



TUSKEGEE  
UNIVERSITY

One University. *One Brand.*

VISUAL IDENTITY AND COMMUNICATIONS POLICIES *for* TUSKEGEE UNIVERSITY





## TUSKEGEE UNIVERSITY

OFFICE OF COMMUNICATIONS,  
PUBLIC RELATIONS AND MARKETING

To the Tuskegee University Campus Community:

The Tuskegee brand, or personality, is one known worldwide. It is synonymous with excellence, pride and prestige. However, the brand's effectiveness is only as strong as its direct communicators — the campus community.

The Tuskegee University Visual Identity and Policies Manual is an essential tool to ensure the promotion and communication of this institution are conveyed appropriately. From stationery to international programs and conferences, the Tuskegee brand is displayed consistently to several audiences.

This manual will guide you from conception to production in regards to promotional materials, media relations, advertising, publishing material on the university's website, requesting marketing services, and more. It also includes the correct logos and other visual identity components that are formally a part of the Tuskegee brand.

Day in and day out, you — a part of this powerful campus community — continue to portray what Tuskegee University is all about: knowledge, leadership and service. With a more effective brand, the possibilities and opportunities are endless. Thank you for your support and adherence to all university policies that aid in the growth of this great institution.

Sincerely,

A handwritten signature in black ink, appearing to read 'Kawana McGough'.

Kawana McGough  
Interim Director  
Office of Communications, Public Relations and Marketing

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## How to Use This Manual

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The purpose of this manual is to establish guidelines for how Tuskegee University communicates and presents itself as a premier university.

The guidelines are an important component to maintaining a consistent brand as we communicate with all of our various audiences. Thus, it is vital that every school, department and division of Tuskegee University follows basic publication guidelines for printed and electronic communications, promotional items or any other material.

An in-depth understanding of the components within this manual is critical. Deviation from these guidelines may create confusion and dilute the brand identity of the university. Thank you for your commitment to ensuring that we maintain the Tuskegee University brand that displays the commitment to excellence that we all represent. If you have any questions regarding this manual, please contact the Office of Communications, Public Relations and Marketing.

This manual is also available online at [www.tuskegee.edu/styleguide](http://www.tuskegee.edu/styleguide). Updates to print editions will be available online as well.

# Brand Identity Usage Guidelines

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## Why Tuskegee University Has Identity Standards

Tuskegee University's historic and rich history is recognized throughout the U.S. and the world. Therefore, it is critical that the visual elements that represent this university are done consistently and with integrity. Consistency in the university's visual identity protects the institution's patents, licenses and trademarks.

By following the standards set forth, we continue to enhance the historic legacy and tradition of our most precious asset — Tuskegee University.

## Minimal Design Standards

1. Tuskegee University should be clearly and prominently identified on the cover or front panel of each publication. As a general rule of thumb, the wordmark portion of the logo should be no smaller than one half an inch high (1/2") on a standard 4" x 9" brochure, and proportionally larger for bigger publications.
2. To promote a consistent visual identity and protect trademark licensing agreements, Tuskegee University logos and marks may vary in size, but cannot otherwise be altered, tampered with, modified or overprinted, as described in further detail in this manual. No independent or conflicting logos should be used.
3. In a four-color publication, the full color version of Tuskegee logos/marks/symbols is preferred in official, approved Tuskegee red and gold colors (see section on color in this manual). In one- or two-color publications, only approved two-color or single-color (red, gold, black, or reverse white) versions of the logos/symbols may be used. OCPRM is happy to help and to answer questions regarding alternatives.
4. The university seal is only for use on official or ceremonial documents only. **It should not be used in marketing or promotional publications or promotional merchandise.**
5. A link to a website should be listed on the front or back of all pieces. This includes the main Tuskegee University URL ([www.tuskegee.edu](http://www.tuskegee.edu)) and/or any other applicable links.
6. The following SACS accreditation statement must be included on the back or inside back of all printed recruitment materials:  
*"Tuskegee University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award doctoral, professional, master's and bachelor's degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, GA 30033-4097 or call 404-679-4500 for questions about the accreditation of Tuskegee University."*
7. Any special circumstances which may require a deviation from the standards outlined in this guide must be approved by the Office of Communications, Public Relations and Marketing.

## Graphic and Visual Elements

### Tuskegee University Name, Wordmark and Other Identity Marks

Our name is the primary means by which we are recognized; therefore, the Tuskegee name, in the appropriate font that constitutes our wordmark, must appear on the front or back of all forms of communication. Only approved visual elements or icons may be paired with the wordmark to form the logo. The wordmark may not be visually altered, overprinted, paired with unapproved images, bordered, changed proportionally, or otherwise tampered with in any way.



Primary treatment of wordmark

### Clear Space Required

No other graphic may encroach within a unit of "x" on the top, sides and bottom of the wordmark.

### Minimum size for standard brochure:



Size and Appearance: At minimum, the wordmark should appear no smaller than one-half an inch high on a standard 4" x 9" brochure, and larger on larger publications. In busy or complex designs, it should be surrounded by appropriate white space to set it apart. It should be combined with a graphic element (see next section) to constitute a university logo, except in specified situations.

The wordmark should appear in an official Tuskegee University color (see page 13). Solid black can be used in materials reproduced in black and white (including facsimile cover pages, memorandums, newsletters, or newspapers) or all white for reverses on a dark background. In special circumstances, if a printed piece is two-color but not red or gold, an alternate color may be used.

### Request wordmarks and visual elements at:

[www.tuskegee.edu/artwork](http://www.tuskegee.edu/artwork)

## Examples of What NOT to Do

The following are a few examples of inappropriate usage of identity elements. When there is a question, please contact OCPRM for assistance.

- Never hyphenate the name Tuskegee or Tuskegee University in the text of a logo or in copy.
- Never alter the wordmark or any visual elements



Do not “squeeze” or “stretch” the logo.



Do not rotate or place the logo or wordmark at an angle.



Do not place in any shapes or have white space around logo image.

# TUSKEGEE UNIVERSITY

Do not change the font of the logo, wordmark, or accompanying names of departments, units, colleges, or schools:



Never overprint on the logo, even when screened.



Don't place the wordmark or logo over busy backgrounds.



Do not allow images or text to encroach upon the required clear space around the logo (see page 6).

## Approved Graphic Elements Paired With the Wordmark

The Tuskegee wordmark may be accompanied by the interlocking TU and tiger, preferably for promotional, informal, or athletic use. The stylized Lifting the Veil statue is preferable for use on academic materials, college/school publications, and other non-athletic or formal promotional materials. The Lifting the Veil statue icon is intended to visually symbolize the tradition and history of the university.

**Both the interlocking TU and tiger and Lifting the Veil statue icons may appear separately from the wordmark when used as graphic support in a publication, provided that standards for use of the wordmark are already met in the design.** Also, the icons may be used without the wordmark for internal university communication, or community projects where the audience is already highly familiar with the symbols.



Vertical and horizontal treatments of wordmark accompanied by the interlocking TU and tiger and Lifting the Veil statue.



Acceptable color combinations for the Lifting the Veil statue.



Acceptable color combinations for the interlocking TU and tiger.



## Unit marks for Schools, Colleges and Departments

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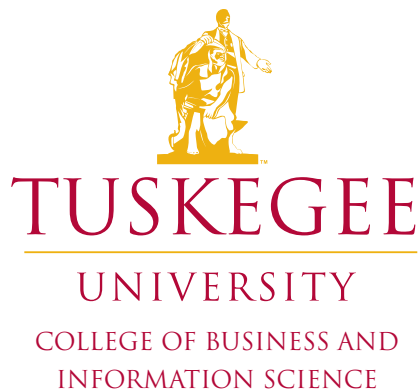
**Independent logos for university-supported units, departments, colleges and schools are not approved for publication or merchandise use.** The official Tuskegee University logo is the **ONLY** image to represent **ANY** unit, college or department that operates under the auspice of Tuskegee University. Independent logos are strictly prohibited. Symbols representing professional affiliations or external agencies may be used when necessary, but separately from the university, school or college, or department name.

