Texas Southern University

BRAND STANDARDS

TSU

TEXAS SOUTHERN UNIVERSITY

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The TSUBrand

Branding is the essential means by which an organization defines its values and celebrates its achievements.

A great brand conveys an organization's core identity and purpose to the world in a powerful and memorable way and can also shape opinion, strengthen loyalty and generate interest worldwide.

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INTRODUCTION

AN AURA OF EXCELLENCE

Texas Southern University welcomes this opportunity to share its Branding Guide with the entire TSU faculty, staff, student body and supporters. TSU's unique and detailed history requires a brand that reflects the institution's progress, diversity, resilience and longevity.

The colleges of TSU have attained an autonomous prestige nationally and internationally. It is time for TSU to present a unified and consistent brand that communicates how the wide-ranging academic excellence thriving on the TSU campus originates from the same history, shared values and shared sense of commitment defining TSU not only as an enduring HBCU, but also as one of only four independent public universities in Texas.

TSU came into existence during an era of legally enforced segregation. The University's first students may have differed in their chosen career paths, but all faced the same societal challenge that could only be surmounted through determination, struggle and the kind of camaraderie that arises from a unity of purpose.

In this branding guide, we present a unified and coherent brand experience reflecting extensive research on consumer and marketing insights, along with many hours of input and dedication from our communications and marketing team, staff, faculty and alumni.

Thank you for your loyalty, support and continued involvement in the Texas Southern University brand experience.

PURPOSE OF A BRAND

MARKETING CORNERSTONE

Like any organization relying on public patronage and support, a University must convey its core identity with meaning and clarity. A powerful brand can generate interest, influence opinion and bolster loyalty.

Many of Texas Southern University's colleges are capable of publicizing their own achievements such as stand-alone research projects and initiatives. However, TSU's legacy as an historic HBCU always will remain at the core of the University's identity. A consistent TSU brand encompasses all of the institution's strengths while embracing both our heritage, our expansion to new academic frontiers and our evolving and more diversified student body.



DO'S AND DON'TS OF EXECUTING

It's sometimes easy to forget that every communication that bears the University name has a significant influence on the Texas Southern University brand—no matter how monotonous or inconspicuous. In addition to the visual and procedural guidance provided herein, here are some tips for creating effective official TSU communications:

Do brand your communications materials. Using TSU's graphic identifiers facilitates an immediate association with the University and strengthens your product.

Do use Howard's graphic identifiers "as is." The more consistently these official markers are used, the more recognizable they will become—which is good for the TSU brand.

Do consult the *Office of Marketing & Communications* when branding new products. They will be able to help you utilize the TSU identity, promote your materials via official channels, and follow internal communications guidelines.

Do provide a minimum two weeks notice for reviewing your materials. This will allow sufficient time to consult with other departments and committees if unanticipated issues arise.

Do share this manual with your team and any external designers who develop communications materials. While this manual is proprietary, it should be shared with everyone involved in communications so that they can be familiar with the TSU identity, and recognize if something looks out of place.

Do assess your communications annually to ensure branding compliance. There may be things you could improve with every communication, like photography style or secondary logos.

Don't forget to brand. Omitting TSU's graphic identifiers from your communications materials will make others second guess their authenticity.

Don't alter TSU's graphic identifiers. Tweaking the TSU image—even a little—only dilutes the overall brand. It is natural to become bored with the brand when you're using it over and over again. But remember that you're not branding just for you—you're branding so that those who are less familiar with TSU will immediately know and trust its communications.

Don't "wing it" on your own. You shouldn't have to figure out branding all alone; the *Office of Marketing & Communications* is here to help you make good decisions.

Don't wait until the last minute to connect. The more time there is to work together, the better the outcome will be.

Don't shelve this manual. Keep it in an easily accessible place so that you and your team will refer to it often.

Don't view branding compliance as a hindrance. Instead, think of it as a practical way to promote TSU's image while drawing on its reputation.

THE TSU STORY

AN OVERVIEW OF TEXAS SOUTHERN UNIVERSITY

Founded in 1927, Texas Southern University is one of the largest historically black universities in the United States. TSU also is one of only four independent universities of Texas (not affiliated with any of Texas' six public University systems) and is also the only HBCU in Texas recognized as one of "America's Top Colleges" by Forbes magazine.

The school was created by the Houston Independent School District as an alternative higher education institution for African Americans due to Texas' being racially segregated in all public facilities at the time. Originally named Houston Colored Junior College, its first classes took place at the all-black Jack Yates High School during the evenings.

