

MEMORANDUM

TO: All Campus

FROM: Ben C. Minter
Asst Vice Chancellor for Marketing and Strategic Communications

DATE: May 28, 2015

Re: University Brand and Identity/Social Media Sites

A recent review of social media sites revealed that several areas on our campus are utilizing a variety of identity marks and brand elements to denote Fayetteville State University that are unauthorized and unapproved. These images do not adhere to the university policies found in the FSU Graphic Identity Guide that we all are expected to follow.

The following issues are examples that were apparent in the social media review:

1. The FSU Spirit Logo (Bronco) is a round/circular image. The oval-shaped image of the Bronco cannot be used under any circumstances, with or without the verbiage at top.
2. The four-legged image of a horse to identify our mascot is not allowed.
3. You are not allowed to create any image using the circular bronco either by stretching or other method of making it your own.
3. There is only one university seal. Departments may not use their own created seal for identity. This includes any circular identity element that resembles a seal.
4. There is only one university logo. Departments are not allowed to create their own identity marks. Your program/department name beneath the official University logo is the only approved logo for departments.

Even on your own personal social media sites, you cannot create images to denote or identify Fayetteville State University. The identity marks approved are the only option for identifying the institution. These marks are also trademarked; thus, you cannot use the approved marks on your personal sites without permission. To do so is illegal. Permission can only be obtained through the Office of Marketing or the Office of Public Relations.

A consistent visual identity is important for FSU. It creates brand and reputation while allowing all FSU constituencies to identify with FSU by the same, consistent imagery. You are asked to please adhere to the graphic identity policies approved for our campus, and to remove any elements or artwork from social media sites that does not adhere to our campus policy. A further review of social media sites will result in individual departments and personnel being contacted for correction. Thank you.