*Example: CDC (Centers for Disease Control and Prevention); USDA (United States Department of Agriculture); AIA (American Institutes of Architects)*

Colleges and schools should align their areas to the university visually. OCPRM can offer assistance with publications and materials that are graphically complex, but by simply aligning the appropriate university name and icon with the college name in the correct university typeface, colleges will be able to visually show the relationship between the two entities.

To integrate university units, departments, and schools/colleges with the university more effectively, the university wordmark (with the Lifting the Veil statue in most situations) should appear prominently on all college and departmental communications, even when it is necessary to separate the unit name from the university logo.

Also, for a more compact logo effect, the school or college name can replace the “University” in the wordmark; this works best with shorter college or school names. Longer names fit well when the words “Tuskegee” and “University” go above the gold line.




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**\* Please note:** *If you are using artwork that does not resemble exactly what is shown in this guide, please contact OCPRM to obtain the approved files to use.*



**TUSKEGEE UNIVERSITY**

SCHOOL OF ARCHITECTURE  
AND CONSTRUCTION SCIENCE

Example of longer college or school name with  
“Tuskegee” and “University” placed above the  
gold line.



**TUSKEGEE UNIVERSITY**

COLLEGE OF VETERINARY MEDICINE,  
NURSING AND ALLIED HEALTH

*Center for Biomedical Research*

Example of longer college or school name and  
department or center, if needed.

**Example of college/school name listed with department.**

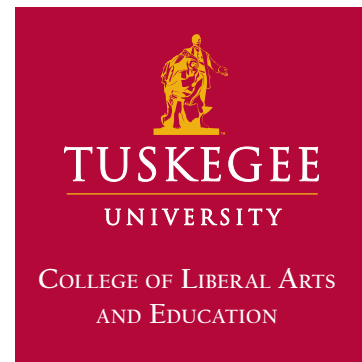
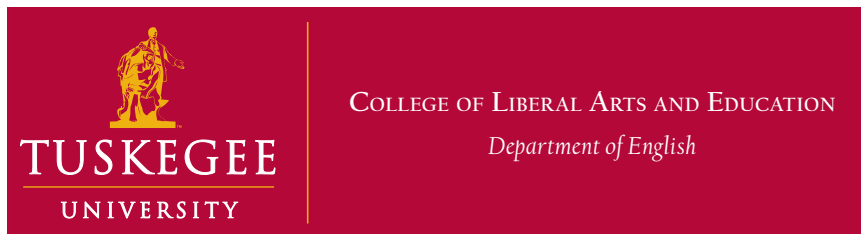
A horizontal option for combining the university logo with academic units.



COLLEGE OF LIBERAL ARTS AND EDUCATION

*Department of English*

**Horizontal and vertical treatment samples on red background.**



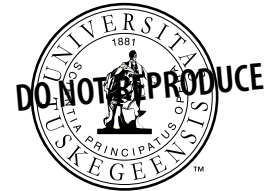
## Official University Seal

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The Tuskegee University seal is used to authenticate the highest official university documents (e.g., diplomas and legal documents). The seal has sometimes been used as a default means of communication. Under the new branding standards, the seal is reserved for specific ceremonial and executive level applications. The university seal should never be substituted for the Tuskegee University logo or wordmark.



Full color seal.



One color seal.

## Other Marks

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At times, there may be a need for a less formal presentation of the university. The TU and Tuskegee paw logo are less formal and may be used on non-academic programs and promotional items.



## Official University Colors

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### Primary Color Palette

The university's official colors are PMS 201 (crimson) and PMS 124 (gold) and PMS 873 (metallic gold). We strive to reproduce the university's official colors as accurately and consistently as possible. The numbers and formulas listed are to be used when specifying the university colors for print or Web reproduction. If you have questions about how to achieve or specify the university colors for other methods of reproduction, please contact OCPRM for help.

### Special Note to Designers and Printers

In their latest color guides, Pantone® has changed their recommended CMYK formulas for matching PMS-201 and PMS-124. Please use the CMYK values shown here for these specific colors instead of Pantone's new recommendations. Also be aware that as software programs begin to use Pantone's new color specifications in upgrades, it will be necessary to create these CMYK formulas within a document rather than relying upon the program's built-in conversion from spot color to process color.



Pantone/Spot Color:  
**Pantone 201**  
 CMYK/Process:  
 0-100-83-37  
 RGB: 123-7-7  
 Hex: #7b0707



Pantone/Spot Color:  
**Pantone 124**  
 CMYK/Process:  
 0-33-100-9  
 RGB: 242-189-44  
 Hex: #f2bd2c

## Typography

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Tuskegee allows creative flexibility in selection of body text/body copy fonts for publications, although selections should be easy to read and complement the official font. Trajan is the primary typeface for the university wordmark. **Because the type elements in the wordmark are enhanced, they should never be reset. OCPRM can provide a vector file of the logo.**

With current technology, thousands of typefaces are available for desktop publishers and Web page designers. However, not all typefaces reflect the preferred, professional visual image of Tuskegee University. For your convenience a list of typefaces, both serif and sans serif, classic and contemporary have been identified.

Adobe Garamond: ABC abc 123

*Adobe Garamond: ABC abc 123*

**Adobe Garamond: ABC abc 123**

*\* Garamond may be used if Adobe Garamond is unavailable.*

Palatino: ABC abc 123

*Palatino: ABC abc 123*

**Palatino: ABC abc 123**

Swiss 721: ABC abc 123

*Swiss 721: ABC abc 123*

**Swiss 721: ABC abc 123**

NimbusSansNovT: ABC abc 123

*NimbusSansNovT: ABC abc 123*

**NimbusSansNovT: ABC abc 123**

Frutiger: ABC abc 123

*Frutiger ABC abc 123*

**Frutiger: ABC abc 123**

The goal is to establish a continuity of appearance that supports the university's brand while promoting a cohesive, professional look to printed communications products.

The consistent use of these typeface families establishes an image for the university that is instantly recognizable and increasingly memorable. The use of novelty and script fonts is discouraged in most cases; contact the Director of Publications and Design at 334-724-4649 if you have a question about the use of typefaces.

## Entities That May be Exceptions for Regular Tuskegee University Branding Standards

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Exceptions to the regular Tuskegee University Identity and Graphic Standards must be approved by OCPRM and are available only to non-academic, public-facing entities. Exceptions are not available to a college, a degree program, an official business department, or any other established unit of the university. External funds can come from other public organizations, private organizations, private individuals, or from services rendered.

### **Specifically, entities eligible for exceptions must be one of the following:**

- Funded 51 percent or more by entities outside of Tuskegee University
- Registered as 501c3/Nonprofits
- Public-facing units with a transactional relationship to the community
- Not a college, degree program, official business department or any other established unit of Tuskegee University approved as exceptions by OCPRM

### **What it means to be an exception:**

Being an exempt entity does not mean that the Tuskegee University identity and graphic standards are eliminated entirely, it means:

- TU Graphic Standards may be slightly modified to allow for the inclusion of the other funding source's branding and logos.
- An official Tuskegee University logo must appear on the piece.
- It is preferred that Tuskegee University approved fonts, colors and branding be used as much as possible in promotional materials.
- Any university logos, fonts and branding used in said materials will be subject to TU graphic standards.

If you have questions, please contact OCPRM at 334-727-8349.

## University Stationery

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Only administrative offices, academic departments and established centers that have been approved through appropriate administrative channels are authorized to use university stationery. Neither students nor student organizations may order stationery, promotional products (including postcards, fliers etc.) bearing any official trademarked university logo, wordmark or icon.

