



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

Devoted

Cultivating

Motivating

Empowering

PERSONALITY

Alive

Fresh

Plugged-in

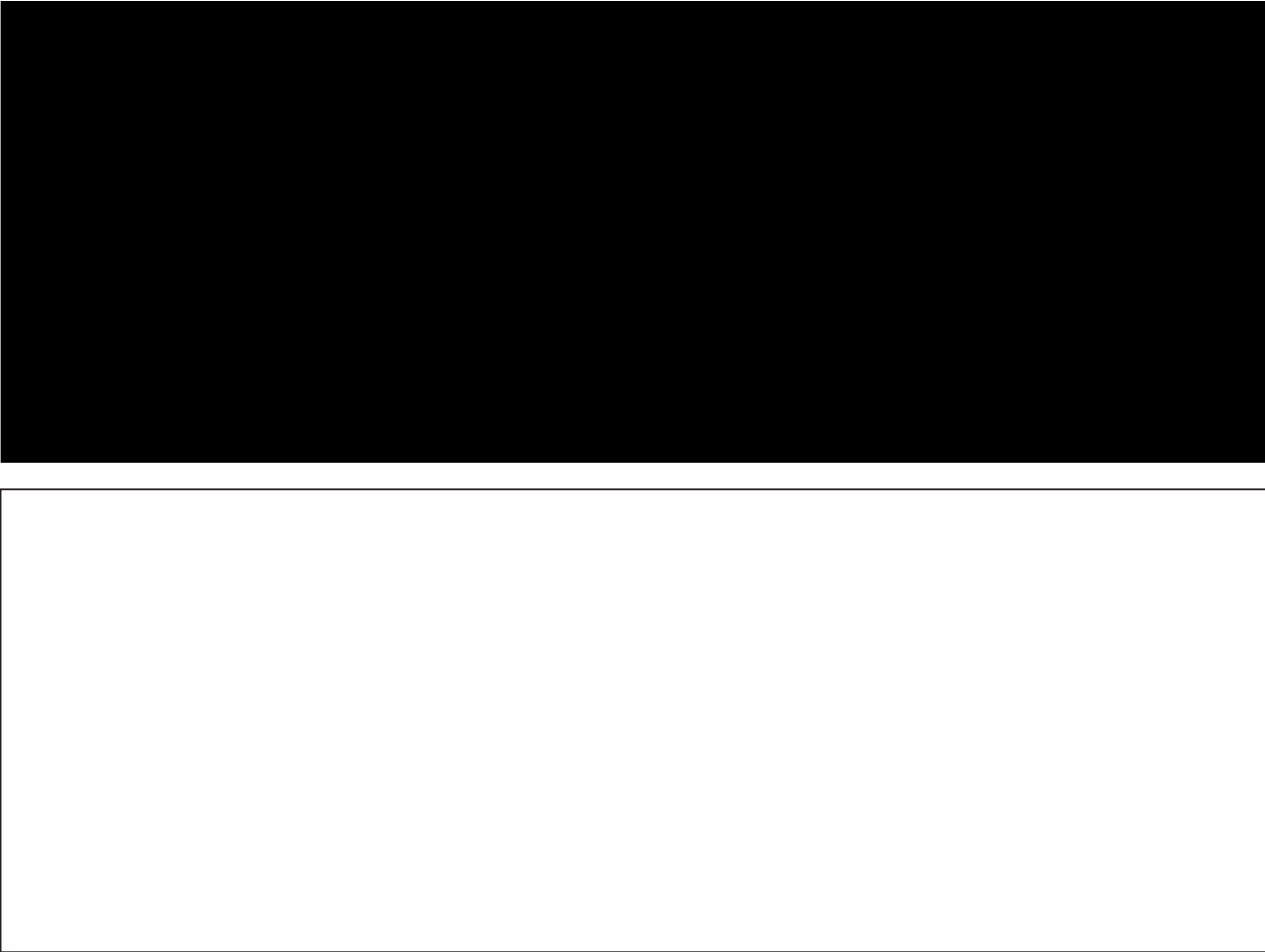
Stimulating

Resolute

Attentive

COLOR PALETTE

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

WORK EXAMPLES

DARE TO
SEE WHERE
YOU CAN
GO.

