

Style

M A N U A L

A&T

NORTH CAROLINA AGRICULTURAL AND TECHNICAL
STATE UNIVERSITY





The Division of Development and University Relations developed a Style Manual for North Carolina Agricultural and Technical State University to maintain a professional, consistent image for the university. Input was provided by the university's Office of University Relations, Cabinet, Public Relations Council, FUTURES Marketing Committee and Sherry Poole Clark. The Style Manual offers important guidelines for university communications targeted toward diverse audiences both internally and externally.

NAME:
North Carolina Agricultural and Technical State University
LOCATION:
Greensboro, North Carolina
MASCOT:
Bulldogs
MASCOT NICKNAME:
Aggie
ESTABLISHED DATE:
1891
CONFERENCE:
Mideastern Athletic Conference (MEAC)

Figure A



Official Seal



A&T Inter-locking Logo



A&T Dog Logo



A&T Dog Logo



Baby Aggie Logo



Baby Aggie Logo w/ Blocks



A&T Dog Logo



Baby Aggie Logo w/ Books



Baby Aggie Logo w/ Ball

University Graphic and Printing Guidelines

The Office of University Relations uses the Associated Press Stylebook and Libel Manual for all university publications and for press information disseminated to the newsmedia.

USE OF THE INSTITUTION'S OFFICIAL NAME

The official name of the institution is **North Carolina Agricultural and Technical State University**. The institution may also be referred to as **North Carolina A&T State University**. On second reference, use **N.C. A&T** and on third reference, use **A&T**.

The institution may be referred to on an informal basis, specifically with athletics, as **A&T** or the **Aggies**.

USE OF A&T SYMBOLS

The North Carolina Agricultural and Technical State University symbols include the official seal, the N.C. A&T inter-locking logo, and the dog logos. Since these are the official trademarks of A&T, a clear, consistent use of these symbols are vital. (Figure A)

The North Carolina Agricultural and Technical State University seal must be used for very formal, academic and ceremonial publications directly related to the literary, scholastic and technical aspects of the academy such as university catalogues, commencements, convocations and major conventional events.



The N.C. A&T seal should not be used within the same publication as the A&T logo.

The N.C. A&T logo (inter-locking A&T) should be used for academic publications directly related to the literary, scholastic and technical aspects of the academy such as university viewbooks, brochures, DVDs, newsletters, magazines, e-letters, advertisements, and major events.

The A&T inter-locking logo and the dog logos must be used for informal and athletic publications with a more casual tone. These items will be produced primarily by the Athletics Department, Alumni Affairs, Student Affairs, and the University Book Store, (university fliers, posters, T-shirts, visors, cups, pens, decals, signs, athletic activities and incidental events).

The only dog logo to be used must be the Aggie or Baby Aggie logo.

A&T symbols cannot be altered or modified in any way. They may be enlarged or reduced proportionally.

The Office of University Relations will provide the symbols as original artwork and in digital versions.

USE OF A&T MASCOT

Use official photographs of the dogs in publications and specialty items. (Do not use a substitute bulldog) Consult with the university photographer at 336-256-0863, regarding photographs of the dogs. (Figure B)

OFFICIAL SCHOOL COLORS

The official blue and gold for the symbols are PMS 288 blue and PMS 123 gold.

The symbols may be printed in blue, gold or black.

The smallest size the symbols may be reproduced is 7/8 inch or 5 picas. (Figure C)

The symbols should be printed on one solid color background or on a white background.

The symbols may be printed in a reverse form on a dark background. (Figure D)

The symbols should not be printed within or on top of another logo.

Use good judgement when printing type over the symbols.

