfathered into spirit mark development. No future reconstruction, alteration, or style of the spirit mark will be approved.

The university seal

The official seal of the university should not be used in the same way as other logos and wordmarks. It is reserved for special publications such as commencement programs, diplomas, invitations, proclamations, etc. It must not be incorporated as a design element on publications or web pages. Prior to using the official seal on any printed materials, consult the Office of Public Relations for approval.

Stationery

University letterhead sends a strong visual message about the writer and the institution. Because it is used as an official instrument of communication from the university, it must adhere to the guidelines. Stationery may be purchased from Central Stores.

- Colleges and departments must use official university letterhead.
- No second-generation reproductions of letterhead are to be made for external use.
- Templates for additions of department names and addresses for letterhead are available for download from the department of public relations web page.

Stationery other than letterhead (memo pads, large envelopes, business and courtesy note cards) may use departmental or college logos. The academic mark, spirit mark, or wordmark of the university may be incorporated and must adhere to the standards outlined in this guide. Contact the Office of Public Relations if you have questions or need assistance.

Business Cards

University business cards are an important foundation of the university's visual identity. Any business cards purchased with university funds must adhere to the guidelines. Forms for business cards can be obtained from the Office of Purchasing.

Publication Do's

- Do use the wordmark, academic mark, or spirit mark on the front of all publications.
- Do use the wordmark, academic mark, or spirit mark appropriate to your material's purpose.
- Do maintain the integrity of the university marks and logos.
- Do put the university name and/or mark on all publications, ads, videos, films, and web sites.
- Do use Henderson State University on first reference.
- Do include contact information on all publications, ads, videos, films, and web sites.
- Do follow the editorial style guidelines in all external communication.
- Do use permanent, departmental e-mail addresses on print publications rather than individual e-mail addresses. Example: admissions@hsu.edu rather than smithr@hsu.edu, athletics@hsu.edu rather than chanj@hsu.edu. For assistance in setting up a departmental e-mail address and assigning it to an individual's e-mail account, contact the computer services department.
- Contact the Office of Public Relations for assistance in proofreading/editing publications and for help writing contracts for off-campus printing.

Publication Don'ts

- Don't stretch, skew, or alter the proportions of university marks and logos.
- Don't crowd or overprint university marks.
- Don't hesitate to contact the Office of Public Relations for assistance when you have questions about appropriate use of the visual identity marks of the university.

University Style Guide

Henderson's style is intended to outline style practices specific to Henderson State University. The university will primarily follow *The Little, Brown Compact Handbook* by Jane E. Aaron, *The Elements of Style* by William Strunk Jr. and E.B. White, *The Associated Press Stylebook*, and *The American Heritage Dictionary*. For style questions not specifically addressed in this style sheet, consult one of the references above.

academic degrees - In mentioning an academic degree, it is best to establish someone's credentials by stating them rather than abbreviating them. However, if abbreviations are used, please follow the guidelines below.

abbreviations-use periods as follows:

B.A. for bachelor of arts
B.S. for bachelor of science
B.S.E. for bachelor of science in education
B.F.A for bachelor of fine arts
B.S.N. for bachelor of science in nursing
B.B.A. for bachelor of business administration
B.M. for bachelor of music
M.S.E. for masters of science in education
M.B.A. for masters of business administration
M.L.A. for masters of liberal arts
M.S. for master of science in community counseling

capitalization-Lower case degrees in a body of text.

John Smith received a bachelor of science degree in biology from Henderson State University.

apostrophe versus no apostrophe-Use as follows:

master's degree in community counseling OR master of science degree
bachelor's degree in business administration OR bachelor of business administration degree

academic departments - Use lower case when used informally except for words that are proper nouns or adjectives; upper case when used formally or as needed for clarity.

The Office of Public Relations is located in Barkman House.
The public relations office consists of publications, media relations, and marketing.

academic titles - Confine capitalization to formal titles used directly before an individual's name. Lower case in all other uses.

According to Vice President for Finance and Administration Bobby Jones

According to Bobby Jones, vice president for finance and administration

On first reference to an individual with an academic title, use the academic title after the name. Do not refer to him/her as Dr. in subsequent references. Use his/her last name only.