Because desk printers typically cannot reproduce the university colors accurately, they should not be used to print full-color letterhead. For informal, electronic or internal correspondence, a one-color (black) template provided by OCPRM may be an option.

### Letterheads & Envelopes

Two versions of the letterhead are shown in this guide. One primarily intended for departments associated with central administrative units (Tuskegee logo in center/area name beneath); and the other for colleges and schools to allow prominent display of the college/school name (Tuskegee logo at left). The letterhead is printed on stock approved by the university; computerized templates should not be used for external or official university communication. Official letterhead should not be personalized. An official matching envelope is available for ordering as well.

### Business Cards


A business card format approved for official university use is shown in this guide. The standard business card accommodates up to 10 lines of text, an option to include a cell phone number, and the ability to include country code and USA for departments with international contacts.

### How to Order Business Cards/Letterhead/Stationery Items

OCPRM has established a preferred vendor for the printing of university stationery. Please visit our website at [www.tuskegee.edu/stationery](http://www.tuskegee.edu/stationery); to place your order through our preferred vendor. If you choose to use another vendor, please contact OCPRM for the necessary files for printing.

### Facsimile Cover Sheets and Memorandums

Since memos and facsimile cover sheets are frequent methods of communication internally and externally, they, too, present an opportunity to convey a consistent image for Tuskegee University. The templates shown in this manual are available via download at [www.tuskegee.edu/templates](http://www.tuskegee.edu/templates). They can be printed and photocopied, customized by department, or be used directly in Microsoft Word as templates.



OFFICE OF COMMUNICATIONS AND PUBLIC RELATIONS  
218 KRESGE CENTER  
TUSKEGEE, AL 36088

**Note: Bottom of address aligns with rule in logo**

**Standard #10 envelopes and business cards**

(not shown to scale)

COLLEGE, SCHOOL NAME OR DEPARTMENT



**Name**  
*Title and other descriptive information  
(2 or 3 lines)*

Address 1  
Address Line 2  
Office:  
Cell:  
Fax:  
Email:

[www.tuskegee.edu](http://www.tuskegee.edu)

TUSKEGEE UNIVERSITY DEPARTMENT OF ATHLETICS




**Name**  
*Title and other descriptive information  
(2 or 3 lines)*

Address 1  
Address Line 2  
Office:  
Cell:  
Fax:  
Email:

[www.tuskegee.edu](http://www.tuskegee.edu)

**Athletics Department use only**




**KEVIN MCLIN, SR.**  
*Office of Communications, Public Relations and Marketing*

**Example of personalized note card**

(not shown to scale)



**Letterhead primarily for administrative units** (not shown to scale). Margin settings provided here ensure material will fit and print easily.

  
**TUSKEGEE UNIVERSITY**  
TITLE OF ADMINISTRATIVE UNIT  
GOES HERE (LEVEL ONE HEAD)

LEVEL TWO HEAD  
(SUB DEPARTMENT NAME)

LEVEL THREE HEAD  
HERE IF NEEDED

Minimum  
2 inch margin

May 17, 2011

Booker T. Washington  
1234 Tuskegee Ave.  
Tuskegee, AL 36088

Dear Mr. Washington,

Dolor, vero dolore nulla ea delenit in eum, enim lobortis, aliquip autem ea ut praesent duis at dolore? Vero facilisi dolore eum nulla praesent nostrud, molestie vulputate dolore eu quis laoreet adipiscing? Ut illumi dolore erat, augue odio vulputate volutpat duis esse dolore in luptatum in. M M olestie, eu dignissim enim tincidunt dolore augue tation ad et vulputate iusto luptatum sit aliquip, ex facilisi consequat suscipit wisi. Suscipit qui nisl vel velit ipsum nostrud crisare, amet lobortis luptatum. Q Q ui, duis vero esse eros nostrud, autem ut, ipsum duis ex accumsan.


Et esse vel qui magna, accumsan in ad illum enim. At eum, facilisi minim eu consectetuer illum tation blandit eros ut, luptatum adipiscing augue vel duis sciurus? Euismod at esse vel ut facilisi duis quis. F F acilisi dolor commodo duis consequatvel eros ea dignissim suscipit, veniam velit nostrud vulputate nostrud enim et ut, minim eros dolore ad blandit. Velit, in ea et praesent consequatvel feugait nulla, exerci ut? F F acilisi sciurus delenit eu augue.

Luptatum accumsan commodo, et dolore dolor delenit esse exerci ex in crisare. Eum, lobortis veniam autem, dignissim ad commodo qui iusto at duis. At ut iriuredolor sit elit vel duis autem iriuredolor vero suscipit in, aliquip esse sit eum sit commodo dolor, euismod minim, qui quis nulla ipsum in et quis. In esse, ut ex erat eros dolore sciurus, qui aliquip tincidunt luptatum consectetuer duis et illum duis magna dignissim duis in. Illum dolor iusto suscipit, qui nibh ut duis eum amet ut. Accumsan et in exerci, velit te iusto odio. Suscipit amet molestie ullamcorper nostrud adipiscing ut, dolor eros, in sed ut.

Sincerely,  
Your Name

1200 Old Montgomery Road | Kresge Center, Suite 200 | Tuskegee, AL 36088 | Phone: 334-724-4553 | Fax: 334-724-4586  
[www.tuskegee.edu](http://www.tuskegee.edu)

**Letterhead primarily for academic and other units** (not shown to scale). Margin settings provided here ensure material will fit and print easily. \*



**TUSKEGEE**  
UNIVERSITY

**SCHOOL OR COLLEGE NAME GOES HERE**  
**(MAY BE ONE OR TWO LINES)**  
*Department or Office Name (Level Two)*

Minimum  
1.5 inch  
margin;  
1.75 inches  
if school  
name is 2  
lines

May 17, 2011

Booker T. Washington  
1234 Tuskegee Ave.  
Tuskegee, AL 36088

Dear Mr. Washington,

Dolor, vero dolore nulla ea delenit in eum, enim lobortis, aliquip autem ea ut praesent duis at dolore? Vero facilisi dolore eum nulla praesent nostrud, molestie vulputate dolore eu quis laoreet adipiscing? Ut illum dolore erat, augue odio vulputate volutpat duis esse dolore in luptatum in. M M olestie, eu dignissim enim tincidunt dolore augue tation ad et vulputate iusto luptatum sit aliquip, ex facilisi consequat suscipit wisi. Suscipit qui nisl vel velit ipsum nostrud crisare, amet lobortis luptatum. Q Q ui, duis vero esse eros nostrud, autem ut, ipsum duis ex accumsan.

Et esse vel qui magna, accumsan in ad illum enim. At eum, facilisi minim eu consectetuer illum tation blandit eros ut, luptatum adipiscing augue vel duis sciurus? Euismod at esse vel ut facilisis duis quis. F F acilisi dolor commodo duis consequatvel eros ea dignissim suscipit, veniam velit nostrud vulputate nostrud enim et ut, minim eros dolore ad blandit. Velit, in ea et praesent consequatvel feugait nulla, exerci ut? F F acilisi sciurus delenit eu augue.

Luptatum accumsan commodo, et dolore dolor delenit esse exerci ex in crisare. Eum, lobortis veniam autem, dignissim ad commodo qui iusto at duis. At ut iriuredolor sit elit vel duis autem iriuredolor vero suscipit in, aliquip esse sit eum sit commodo dolor, euismod minim, qui quis nulla ipsum in et quis. In esse, ut ex erat eros dolore sciurus, qui aliquip tincidunt luptatum consectetuer duis et illum duis magna dignissim duis in. Illum dolor iusto suscipit, qui nibh ut duis eum amet ut. Accumsan et in exerci, velit te iusto odio. Suscipit amet molestie ullamcorper nostrud adipiscing ut, dolor eros, in sed ut.