Figure B

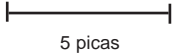


Aggie

Figure C



A&T Seal reproduced at 7/8"



5 picas

Figure D

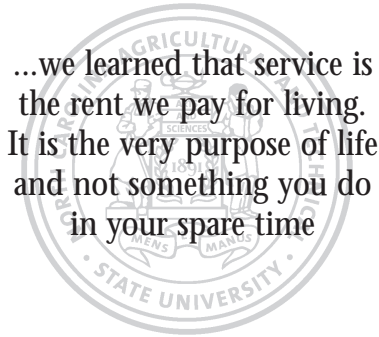


A&T Seal in reverse



Use good judgement in printing symbols on top of a photograph, an illustration, or screening behind words of type. (Figure E)

Figure E



Never outline the symbols or any part of the symbols.

Never place type, words or illustrations inside the symbols.

Never make changes to the symbols or configurations.

The seal should appear on the front or the back cover of an official, formal, or academic publication.

TYPEFACES

The recommended typefaces for publications are Arial, Garamond, Times New Roman, Helvetica, Goudy and Palatino. The use of other normal typefaces must be approved by the Office of University Relations. (Figure F)

LICENSING

North Carolina Agricultural and Technical State University's licensing program is designed to protect the symbols that communicate the tradition of academic excellence associated with its reputation and existence. The university strives to protect, enforce and benefit from all communications of and commercial usage of university trademarks. A trademark (including service marks) includes any word, name, symbol or device or combination of them, used to associate goods (or services) with a particular entity and to distinguish them from the goods and services of others. A trademark may only be used by or with the consent of the owner thereof.

Figure F

...we learned that service is
the rent we pay for living.

Arial 10pt

It is the very purpose of life

Garamond 10pt

and not something you do in
your spare time

Times 10pt

LICENSING APPROVAL

Anyone desiring to use the name or trademarks of North Carolina Agricultural and Technical State University for a commercial purpose must obtain permission from the university prior to use, manufacture and retail of any item. Royalties to the university must be paid for all items produced for public sale or any commercial purpose. The Office of Legal Affairs serves as the university's liaison for licensing approval at 336-334-7592.

INTERNAL USE

For university use of trademarks on letterhead, brochures, reports, etc., there is no licensing approval required. However, all users must reference the university's style manual and contact the associate vice chancellor for development and university relations for guidance on internal usage.



DEPARTMENTS

University departments may, with permission of the Office of Legal Affairs, use the university trademarks to raise funds for their organization's charitable support. Items acquired for such purposes must be acquired from approved licensees and have the designed artwork approved by the university's licensing office. The licensee or organization will be required to pay royalties on the product in such cases. The trademarks should not be changed or combined.

STUDENTS

Student organizations that have items bearing University trademarks are required to buy them from licensed vendors and have the designed artwork approved by the licensing office. The licensed vendors will submit the artwork for you. If the items are for public sale, the licensee or organization will also be required to pay royalties.

LICENSING AGENT

North Carolina Agricultural and Technical State University works with the Collegiate Licensing Company (CLC) and area law enforcement agencies to enforce the university's trademarks. No use of N.C. A&T trademarks is permitted without written consent of the University's Office of Legal Affairs. Any inquiries regarding the use of trademarks or licensing opportunities should be directed to the licensing office or the university's authorized licensing agent at the following address. CLC will provide all of the necessary information and forms for licensing and artwork approval.

COLLEGIATE LICENSING COMPANY

Attn: Mr. Aaron Coldren
320 Interstate North Suite 102
Atlanta, GA 30339
770-956-0520
770-955-4491

...we learned that service is
the rent we pay for living.

Helvetica 10pt

It is the very purpose of life

Goudy 10pt

and not something you do
in your spare time

Palatino 10pt

UNIVERSITY TRADEMARKS VERBIAGE

North Carolina Agricultural and Technical State University(tm)
North Carolina A&T State University(tm)
NC A&T(tm)
Aggies(tm)

