



OVERVIEW

Value Proposition

For many, “going to school” comes with a legacy of expectation. The right school. The right major. The best experience. For others, especially those with no legacy, the path is not so clear. Yet their desire to improve their circumstance is unquestionable. Before all others, our founders understood the need to educate, lead, shape and prepare our community for a world full of questions. With unmatched grit, determination and service Fayetteville State University, an original HBCU, has seen generations through to achieving betterment in their lives. The legacy of seven: thousands more doers of deeds.

FAYETTEVILLE STATE. Are You Ready For Something More?

CORE VALUE

Fostering

Guardian
Cultivating
Empowering

Devoted
Motivating

PERSONALITY

Alive

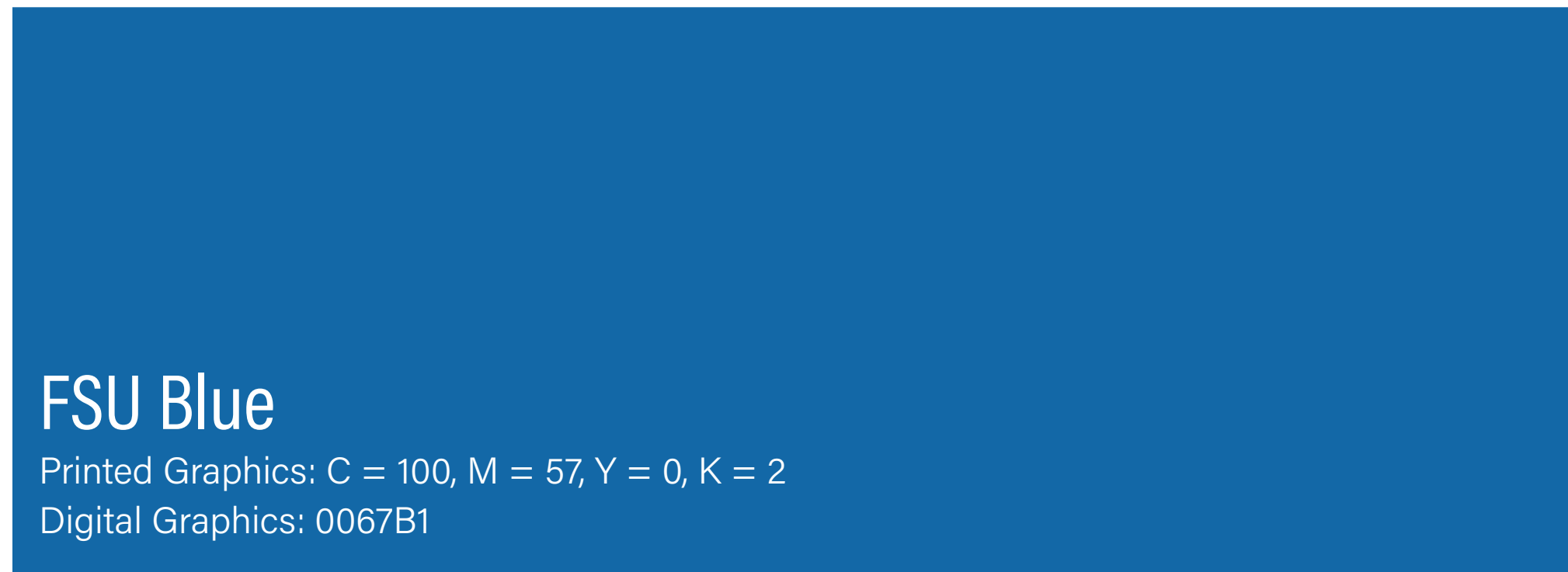
Fresh
Stimulating
Attentive

Plugged-in
Resolute

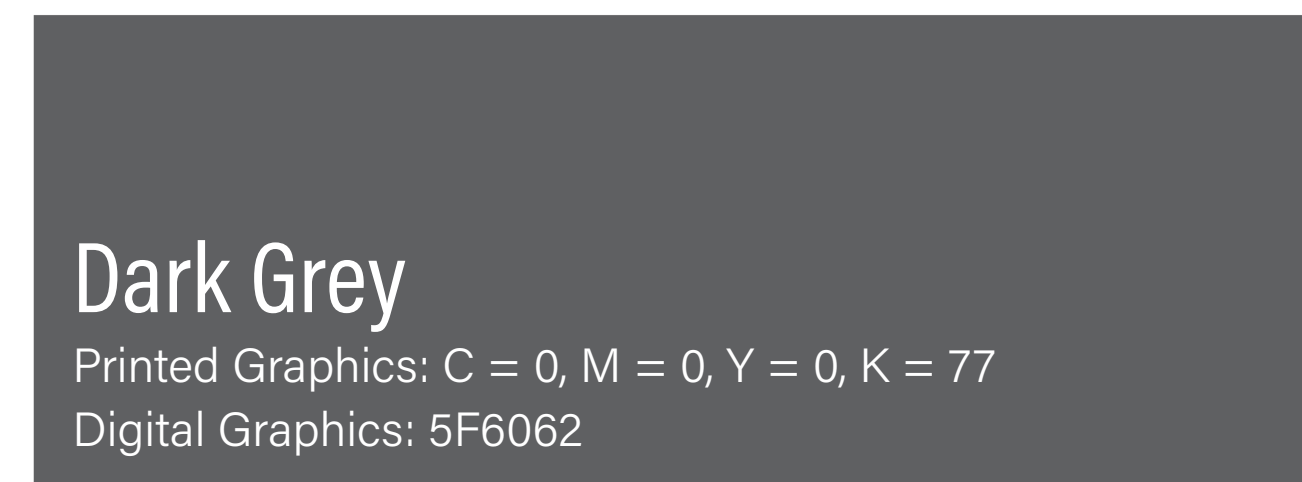
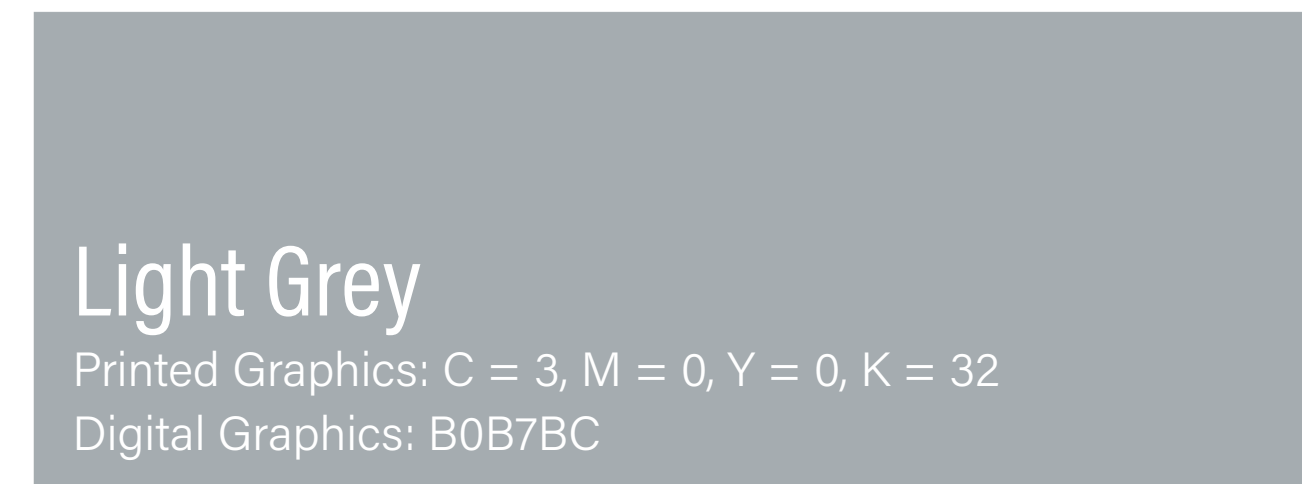
COLOR PALETTE

FSU blue and white are FSU's primary colors and should be used as the majority colors on each marketing piece. Secondary colors are accent colors and should be used on less than 25% of each marketing piece. Black, white, dark grey and FSU blue may be used for headlines and copy.