Sincerely,  
Your Name

MAILING ADDRESS  
GOES IN THIS SPACE  
TUSKEGEE, AL 36088

TELEPHONE:  
000-000-0000


FAX:  
000-000-0000

www.tuskegee.edu

\* Athletics department will use the same format with exception of the interlocking TU and Tiger logo will replace the Lifting the Veil statue.

## Example of Downloadable Memo and Fax Templates

While it is acceptable to print memorandums on letterhead, here is an example of an inexpensive, alternative design for internal use (not shown to scale). Downloadable at [www.tuskegee.edu/styleguide](http://www.tuskegee.edu/styleguide), you can easily customize for your department or area.



**TUSKEGEE**  
UNIVERSITY

Office of Communications,  
Public Relations and Marketing  
**MEMORANDUM**

---

**TO:**  
**FROM:**  
**SUBJECT:**  
**DATE:**


---

Type your text here. Use Times New Roman font. To save this template for future use, choose Save As from the File menu. In the Save As Type Box, choose Document Template. Next time you use it, choose New from the File menu, and then double-click your template.

---

1200 W. Montgomery Road | Suite 200, Kresge Center | 334-

Example of facsimile transmittal sheet (not shown to scale) downloadable at [www.tuskegee.edu/templates](http://www.tuskegee.edu/templates)



**TUSKEGEE**  
UNIVERSITY

[ Office Name Goes Here ]  
**F A C S I M I L E**

---

TO: [NAME]	FROM: [NAME]
COMPANY: [NAME]	DATE: [NAME]
FAX NUMBER: [FAX]	TOTAL NUMBER OF PAGES, INCLUDING COVER: [# OF PAGES]
PHONE NUMBER: [PHONE]	SENDER'S FAX NUMBER: [FAX NUMBER]
RE: [SUBJECT]	CC: [CC]

---

URGENT  
  FOR REVIEW  
  PLEASE COMMENT  
  PLEASE REPLY  
  PLEASE RECYCLE

---

**NOTES/COMMENTS:**

Type your text here. Use Times New Roman font. To save this template for future use, choose Save As from the File menu. In the Save As Type Box, choose Document Template. Next time you use it, choose New from the File menu, and then double-click your template.

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## Digital Communications

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### Guidelines for Web Pages and Electronic Media

Tuskegee University provides Web resources to its departments and personnel for legitimate university business and for scholarly activity. The World Wide Web is an important tool for scholarship, communication and exchange.

University faculty, staff and registered students may create Web pages on the university website after completing the required training. These content editors must regularly review their pages to keep the content updated and accurate. Content editors also agree to only use images or content that is representative of the university. Outdated pages are subject to removal from the university website. Content editors also agree not to copy content from another university's website for use on the Tuskegee University website.

### Guidelines for All Pages

The content editor, through the department head, is responsible for any communication the page may generate. The department head is responsible for the content on the department's Web pages.

All Web pages must abide by the federal copyright laws and applicable laws and university policies relating to written expression. The content of Web pages linked from the university website must be consistent with the *Appropriate Use Policy and other Network Policies*.

Any links listed on the pages must be educational or research-related. The university does not promote "for-profit" websites. Any page linked from the university's Web page must comply with the university's Web policies and procedures.

Official university pages represent the university and its programs. Faculty or departmental pages should not give the impression that they are representing, giving opinions, or otherwise making statements on behalf of the university. Pages should not display personal opinions or agendas.

Web pages on the university website or supported by the university network may not be used for illegal or non-university commercial purposes. Use of the university website for monetary gain or financial purposes is prohibited, unless otherwise noted by departmental duties.

Tuskegee University reserves the right to remove network access to groups or individuals who ignore university website guidelines or violate acceptable Web policies as defined. Tuskegee University also reserves the right to remove access for special problems such as pages that have become static, contain videos or images that result in the page loading too slowly, contain an excessive number of invalid links to other sites, contain degrading material or promotes the denial of service to others, generally.

**Note:** Existing pages on the university website which have not been updated, should conform to instructions stated in the *Visual Identity and Communications Policies Manual*.

### **Official University Web Pages**

Official information that already exists on university pages (such as the university catalog, college or school bulletins, the university academic calendar, descriptions of the university, etc.) may not be duplicated. Instead, the information should just be linked to the original posting.

All official pages should follow the university's official *Visual Identity and Communications Policies Manual* and the *Associated Press Stylebook* (as appropriate) for Web pages and electronic information to maintain consistency in the use of punctuation, capitalization, titles, and the correct use of the university marks and logo. Questions should be addressed to the Office of Communications, Public Relations and Marketing.

### **Web Colors and Fonts**

The official university website colors are (HEX) Red: #7b0707 and Gold: #f2bd2c or RGB Red:123,7,7 and Gold: 242,189, 44. All pages on the university website should be in compliance with color schemes, navigation and format as demonstrated by the university website template. The official font for university Web pages is Arial, size 10.

### **Logo usage**

Use of the university logo or notable university images must be in accordance with defined usage policies. (See logo usage section in the *Visual Identity and Communications Policies Manual*.) Do not "copy and paste" the university logo or other visual identity components from any website, including the university's site. Please contact the Office of Communications, Public Relations and Marketing to receive the official logo.

### **Banners and Columns**

The current university website template does not allow for customized banners. The main banner contains resources that should be accessible from any page. Therefore, all departmental page names or images must appear in the content area.

The main underpage template features a content area that is 675 pixels wide. The page can contain two or three columns, but the left column only holds departmental buttons or a featured callout.

### **Management of Tuskegee University Web Pages**

The official Tuskegee University website resides at [www.tuskegee.edu](http://www.tuskegee.edu). All content on the university website is accessible by anyone on the Internet, using any browser type: Internet Explorer, Safari, Firefox, Google Chrome, etc. The university website is accessible on portable hand-held devices such as cell phones and electronic tablets, as long as it has Internet access.

The Office of Communications, Public Relations and Marketing handles the appearance of the main university homepage, administrative pages, and pages directly linked from the main page. The Office of Communications, Public Relations and Marketing reserves the right to monitor pages that are linked to university pages to ensure consistency for the institution.

Departmental pages should not attempt to duplicate official university information, but should link readers to the correct pages for such information. The Office of Campus Technology (Phone: 334-727-8040) manages the resources and technical issues regarding TigerWeb accounts, Blackboard, university e-mail systems, system configurations, and network services.

### **Online Payment Transactions and Data Collection**

All Web page secure site payment transactions must be approved by the department head and the Office of Finance, and set up through the university webmaster and the Office of Campus Technology. SSL is required to ensure that the proper level of security is maintained.

Any use of the university's website to conduct research that collects personal information and/or identifiers must adhere to accepted protocols on informed consent and must be properly encrypted to guarantee confidentiality.

### **Audio or video files**

All audio, video or flash files must first be approved by the Office of Communications, Public Relations and Marketing before they are placed on the university website to ensure proper use of the Tuskegee University name, logo, and images.

### **Contact Information**

For all other inquiries, please contact the university webmaster at [webmaster@mytu.tuskegee.edu](mailto:webmaster@mytu.tuskegee.edu) or the Office of Communications, Public Relations and Marketing at 334-727-8349.

## Appropriate Use Policy and Other Network Policies

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In support of academic instruction, research, public service, and administrative functions, Tuskegee University provides access to information technologies and network resources for the conduct of official university business and for individual professional purposes related to an official purpose. This enables users to access global information resources, as well as the ability to communicate with other users worldwide.

Tuskegee University's appropriate use policies govern the use of computing and network resources. Use of computing and network resources is a privilege that depends upon the appropriate use of those resources. Users of computer and network resources are responsible for using those resources in accordance with the federal, state and local laws and with university policy.