Jane E. Doe, Ph.D., is giving the commencement speech this year. Doe was selected from among the tenured faculty.

Names and titles in a listing, not in a paragraph, are capitalized.

Dr. Charles D. Dunn, President
Mr. Paul Hankins, Vice President for Student Services
Dr. Bob Houston, Vice President for Academic Affairs
Dr. Gary Linn, Dean of School of Business

acronyms, college - See **college acronyms**

addresses -

Use the abbreviations Ave., Blvd. and St. only with a numbered address

1100 Henderson St.

Spell them out and capitalize when part of a formal street name without a number

Henderson Street

Lower case and spell out when used alone or with more than one street name

Henderson and 12th streets

Use figures for address numbers

8 Concord Ave.

Spell out and capitalize First through Ninth when used as street names; use figures with two letters for 10th and above

241 Sixth St., 431 21st St.

Abbreviate compass points used to indicate directional ends of a street in a numbered address

414 N. 22nd St.

Do not abbreviate if the number is omitted

North 26th Street

alma mater - Lower case when referring to the school or university one attended.

alumnus, alumni, alumna, alumnae - Use alumnus (alumni in the plural) when referring to a man who has attended a school. Use alumna (alumnae in the plural) when referring to a woman. Use alumni when referring to a group of men and women.

a.m., p.m. - Use lower case and periods. Do not use AM, PM or am, pm. Use noon or midnight instead of 12 p.m. or 12 a.m. Do not use 12 noon or 12

midnight.

annual - Do not describe an event as the first annual event. An event cannot be annual when it is the first occurrence.

annual meeting - Lower case in all uses.

Arkansas's public liberal arts university – Lower case *public liberal arts university* in the body of a text. It has been decided that for Henderson's publications, Arkansas will be followed by an 's for possessive.

bachelor of arts, bachelor of science - Use lower case. A bachelor's degree or a bachelor's is acceptable.

board - Capitalize only when an integral part of a proper name.

board of trustees – Capitalize when referring to a specific board.

The Board of Trustees will meet in the conference room.

The board will meet to discuss the new building.

cabinet - Capitalize references to a specific body of advisers heading executive departments. The capital letter distinguishes the word from the common noun meaning cupboard.

capitalization - In general avoid unnecessary capitals. In more formal pieces such as the *President's Report*, exceptions are allowed.

Proper nouns – Capitalize nouns that name a specific person, place or thing.

Derivatives – Capitalize words that are derived from a proper noun and still depend on it for their meaning: English, French, Shakespearean, but not french fries, pasteurize or venetian blind.

Sentences – Capitalize the first word of each sentence.

Compositions – Capitalize the principal words in the names of books, movies, plays, songs, television shows, etc.

Titles – Capitalize formal titles when used before a name. Lower case formal titles when used alone or after a name. Lower case all terms that are job descriptions rather than formal titles.

chair – Use chair instead of chairman or chairperson. Capitalize the word chair before a name when it designates the chair of a department or committee. Do not capitalize as a casual or temporary position: meeting chair Wrenette Stockton. Do not use chairperson unless it is an organization's formal title for an office.

city, state – When used in text, a comma should follow both the city and the state.

Class of – Upper case when used before the date in reference to a specific class.

The Class of 1951 will hold its 50-year reunion this fall.

The 1951 class will hold its 50-year reunion this fall.

college acronyms - The official or formal names of colleges should be capitalized. The formal name should be used in most instances on first reference. Matt Locke Ellis College of Arts and Sciences (on first reference), Ellis College of Arts and Sciences, Ellis College, or arts and sciences

Teachers College, Henderson

School of Business

commas in a series – Use a comma between all items in a series, including before *and* for clarity. The exception is news writing, including the *Monday Memo* articles.

commencement – Lower case when in text.

composition titles – Italicize the titles of large works such as books, magazines, movie titles, etc. Put quotation marks around small works such as titles of chapters, poems, magazine articles, etc.
Capitalize the principal words, including prepositions and conjunctions of four or more letters.
Capitalize an article – the, a, an – or words with fewer than four letters if it is the first or last word in a title.

course names – Upper case the names of courses because they are, in effect titles. Lower case the names of subjects unless they are proper nouns or adjectives.