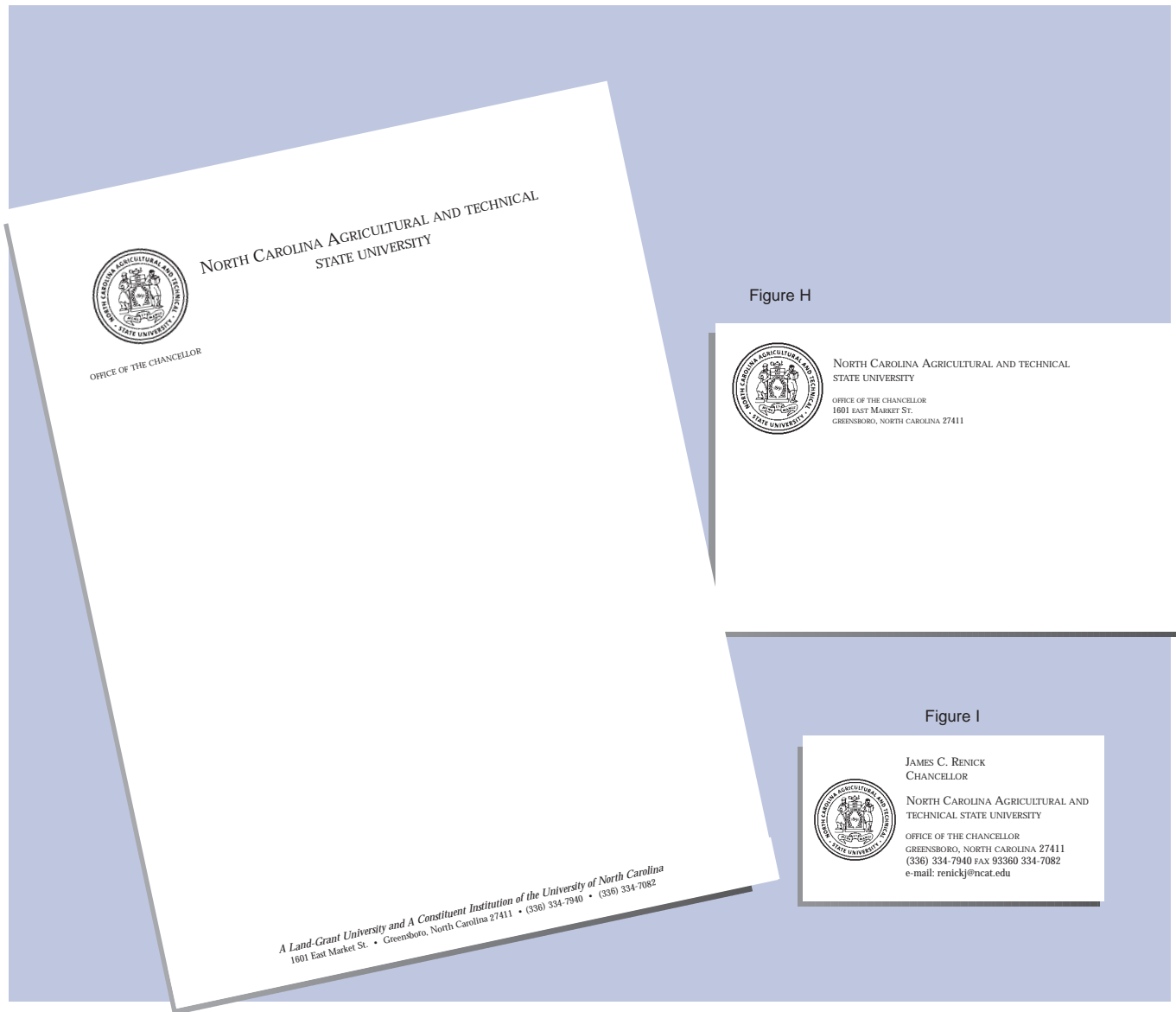
LETTERHEAD, ENVELOPES & BUSINESS CARDS

All university departments will follow the guidelines outlined for stationery materials to be ordered through the Purchasing Office. The templates for university letterhead, envelopes and business cards are available in the Purchasing Office (provided on 3.5 floppy disk, Macintosh version) and on the university's homepage with an access code. Please consult with the director or assistant director of purchasing at 336-334-7555.