BE-
LIEVE
BIG.

SOLVE
PROBLEMS THAT
DON'T EVEN
EXIST.

ARE YOU IN?



 FAYETTEVILLE
STATE UNIVERSITY

YOU WILL SAVE
SOMEONE'S LIFE.



ARE YOU IN?

YOU WILL CHANGE
THE WORLD ONE
PERSON AT A TIME.

ARE YOU IN?



YOU

WILL

START

YOUR

OWN

BUSINESS.

ARE YOU IN?





YOU WILL SEE THE
FIRST FEMALE
P.O.T.U.S.

 FAYETTEVILLE
STATE UNIVERSITY

ARE YOU IN?



**CONFIRM LUCK
IS OVERRATED.**



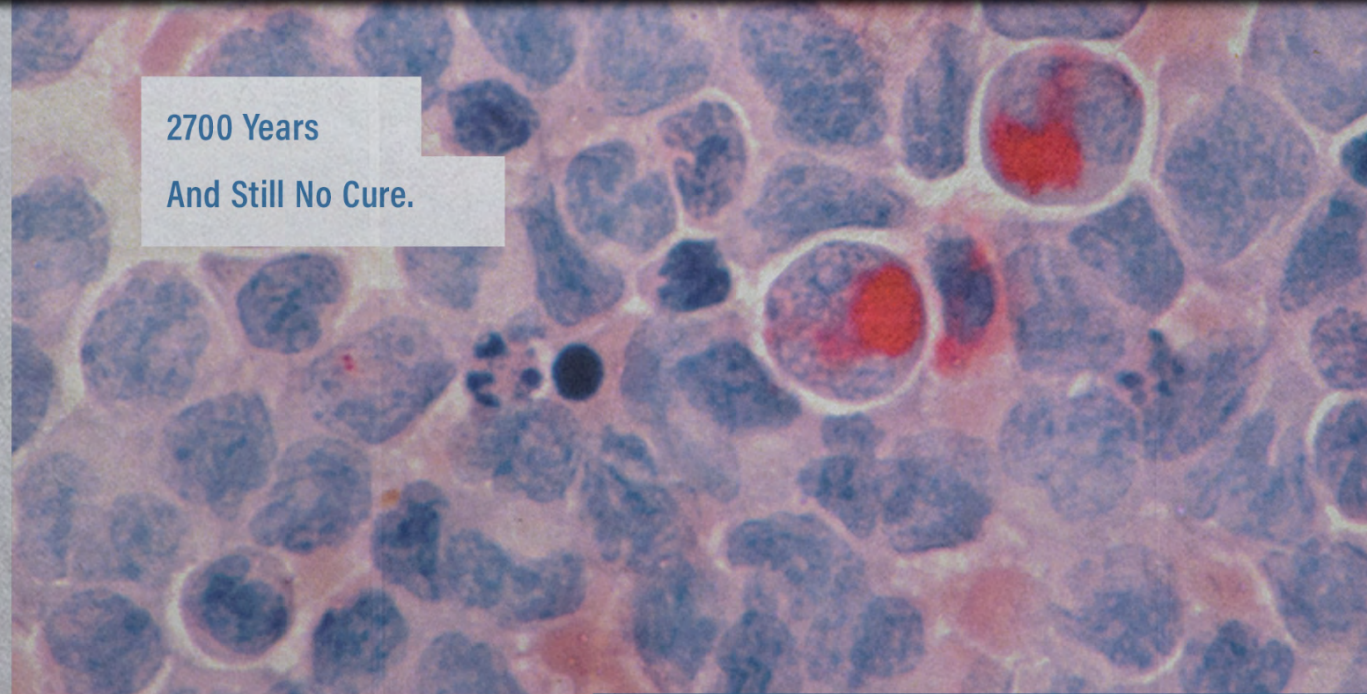
**ARE
YOU
IN?**



PRICE
G



2700 Years
And Still No Cure.



A CAT 4 STORM
JUST DISPLACED
6,000,000 FAMILIES.



WE COULD
USE YOUR
HELP.

ARE YOU IN?



FAYETTEVILLE
STATE UNIVERSITY



YOU WILL HAVE THE
OPPORTUNITY TO VACATION
IN OUTER SPACE.



ARE

YOU

IN?