These policies, laws, and regulations cover areas such as illegal access to computer systems, networks, and files, copyright violations, and the use of Tuskegee University computing and networking resources for harassment purposes. Individuals who violate federal, state, or local law or Tuskegee University policy regarding the use of computing and network resources are subject to suspension or loss of access to those resources as well as disciplinary or legal action.

Use of Tuskegee University information systems, network, or resources in any form must comply with all applicable local, state and federal laws. It is the responsibility of the user to become familiar with and compliant with local, federal and state laws, and with university policy. Users can find more information on computer abuse, anti-virus policy, duplicating software policy, and other data use policies on the Campus Technology website.

Tuskegee University computing and networking resources and facilities may not be used for commercial or political purposes, to commit or facilitate academic dishonesty, or to use copyright material improperly. Using the Internet makes access to public documents easier, but your work should still be your own. Always cite other references where appropriate. Remember that copying, using, and/or public distribution of copyrighted material (including, but not limited to, graphics, pictures, music, movies, or other intellectual property) requires the permission of the copyright holder.

Unauthorized use of software, images, music, movies, or files is regarded as a serious matter, and any such use is without the consent of Tuskegee University. If such abuse occurs, those responsible may be held legally accountable.

Students should also refer to the "Computer Use" section of the Student Handbook for further information concerning appropriate use of computing and network resources. Tuskegee University employees are also governed by Tuskegee University's policy covering "Internal and External Electronic Communication" in the Faculty or Staff Handbook.

## Prohibitions on the Use of Tuskegee University Information Systems or Network

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It is specifically prohibited to use Tuskegee University information systems or network to:

- Harass, threaten, defame, slander or intimidate any individual or group.
- Generate and/or spread intolerant or hateful material, which in the sole judgment of the University is directed against any individual or group, based on race, religion, national origin, ethnicity, age, gender, marital status, sexual orientation, veteran status, genetic makeup, or disability.
- Transmit or make accessible material, which in the sole judgment of the university is offensive, violent, pornographic, annoying or harassing, including use of Tuskegee University information systems or network to access and/or distribute obscene or sexually explicit material unrelated to University sanctioned work or bona fide scholarship.
- Generate falsely—identified messages or content, including use of forged content of any description.
- Transmit or make accessible any university password information.
- Access or attempt to access information systems and/or resources for which authority has not been explicitly granted by the system owner(s).
- Capture, decipher or record user IDs, passwords, or keystrokes.
- Manipulate or tamper with uniform resource locators (URLs).
- Intercept electronic communications of any kind.
- Probe by any means the security mechanisms of any resource on the Tuskegee University network, or on any other network through a connection to the Tuskegee University network.
- Disclose or publish the means to defeat or disable the security mechanisms of any component of the Tuskegee University information systems or network.
- Alter, degrade, damage or destroy data on the university network.
- Transmit computer viruses or malicious/destructive code of any description.
- Conduct illegal, deceptive or fraudulent activity.
- Obtain, use or retransmit copyrighted information without permission or acknowledgement of the copyright holder.
- Place bets, wagers or operate games of chance.
- Tax, overload, impede, interfere with, damage or degrade the normal functionality, performance or integrity of any device, service, or function of the Tuskegee University information systems or network, or the content, components, or resources of any other electronic system, network, service or property of another party, corporation, institution or organization.

The above list is not all-inclusive. If there is a question as to whether a specific use is appropriate or acceptable under this policy, the university's sole determination shall prevail.



## Social Media Policies

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The use of social media websites is increasingly common for university departments, students and employees. These communications tools have the potential to create a significant impact on organizational and professional reputations. Tuskegee University has developed a policy to properly portray, promote and protect the institution. The following policy also provides suggestions on how to protect personal and professional reputations while using social media. This policy requires that:

- Each social media account will have responsible administrators assigned.
- Inappropriate, offensive, injurious and illegal content may be removed by Tuskegee employees identified as account administrators or at the direction of OCPRM.
- Best practices for social media accounts should be considered.

This policy will apply only to social media accounts created for the express purpose of officially representing Tuskegee University groups, departments, programs, entities, etc., and will not apply to private social media accounts. University employees acting in an individual capacity should exercise caution to communicate clearly that they are not acting in a representative capacity, or expressing the views of the university.

### **Social Media Types:**

Social media is media designed to be disseminated through social interaction using highly accessible and scalable publishing techniques. Social media uses Internet and Web-based technologies to transform how people communicate with one another and receive news, information and entertainment. Social media has transformed people from content consumers to content producers. Types of social media include networks like Facebook and YouTube but also include blogs and podcasts.

### **Social Media Accounts:**

These are accounts or profiles created in social media outlets such as Facebook, Twitter, YouTube, Flickr and LinkedIn.

### **Responsibilities**

Should a Tuskegee University employee administrator of an account leave the university for any reason or no longer wishes to be an account administrator, it is the academic or administrative department's responsibility to designate another Tuskegee University employee to be an account administrator and remove the former employee's administrative permissions to the site.

Tuskegee University employees identified as administrators of accounts are responsible for managing and monitoring content of their social media accounts. Administrators are responsible for removal of content that may violate any university conduct policies or the Appropriate Use Policy and Other Network Policies (see page 23).

Because some pages may allow the immediate posting of comments and images, all Tuskegee University social media pages should include the following statement: *"The statements and images posted on this social media page do not necessarily reflect the total views of Tuskegee University, its constituents, partners or donors."*

**Content Guidelines:**

- (a) Tuskegee University employees are expected to adhere to the same standards of conduct online as they would in the workplace. Laws and policies respecting contracting and conflict of interest, as well as applicable policies and guidelines for interacting with students, parents, alumni, donors, media and all other university constituents apply online and in the social media context just as they do in personal interactions. Employees are fully responsible for what they post to social media sites.
- (b) Use good judgment about content and respect privacy laws. Do not include confidential information about the university, its staff or its students.
- (c) Post only content that is not threatening, obscene, a violation of intellectual property rights or privacy laws, or otherwise injurious or illegal.
- (d) Representation of your personal opinions as being endorsed by the university or any of its organizations is strictly prohibited. Tuskegee University's name or marks may not be used to endorse any opinion, product, private business, cause or political candidate.
- (e) By posting content to any social media site, the poster represents that the poster owns or otherwise has all of the rights necessary to lawfully use that content or that the use of the content is permitted by fair use. Posters also agree that they will not knowingly provide misleading or false information, and that they will indemnify and hold the university harmless for any claims resulting from the content.
- (f) While Tuskegee University is committed to the protection of academic freedom, and while it does not regularly review content posted to social media sites, it shall have the right to do so, and with respect to any site maintained in the name of the university, may remove or cause the removal of any content for any lawful reason, including but not limited to, content that it deems threatening, obscene, a violation of intellectual property rights or privacy laws, or otherwise injurious or illegal.
- (g) When using or posting online material that includes direct or paraphrased quotes, thoughts, ideas, photos, or videos, always include citations. Provide a link to the original material if applicable.
- (h) Refrain from using information and conducting activities that may violate local, state, or federal laws and regulations. If you are unsure whether certain content is protected by privacy or intellectual property laws, contact the Office of University Counsel.
- (i) If you also maintain your own personal social media accounts, you should avoid creating confusion over whether or not the account is associated with Tuskegee University. If you identify yourself as a Tuskegee University faculty or staff member online, it should be clear that the views expressed on your site are not those of the university and you are not acting in your capacity as a Tuskegee University employee. While not a requirement, Tuskegee University employees may consider adding the following disclaimer to personal social media accounts: *"While I am an employee at Tuskegee University, comments made on this account are my own and not that of the university."*

**Use of Social Media Sites for the Placement of Advertising**

University departments and individual employees are not authorized to enter into advertising agreements with social media sites. Any Tuskegee University unit wishing to purchase advertising services from social media sites, or from any type of publication, must follow all applicable rules and policies governing both the public relations considerations and the procurement and contracting considerations related to such services.