The letterhead will be printed on 24-pound Capitol Bond paper with 24 percent cotton, white or paper of equal or greater quality. Ink colors are PMS 288 blue and a flat PMS 873 gold. The template describes the exact location of the seal, the university's name, and the name of the individual department or department head at the top of the letterhead. The bottom of the letterhead will include the land-grant status, the association with the UNC System, the department's address, telephone number, and fax number. Email addresses at the bottom are optional. In the case of letterheads with joint names or an external agency or funding source, please consult the Office of University Relations regarding appropriate placement of the symbols. Blank letterhead for page 2 and beyond will be consistent with the official letterhead on 24-pound Capitol Bond paper with 24 percent cotton, white or paper of equal or greater quality. (Figure G)

Figure G





The #10 envelopes will be printed on 24-pound Capitol Bond paper with 24 percent cotton, white or paper of equal or greater quality. Ink colors are PMS 288 blue and a flat PMS 873 gold. The template describes the exact location of the seal, the university's name, the name of the individual department or department head, and the department's address. In the case of joint names or an external agency or funding source, please consult the Office of University Relations regarding appropriate place of the symbols. (Figure H)

The business cards will be printed on Mohawk Superfine Smooth White, Cover or paper of equal or greater quality. Ink colors are PMS 288 blue and a flat PMS 873 gold. The template describes the exact location of the seal, the university's name, the name of the individual department or department head, the department's address, and telephone number. Email addresses at the bottom are optional.

In the case of joint names or an external agency or funding source, please consult the Office of University Relations regarding appropriate placement of the symbols. (Figure I)

Stationery will be designed according to the university style manual for university organizations such as the Board of Trustees, Student Government Association, Staff Senate and Faculty Senate.

Questions concerning the A&T Style Manual and use of symbols should be directed to the associate vice chancellor for development and university relations at 336-256-0863 or email: mables@ncat.edu

Figure J

Example:

1,000 copies of this public document were printed at a cost of \$500.00, or \$.50 per copy.

Figure K

North Carolina Agricultural and Technical State University is committed to equality of educational opportunity and does not discriminate against applicants, students or employees based on race, color, national origin, religion, gender, age or disability. Moreover, North Carolina Agricultural and Technical State University is open to people of all races and actively seeks to promote racial integration by recruiting and enrolling a large number of white students.

USE OF STATE-APPROPRIATED FUNDS & NONSTATE FUNDS

All North Carolina A&T State University publications produced with state-appropriated and nonstate funds must follow specific guidelines in the university's style manual. The Public Relations Council will educate the campus community regarding the style manual and the associate vice chancellor for development and university relations will send personal letters to managers requesting their support.

The Public Relations Council will systematically review publications and materials produced by the university to ensure departments adhere to the style manual. Managers will be held responsible and accountable for stationery, publications and materials produced within their departments that do not adhere to the style manual. All publications and materials produced by the university must be forwarded to the associate vice chancellor for university relations (400 Nocho Street) before June 15 of each year in order to meet state budget certification.



USE OF DISCLAIMER

All publications printed using state-appropriated funds must have a disclaimer on the inside front or back cover in small type with the following statement: (Figure J)

(Total number) of copies of this public document were printed at a cost of (total printing cost), or unit cost per copy.

All publications printed using state-appropriated funds must have an Equal Employment Opportunity disclaimer on the inside front or back cover in small type:

North Carolina Agricultural and Technical State University is a land-grant, high research activity university and AA/EEO employer. N.C. A&T is an ADA compliant institution, and university facilities are designed to provide accessibility to individuals with physical disabilities. (Figure K)

Publications printed using nonstate funds must have a disclaimer on the inside front or back cover in small type that states:

Printed with nonstate funds.

The publication printing costs should include printing, designing, typesetting, and binding costs.