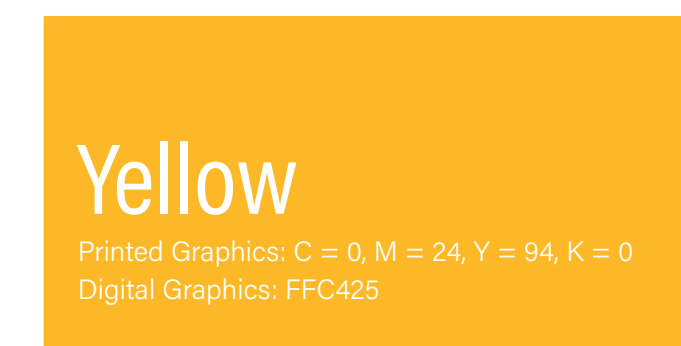
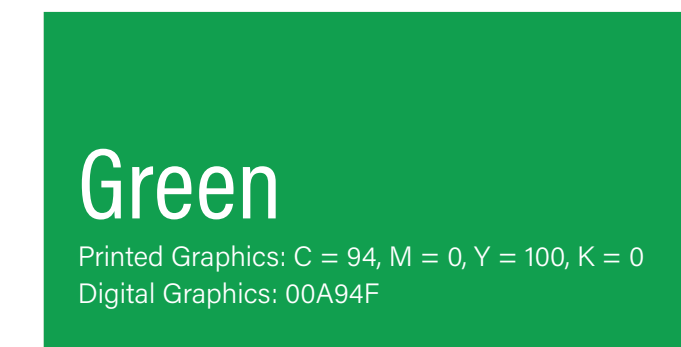
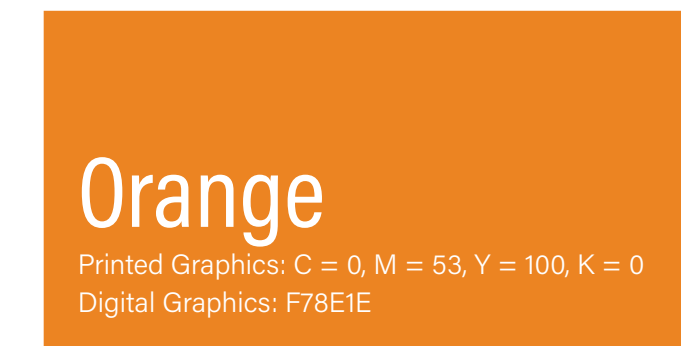
PRIMARY



SECONDARY



TERTIARY(LIMIT USE)



TYPOGRAPHY

HEADLINES

Acumin Variable Concept
Extra Condensed Bold

LOREM IPSUM DOLOR SIT

SUBHEADS

Acumin Variable Concept
Extra Condensed

LOREM IPSUM | LOREM IPSUM | LOREM IPSUM

PARAGRAPHS

Acumin Variable Concept
Light

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DETAILS

Acumin Variable Concept
Condensed Medium
Tracking: 540

L O R E M I P S U M

LOGOS AND PROGRAM IDENTIFIERS

LOGOS AND PROGRAM IDENTIFIERS VISUALLY BRAND FSU MATERIALS

FSU Lamp Logo

The FSU lamp logo is the main logo for the university and should be used on all corporate communications and most marketing materials. The lamp logo can be used in FSU blue, black or white or the two-color FSU blue and slate grey version. There are two formats of the lamp logos, original and alternative.



Program Identifiers

Divisions, colleges, departments, centers and programs on campus can create request a program identifier to link the name of a program to the brand. Individual logos are not usually allowed.



Spirit Logo

The Office of Strategic Communication, Student Affairs, Admissions, and the Division of University Advancement have the option of using the spirit logo on marketing materials, not corporate communications. The spirit logo may be used in FSU blue, black or white.



Athletic Logo and mark

The athletic logo and bronco head mark are only to be used by Athletics. The athletic logo and mark can be used in FSU blue, black or white.