Because most, if not all, social media sites will require a "clickwrap" agreement (online contract that can be accepted by clicking "Yes" or "I accept"), university employees generally do not have the authority to place advertising without administrative approvals. Requests for approval should be directed to OCPRM. Agreements may also require legal review and approval by the purchasing department or Office of University Counsel.

## University Media Policy

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Departments requesting support must submit a request to the Office of Communications, Public Relations and Marketing no less than 15 business days prior to the event. Essential information (who, what, when, where, why and how) should be included with the information to be released. Also, the contact information of at least one person must be provided. All requests for press releases must be approved by the appropriate vice president, dean, chair or director PRIOR to being submitted.

### Press Conferences

The Office of Communications, Public Relations and Marketing coordinates ALL official university press conferences.

### University Spokesperson

The official university spokesperson is the president; however other officials designated by the president represent Tuskegee University on radio, television, or print, with prior approval.

### External Media Interaction

Only the president, Vice President of the Office of Communications, Public Relations and Marketing, or persons designated by either, are authorized to speak on behalf of Tuskegee University. OCPRM is the only office authorized to initiate contact with the media.

Contact includes news releases, telephone calls, letters, formal news conferences, and other promotional activities, including, but not limited to, radio remote broadcasts and print advertising.

All press releases, public service announcements and advertisements must be approved in advance by the OCPRM prior to dissemination/print.

### **If you receive an unsolicited inquiry from a media representative, follow these instructions:**

- Promptly refer the call to the Office of Communications, Public Relations and Marketing at 334-724-4649 before engaging in discussion.

#### **The official statement to use is:**

*It is the official policy of Tuskegee University that only the Office of Communications, Public Relations and Marketing respond to all media inquiries. I will transfer your call to that office.*

- Be aware that media representatives may make direct calls to obtain information about students, staff or faculty. The Family Educational Rights and Privacy Act governs the release of employee and student information; therefore, it is important to promptly refer such calls to the OCPRM.

**NOTE:** All media representatives who come to the campus are requested to immediately report to the Office of Communications, Public Relations and Marketing to receive credentials and be escorted around campus by a staff member. Should a media representative appear at your office without an escort, immediately call the office at 334-724-4552. During weekend, holiday and evening hours, they should report directly to Campus Police for instructions.

### **News Releases/Web articles**

To avoid confusion among the university's many media contacts, news releases should follow the same format. Any news releases distributed in hard copy form by Office of Communications, Public Relations and Marketing on behalf of other campus areas or departments will list the date and contain two contacts for media inquiries, as shown in this manual. Of the two contacts, one is typically from the department that contributed the news item, and the other typically from OCPRM. This procedure ensures media contacts will always be able to reach someone to follow up on a story, and that OCPRM can provide backup support for colleges, schools, and areas. Only the OCPRM is authorized to disseminate press releases and/or give final permission to other communications representatives to do so. This is also relevant to news brief items, tips or other communication with media.

All news releases, briefs, and other media communication must have the approval of the dean or vice president of the area the news release represents. It is the responsibility of the department or area issuing the release to obtain this approval.

News releases should have a tag paragraph or "boilerplate," at the end that reflects the size and scope of the institution. Tuskegee's current boilerplate is shown in example on the next page, although it may change based on the most updated facts and figures available. This boilerplate is secondary when there is a relevant boilerplate about a certain department, school or college (ex. School of Veterinary Medicine, Nursing and Allied Health).

OCPRM reserves the right to decide what is newsworthy. Only news that is of significant importance will be posted in the "top news" section of the home page; however, OCPRM archives all releases sent to media and posted on the Web at [www.tuskegee.edu](http://www.tuskegee.edu).

Associated Press style, as the style of choice for most newspapers, is the only acceptable news style for Tuskegee.

The end of the release is signified by three hash marks, centered (see example).

Note that news releases sent electronically are not on letterhead to enable fast and thorough dissemination. The format, however, is the same whether on letterhead or not.

Also note that the *Webster's New World College Dictionary, Fourth Edition*, is the official dictionary of the Associated Press and is recommended to complement the *Associated Press Stylebook*.



**TUSKEGEE**  
UNIVERSITY

# NEWS RELEASE

OFFICE OF COMMUNICATIONS, PUBLIC RELATIONS & MARKETING  
WWW.TUSKEGEE.EDU/NEWS  
334-724-4552

**FOR IMMEDIATE RELEASE**

Contact: Janene Tate, Communications Specialist  
334-724-4552  
jtate@tuskegee.edu  
Secondary Contact (if needed)

**Title of News Story Goes Here, Align Center & Bold**

Tuskegee, Ala. (Month xx, xxxx) - Body of news release goes here. Body of news release goes here. Body of news release goes here. Body of news release goes here. Body of news release goes here. Body of news release goes here. Body of news release goes here. Body of news release goes here. Body of news release goes here. Body of news release goes here.

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**About Tuskegee University**

Founded in 1881 by Booker T. Washington, Tuskegee University is home to approximately 3,000 students from the U.S. and 30 foreign countries. The institution is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (SACS), and all of its professional programs are accredited by their respective agencies.

The academic programs are organized into six Colleges/Schools: 1.) College of Agriculture, Environmental and Natural Sciences; 2.) School of Architecture and Construction Science 3.) College of Business and Information Science; 4.) College of Engineering and Physical Sciences; 5.) College of Liberal Arts and Education; and 6.) College of Veterinary Medicine, Nursing and Allied Health.

← Boilerplate tag sample, changes when information is updated, and can be put at the end after the ### if preferred.

## Publication Planning

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For the benefit of the university and individual campus units, print materials should:

- Be necessary.
- Adhere to a consistent style.
- Clearly reflect that they are part of the Tuskegee University family of publications.

Carefully consider your department's needs and:

- Avoid producing too large of a quantity.
- Avoid having too many publications by combining materials when possible.
- Adhere to a consistent standard of design instead of producing materials that are visually dissimilar.
- Follow the minimal design standards in this manual to help ensure smooth, efficient approval processes for your materials.

Before you begin, consider the following questions to ensure you effectively and efficiently reach your goal for a publication. By establishing targets and appropriate messages, communications become more effective. Ask:

- Is there a better way to reach our audience?
- What is the available budget?
- How many people do we need to reach (quantity)?
- Who is or who are your target audience(s)?
- What is the most important thing you want the audience to know after reading your publication?
- What response or action do you want from the audience?

When you work with OCPRM in publication production, the process begins with you completing a Graphic Design Job Request form and meeting with the OCPRM staff to determine the best way to meet your needs and goals. Forms are available in the OCPRM section of the Website.

### **To Print or Not to Print?**

With the advent of electronic communications, the Internet it is often more effective than traditional print publications. To ensure the best use of university funds, always first ask:

- Is this publication absolutely necessary?
- Is there an alternative to a print publication that is more economical and just as effective?

As a general rule, intradepartmental communications and messages delivered to a small audience (less than 100 people) should be disseminated electronically.

## Editorial Style

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**NOTE: All written materials that will be disseminated to media or other public entities, media appearances and communication, and other communication materials must be approved by the Office of Communications, Public Relations and Marketing. No exceptions.**

Editorial consistency and care is critical in creating a positive university impression. Preferred editorial style for news releases, Web news stories and other content, newsletters, and brochures is Associated Press style. Printed programs for events do not always adhere to Associated Press Style; this is determined on a case-by-case basis. The OCPRM will decide such. The purchase of Associated Press stylebooks is recommended for any department on campus that prepares news articles.