USE OF RECYCLED PAPER

Efforts should be made to use recycled paper for North Carolina A&T State University publications in order to support the initiative set forth from the State of North Carolina especially when state funds are used for printing. When recycled paper is used, publications must have a printed statement or symbol to document that recycled paper was used. (Figure L)

DIVERSITY

Photographs, electronic presentations, graphics and illustrations used for North Carolina A&T State University must show a multicultural diversity of male, female, traditional and nontraditional students which comprise the university. (Figure M) Writers are also encouraged to make sure they do not use sexual stereotyping in copy.

Materials printed to publicize activities on campus that are open to the general public must have the following statement: (Figure N)

Disabled persons requiring special accommodation under the Americans with Disabilities Act may call the director of veteran and disability support services at 336-334-7765 at least 48 hours before the activity.

Figure L

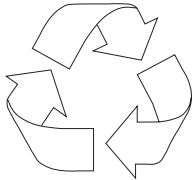


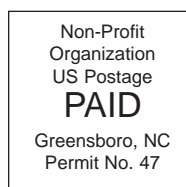
Figure M



Figure N

Disabled persons requiring special accommodation under the Americans with Disabilities Act may call the director of veteran and disability support services at 336-334-7765 at least 48 hours before the activity.

Figure O





USE OF BULK MAIL PERMIT

Departments producing publications that need the university's nonprofit organization bulk mail permit (Permit Number 47) must consult with the campus mail center supervisor at 336-334-7544. Departments must adhere to all guidelines stipulated by the university and the United States Postal Service. (Figure O)

COLORS USED AT WWW.NCAT.EDU

The text color on the www.ncat.edu first level pages should be either black, Aggie Blue or blue, the background color is white. Here are the colors used in the NC A&T pages:

BACKGROUND COLOR

Bgcolor="#FFFFFF"

White

text="#000000"

Black

TEXT COLOR

text="#002659"

Aggie blue

text="#0000FF"

Blue

VISITED LINK

vlink="#FFBC00"

Aggie gold

FOOTER OF EACH UNITS HOME PAGE

There should be a link to the University home page at the end of each unit's homepage, along with the contact information of person responsible for updating the web site.

SIMPLICITY, CONSISTENCY AND WEB ACCESSIBILITY PRINCIPLES

Each Unit's web site should be consistent and simple. In addition, thought should be given towards Web Accessibility. For more information on Web Accessibility please visit the following site: <http://www.cast.org/bobby/>

WEB ACCESSIBILITY PRINCIPLES

The most important points to remember in making your pages accessible are:

Images. Use the alt attribute to describe the function of all visuals.



Image maps. Use client-side MAP and text for hotspots.

Multimedia. Provide captions and transcripts of audio, and descriptions of video.

Hypertext links. Use text that makes sense when read out of context.

Page organization. Use headings, lists, and consistent structures.

Graphs & charts. Summarize or use the long descriptive attribute.

Scripts, applets, & plug-ins. Provide alternative content in case active features are inaccessible or unsupported.

Frames. Use meaningful titles and no frames.

Length of each web page. We strongly recommend that excessive scrolling be avoided. If your page needs more than two scroll clicks divide your information in more than one page.

Download time. Avoid use of animation and overloading your page with graphics this contributes to increase the download time.

NO FRAMES PLEASE

Why Frames Are Not Supported at NC A&T

Frames, introduced with Netscape version 2.0, divide a page into separate scrollable windows for viewing multiple pages simultaneously.

The mission of NC A&T web pages, as distinct from personal web pages, is to communicate mission-critical information to the largest targeted audience possible. The use of frames reduces the audience for NC A&T information; until the frames feature is better implemented by WWW browsers, we strongly recommend you do not use frames.

NC A&T WWW POLICY

For additional information on N.C. A&T WWW policy please review the university's, Computing and Networking Usage Policy

<http://www.ncat.edu/~cit/>.



Associate Vice Chancellor for
University Relations
336.256.0863
or email: mables@ncat.edu