Heather has enrolled in Abnormal Psychology.

Brad will be taking a course in history this semester.

courtesy titles – Use the first and last name of a person instead of the courtesy title and a last name. In cases where the person's gender is not clear from the first name indicate the gender by using he or she in the piece of writing.

dates – Use Arabic figures without st, nd, rd, or th.

days of the week – Do not abbreviate unless used in a tabular form.

dean – Capitalize when used as a formal title before a name. Lower case when used after a name or in other uses.

Dean Gary Linn

Gary Linn, dean of the School of Business

dean's list, honor roll – Lower case in all uses.

departments, divisions – Lower case when used informally; upper case when used formally or when needed for clarity.

John is working for the science department.

The Department of Science is hosting a reception on Friday.

faculty – Use with a singular verb.

The faculty numbers 150.

The faculty is meeting today.

The faculty members are gathered in the lecture hall.

fall semester – Lower case.

Students will arrive for the fall semester on Sunday.

freshman, freshmen – When used as an adjective, freshman means of or for first-year students and the singular is used.

freshman English course

freshman courses

courses for freshmen

Henderson State University – This is the official title of the university and must be used in the first reference to the university. In subsequent references, it may be shortened to Henderson or Henderson State.

honorary degrees – All references to an honorary degree should specify that the degree was honorary. Do not use Dr. before the name of an individual whose only doctorate is honorary.

initials – Use periods and no spaces when an individual uses initials instead of a first name.

Internet – Upper case.

liberal arts – Use a plural verb when referring to liberal arts. Use a singular verb when referring to the liberal arts program.

The liberal arts are essential for job placement in today's marketplace.

The liberal arts program is beneficial for all students.

majors – Lower case.

business major

month and year – When used without reference to a specific date of the month, no comma is needed. When used with a date of the month, a comma should come after the date and after the year.

July 23, 2001

Graduation will be held December 14, 2001, in the Wells Athletic Center.

numbers – Spell out numbers from one through nine. Use numerals for those 10 or larger. To form a plural, add s with no apostrophe.

60s

offices - See academic departments.

president – Lower case unless it immediately precedes the name of the person who holds the position. Use only the last name after the first reference.

The president met with the board on Thursday.

The board met with President Charles Dunn. Dunn reported on the progress of the construction on campus.

p.m., a.m. – Lower case with periods between each letter. Avoid the redundant 6 a.m. this morning.

professor – Lower case in all instances, even when before a name, except as part of the title professor emeritus. Never abbreviate.

The newspaper questioned professor John Doe, Ph.D., about the new research.

room numbers – Upper case room when used with numerals**.**

The lab is in Room 215.

seasons – Lower case if they simply declare the time of the year.

The freshmen will arrive for the fall semester on this Sunday.

states – Spell out the entire name when in the body of text. Use the U.S. postal service abbreviations when the full address is set alone. Use nonpostal abbreviations in limited space such as calendars.

telephone numbers - Use figures in the following form:

(870) 230-5334

If extension numbers are given:

Ext. 5334

theater – Use for the building or area of a building where performances are held, unless the proper name of a theater building contains the word theatre.

theatre – Use to discuss the art or function of theatre.

Dance and theatre are offered as part of the communication and theatre arts program.

titles – Reserve capitalization to formal titles used directly before an individual's name. Lower case and spell out titles when they are not used with an individual's name. Titles used after an individual's name are lower case,

including the name of the department, division, or college.

Director of Alumni Services John Gyllin

John Gyllin, director of alumni services

Names and titles in a list, not in the body of text, are capitalized.

trustee – Lower case in all instances.

university - Unless it is used with the word Henderson, it is lower case – even when referring to Henderson specifically. Possible exceptions are formal proposals and official documents.

vice president – Do not hyphenate. Capitalize or lower case following the same rules that apply to president.

Web – Upper case. A proper noun referring to the World Wide Web.

web page – Two words.

website – One word.

years – Use an s without an apostrophe to indicate spans of decades or centuries:

the 1900s