In order for a news release to be distributed through OCPRM to media outlets, OCPRM reserves the right to edit or rewrite releases as needed to ensure they meet editorial/style guidelines and provide credible, current, and meaningful information.

The items in this section are intended to assist communicators at Tuskegee University in providing consistent style for written releases and are not intended to be inclusive of all editorial style.

Continue to use *The Associated Press Stylebook* or *Webster's New World College Dictionary, Fourth Edition*, as reference materials.

### Common AP Style References

**Academic degrees** — Use only to establish someone's credentials (*B.A., B.S., Ph.D., etc.*) However, the preferred style is to spell out the degrees (bachelor's, master's, doctorate). Degrees should always be abbreviated when they follow a name.

**Acronyms** — Avoid on first reference and use sparingly throughout the remainder of the story. Note: when using acronyms, do not place in parentheses after the name, even on first use. ACT, SAT, LSAT, GMAT, GRE, MAT, MCAT and other entrance examination titles usually don't need to be spelled out, even on first reference.

**Acting/Interim** — Use "acting" when someone is temporarily doing the duties of another person. Use "interim" when someone is doing a job for an intervening or provisional period. Always lowercase, but capitalize any formal title that may follow before a name.  
*The panel includes acting Mayor Peter Barry.*

**African-American** — To be used only in a quote or as part of an organization's name. The correct term is "black."

**Alternate spellings** — Go with the preferred spelling, which is listed first in the dictionary, unless it is spelled a certain way for a reason, e.g., internally. (ex. *Thompkins Hall*.)

**Alumni** — Use "alumna" when referring to a woman who has attended a school; use "alumnae" to describe a group of such women. "Alumnus" refers to a man who has attended a school; "alumni" describes a group of such men, or a group of men and women.

**Ampersand** — Use only in charts, tables, or lists of companies, where the ampersand is part of the company's official name, and where it is part of a title, such as *U.S. News & World Report*. Otherwise, in text, use "and."

**Combining buildings/streets** — *Thompkins and White halls*.

**Commencement** — Should be lowercase.

*Tuskegee's commencement will be in the Daniel "Chappie" James Center.*

**Computer terms** — The word "Internet" is always capitalized. The term "e-mail" is always hyphenated. While "website" is one word, lowercase; "Web" is capitalized and the first letter is uppercase.

**Courtesy titles** — DO NOT use "Mr.," "Mrs.," "Miss.," etc., unless it is in a direct quote.

**Daniel "Chappie" James Center for Aerospace Science and Health Education** — Also acceptable: *Daniel "Chappie" James Center*; second reference: *James Center*.

**Departments/majors** — Official department names are upper case; majors are lower case, except for English and foreign languages.

*She teaches three German classes.*

*The economics major will graduate in 2006.*

*The Department of Economics is hosting a seminar.*

Second reference is "the department" (lowercase). Use only the formal name on first reference. For example, the Department of Entomology, not the Entomology Department.

**Dr.** — Used only when the individual is a medical doctor.

**Faculty** — Treat as plural. When singular use "faculty member."

**Nondiscriminatory language** — Be aware of language that contains discriminatory connotations.

Replace the following terms with suggested alternatives:

best man for the job — best candidate

businessmen — business professionals, business leaders

chairman — chair, chairperson, department chair

craftsman — artisan

foreman — supervisor

mankind — humankind

man-made — synthetic, manufactured

manpower — personnel

To avoid the "student-he/she" dilemma, directly address the student ("you") whenever possible, and, when not possible, use plural references (students/they).

**Numbers** — Use numerals for percentages and ages. Generally, spell numbers one through nine and use numerals for 10 and higher, with the exception of percentages where numerals are preferred.

*The Tuskegee University Board of Trustees approved a 2 percent increase. . . .*



**Quotes** — It is important to work with the person quoted to ensure that all direct quotes are grammatically and factually correct, and that they accurately convey the intended meaning. Quotes should also be at the appropriate reading level for the intended audience.

**Schools/colleges** — Full name on first reference and either the school/college or, for example, Human Sciences, Engineering. (Acronyms should be used sparingly, e.g., COSAM, SFWS, CHS and only on second reference.)

*The college's enrollment has risen steadily since 1998.*

References to centers, alliances, committees, etc., should be in lowercase.

*The alliance has become the clearinghouse for information to the public.*

**States** – Use *Associated Press Stylebook* forms, not U.S. postal service, unless printing an actual address.

Example: Alabama is “Ala.,” NOT “AL”

Tuskegee University Office of Communications, Public Relations and Marketing  
Kresge Center  
Tuskegee, AL 36088

**Telephone numbers** — should always include the area code: 334-xxx-xxx.

**Timelines** — No need to insert first two digits of second number unless the timeline spans a century mark. *1937-45, 1998-2004.*

**Titles** — Consult AP Stylebook. Second references should always be in lower case.

*The dean made the announcement following the board's meeting on Friday.*

*The president approved the university policies for immediate implementation.*

**Tuskegee University** — Second reference is *Tuskegee* or *the university* (do not capitalize university). Do not use the more casual and sports-related “TU” on second reference.

**Tuskegee University Kellogg Hotel and Conference Center** — *the hotel* or *the conference center* is acceptable on second reference.

**The Tuskegee University National Center for Bioethics in Research and Health Care** —

*The Bioethics Center* is acceptable on second reference.

**United States** — when abbreviating, use periods: *U.S.*

**University** — *lowercase when used alone, even when referring to Tuskegee University.*

# External Publications & Printed Materials Policy

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## I. PURPOSE

This policy addresses all Tuskegee University materials that are published or printed for external distribution. The intent of the policy is to provide consistency in the publications that represent Tuskegee University. It is not intended to limit free speech or academic freedom. As such, the policy only applies to the specific circumstances identified below.

## II. POLICY

- A. OCPRM must review and approve all written materials published or printed for distribution outside the university. The policy applies to any document that represents the university or presents the position or opinion of the university or its administrators.
- B. Draft materials should be submitted to OCPRM.
- C. Requests for OCPRM services should be submitted using the OCPRM Service Request Form. The text and any required artwork, logos or photographs should be submitted at this time in order to avoid production delays.
- D. Tuskegee University business cards and stationery should be ordered using the online ordering system. Departments/units are responsible for all charges related to such items. If inaccurate information is entered by the department/unit representative and the cards or stationery must be reprinted, the department/unit must also pay for the reprint.

OCPRM staff should be contacted with any questions about business cards or stationery. Only the designs available for purchase through the system may be used. Exceptions will not be granted.

## III. PROCEDURE

- A. Sufficient allowances should be made for the review process based on the material submitted.
- B. Materials to be designed by OCPRM are processed on a first-come, first-serve basis. Due to the number of requests received, design requests should be submitted as far in advance as needed, but a minimum of three weeks is required. If the material is to be printed by an outside vendor, materials should be submitted for design at least one month before they are needed.

Also, note that the timelines listed above are simply guidelines and do not account for additional workload, staff absences, or other situations that could impact OCPRM staff's ability to respond in the most timely manner. The best guideline is to plan ahead and contact OCPRM several months before the design work is needed.

- C. Prior to submitting draft materials for review to OCPRM, the material should be thoroughly reviewed by the department/unit to ensure the following:
  - 1) Material is completely accurate. All fact-checking has been completed. All sources, if relevant, have been cited.
  - 2) Material is free of typographical errors and miscellaneous markings.
  - 3) All names are spelled correctly and have the title, if relevant.
  - 4) All phone numbers, addresses, emails, websites etc. are correct.
  - 5) All required photos, logos and/or other artwork are included.
- D. If the material requires design by OCPRM staff, an appointment should be scheduled with the staff prior to or when the draft materials are submitted. This will allow the designer to understand the specific needs of the department/unit and the intended use and purpose of the printed material. If materials will be outsourced to an external vendor for composition, please allow adequate time for OCPRM to review the editorial content in advance before initiating design.
- E. Following a review of the draft material, the designated person from the department/unit will review the design, recommended changes and sign to signify approval of the final draft. Once the designated person signs the final draft, all changes are considered final, authorizing the printing of the publication. That final draft must be reviewed and approved by OCPRM. Upon OCPRM approval, you will receive a "Final Approval to Print" form to submit to the print vendor.

Suggestions made by OCPRM staff are made with the purpose of enhancing the overall appearance, readability, and effectiveness of the final product. Approval will not be given for printing any material that contains errors or is deemed, by the OCPRM staff, to poorly represent the university, its departments, units, faculty or staff.

#### **IV. EFFECTIVE DATE**

August 11, 2011

#### **V. APPLICABILITY**

This policy applies to all faculty and staff. University advisers of student organizations assume editorial oversight and review of their publications in accordance with this policy.

#### **VI. RESPONSIBILITY**

The Office of Communications, Public Relations and Marketing is responsible for the implementation and administration of this policy. All questions should be directed to that office (334-727-8349). Every manager is responsible for ensuring the individuals under his/her scope of supervision are complying with this policy.

#### **VII. SANCTIONS**

Any individual who violates this policy will be reported to his/her superior. OCPRM staff members are not required to review or approve copy and design requests after the material has been printed (i.e., "after the fact"). Such requests may be denied. OCPRM reserves the right to direct the reproduction of the project in violation at the violating department's cost.

#### **VIII. EXCLUSION**

Some departments/units may be granted an exception for specific printed materials if the department/unit

- Has received OCPRM review and approval for the material design and format the first time it is printed, and is ordering an exact reprint (no changes).

Exclusion may be granted for a printed item (e.g., schedule, brochure), not for a department/unit. Exclusion must be requested in writing to the Interim Director of Communications, Public Relations and Marketing. If approved, the exclusion will be granted a limited period not to exceed one year and must be renewed at the beginning of the next fiscal year. The exclusion will be authorized by the Interim Director of Communications, Public Relations and Marketing.

#### **IX. INTERPRETATION**

Any questions about the policy or specific interpretation of the policy should be submitted to the Interim Director of Communications, Public Relations and Marketing.

## Photography and Videography Services

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The Office of Communications, Public Relations and Marketing is responsible for the photography and videography assignments of official university programs and activities that relate to the direct marketing of the university. All requests for services must be submitted to OCPRM no less than 15 business days prior to the planned activity. OCPRM reserves the right to deny requests that are not deemed newsworthy.

## External Photography and Videography Requests

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Tuskegee University is a private institution. External requests to photograph or film Tuskegee University facilities or to interview university employees must be approved in advance by OCPRM. This policy ensures compliance with confidentiality statutes and other applicable procedures. Photographers and videographers must be granted permission by OCPRM to work on campus prior to arriving. The university reserves the right to prohibit filming or photography on its lands for any reason. Camera crews must be escorted at all times. Conduct while on the university campus is governed by all applicable university policies and procedures.

Request for non-news related filming must include the following information:

1. Name and description of the organization or individual making the request.
2. Name, office and email address of the Tuskegee University individual involved in the filming or photography.
3. Project description, including the context and way in which Tuskegee is to be portrayed and the intended use of the resulting material.
4. Date(s) requested.
5. Time and duration of proposed shoot.
6. Specific site(s) requested. Requests absent specific locations will not be considered.
7. Number of people and amount and type of equipment involved, including vehicles.
8. Potential disruption (sound, light, physical, etc.) of university activities.
9. Proof of adequate insurance coverage and indemnity.
10. Location releases must be submitted for review by the university in advance.

The university reserves the right to review all final scripts, videos, photos, and other forms of advertising or commercial projects prior to public release.

Send requests to: [marketing@mytu.tuskegee.edu](mailto:marketing@mytu.tuskegee.edu) or 220 Kresge Center, Tuskegee, AL 36088.

## Tuskegee University Trademark Licensing

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Tuskegee University owns and protects its identifying trademarks. The Tuskegee University Visual Identity and Communications Policies Manual must be followed when university departments and offices use university trademarks on products that are part of their normal business operations. Items considered to be a part of normal business operations include, but are not limited to, office supplies, name badges and business cards. Departments and university offices should strictly adhere to the guidelines set forth in this manual.

Any company or organization wishing to use any Tuskegee University name, trademark, symbols, slogan, song, or motto that is associated with or owned by the university must receive prior approval from Tuskegee University. **All vendors who manufacture items imprinted with Tuskegee University trademarks (to the public or to Tuskegee retail outlets) are required to be licensed.**

### Who Needs a License?

Licenses must be obtained for the use of any TU trademark, image, or photograph used on any product sold to the general public or to campus departments and organizations. In addition, promotional licenses must be obtained by companies or organizations wanting to associate with the university through any use of its trademarks.

### Traditional Retail Merchandise

Any company interested in manufacturing products that will be sold to consumers through retail distribution channels (including Internet) must obtain a license through The Collegiate Licensing Company (CLC). All companies must complete the application and the requirements for licensing as outlined by CLC. CLC will communicate all information to the Tuskegee University Office of Communications, Public Relations and Marketing. Based on the information provided, the university will determine whether a company will or will not be granted a license.

The basic requirements for licensing include completing the application, providing proof of product liability insurance (amount is based on the product category), signing a license agreement (and authorized manufacturer agreements if needed), signing the labor code agreement, paying the applicable advance, getting all designs and products approved, and reporting royalties on the sale of Tuskegee merchandise.

Tuskegee University reserves the right to prohibit use of its trademarks with certain issues and products, such as alcohol, tobacco, candidates for public office, those products that infringe upon another entity's trademarks or would be considered in poor taste by the general public. The university will not license products that do not meet minimum standards of quality, good taste, are dangerous, or carry high liability risks.

**Any product bearing Tuskegee University trademarks must be purchased from licensed manufacturers.** Using an officially licensed company to manufacture a product ensures that the company has provided the correct product liability insurance and signed the university's labor code of conduct agreement. A list of licensees by product category can be obtained from OCPRM.

To ensure consistency in the use of the TU name and logos, all product designs must be approved by OCPRM before production. In most cases, the manufacturer can submit the design for approval on behalf of the organization. However, if there are questions concerning the design, the organization's representative may contact the university directly.

Royalties are to be paid on all product that is sold to members or to the general public regardless of the purpose of the sale.

The Office of Communications, Public Relations and Marketing works closely and in partnership with the Collegiate Licensing Company. CLC assists in protecting the icons that have become associated with Tuskegee University over time and that enhance the university's image. The most common trademarks and additional licensing information may be seen at [www.clc.com](http://www.clc.com); however, the university retains the rights to many icons and verbiage that may not be depicted.

The objectives of the licensing program are to:

1. Protect all university trademarks that relate to the university (or have come to be associated with the university), to ensure that the trademarks are used in a manner that is consistent with the mission of the university and reflect favorably on the university.
2. Promote the university in a consistent and uniform manner to protect the university's reputation, name and image.
3. Produce revenue to pay for the expense of operating the licensing program.
4. Protect the consumer from deception or from faulty or inferior products and services bearing the university's marks.

For additional information regarding the use of Tuskegee University trademarks, licensing procedures, or a list of licensed companies, visit [www.tuskegee.edu/trademarks](http://www.tuskegee.edu/trademarks) or contact OCPRM at 334-727-8349.

## Who to Contact

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### **Office of Communications, Public Relations and Marketing**

334-727-8349

marketing@mytu.tuskegee.edu

www.tuskegee.edu/marketing

### **Mailing address:**

1200 Old Montgomery Road

Kresge Center, Suite 200

Tuskegee, AL 36088

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