Today, TSU is located near the heart of downtown Houston and offers more than 100 undergraduate and graduate programs and concentrations, a diverse faculty, 80-plus student organizations, and an extensive alumni network comprised of educators, entrepreneurs, public servants, attorneys, artists and more, many of whom are thought leaders at the local, national or international level. Some of TSU's well-known graduates include the late U.S. Congresswoman Barbara Jordan and the late U.S. Congressman George "Mickey" Leland.

Our academic curriculum is organized into 11 colleges and schools that rank as cornerstones for developing the greatest potential in leaders from various socioeconomic, cultural and ethnic backgrounds. TSU also has distinguished itself by producing a significant number of African American students who have obtained post-secondary and advanced degrees. The University's enrollment has grown from 2,303 students to more than 9,200 undergraduate and graduate students from across the world. Although initially established to educate African Americans, TSU has become one of the most diverse institutions in Texas.

TSU's campus facilities have grown from one permanent building and several temporary structures in 1947 to 45 buildings on a campus that sits on 150 acres of land.

Additionally, TSU has three professional schools, a music recital hall acclaimed for its acoustics, a performance theater, a health and physical education complex with a 7,200-seat arena, a radio station, several dormitories and a variety of apartment-style living and recreational facilities.

DISTINGUISHED TSU ALUMNI

ATHLETICS

Jim Hines,
1968 Olympics Gold medalist and former NFL player

Michael Strahan,
NFL Hall of Famer and Super Bowl champion

Julius Adams,
former NFL player

Ken Burrough,
former NFL player

Robert Taylor,
1972 Olympics Gold medalist

GOVERNMENT

The late U.S. Rep. Barbara Jordan, first African-American elected to the Texas Senate after Reconstruction

The late U.S. Rep. Mickey Leland
(D-18th District), anti-poverty activist

Sylvia Garcia, member of Texas Senate, (D-6th District)

Rodney Ellis, Harris County Commissioner Precinct 1 (2017-present); Former member of the Texas Senate, District 13, 1990-2016

Gilbert Peña, member of Texas House of Representatives since 1996

BUSINESS

Kase Lukman Lawal,
Chairman and CEO of CAMAC International Corporation; Chairman of Allied Energy Corporation

JUSTICE AND LAW

Kenneth M. Hoyt, second African-American to become a federal judge in Texas

Belvin Perry, chief judge in the Florida's Ninth Judicial Circuit

Barbara Jordan, attorney who later won election to the U.S. House of Representatives

Harry E. Johnson, attorney and current president of the Washington, D.C. Martin Luther King, Jr. National Memorial Project Foundation, Inc.

JOURNALISM

Lloyd C.A. Wells, renowned sports photographer and civil rights activist

EDUCATION AND LITERATURE

Angie Williams,
Superintendent of Galena Park ISD

Dr. Fraizer Wilson,
President of the Shell Foundation

PERFORMING AND VISUAL ARTS

Jennifer Holiday, Award-winning entertainer and famed cast member of Dreamgirls

Kirk Whalum, Grammy Award-winning jazz saxophonist

Wilton Felder, saxophonist, bassist and founding member of jazz fusion band, The Crusaders

TSU Identity

This section deals with basic identity elements: word marks, logotypes, seals, University colors and typefaces that form the basis of our visual identity.

Texas Southern University's name, word mark, logos and seal are property of the State of Texas. These elements may not be used to designate a business, social, political, religious, or any other organization, or to imply or otherwise suggest the University's endorsement, support, favor, or association with any organization, product or service without permission of the University.

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Logos

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02

THE OFFICIAL TSU SEAL

The Texas Southern University seal is an important element in our visual identity. It is used on its own by parts of the University that act in an official capacity.

The seal is reserved for use by the President's Office, and for official business of the University, such as authenticating official University documents and for use on legal documents. When representing the University publicly, the official word mark is preferred. Use of the seal is prohibited without written consent from the Office of the President or the Vice President for University Advancement.

The seal is employed for a variety of specific applications, including stationery and business cards, certificates, commencement and event programs and commemorative items. The seal should not be used for applications that are not directly related to the official business of the University.

When reproduced in color, the seal should always appear in Texas Southern University's signature color, maroon (PMS 209). A maroon and gray version of the seal is also available. No other color is acceptable, with the exception of all black for use on faxes, memos and in newspapers, and all white for reverses on dark backgrounds.

Graphic filters, such as drop shadows, bevels, 3-D effects, or glows should not be applied to the seal. Any manipulation or alteration to the seal is strictly prohibited.

OFFICIAL USES

- Authenticating official University documents
- For use by the Office of the President
- For use by the Office of the Secretary
- For use by the Executive Officers of the University
- For use by the University Mace

ELEMENTS OF THE TSU SEAL

The Star: The star represents the State of Texas

Year: 1927

Logotype: The specially set type style for Texas Southern University should never be altered or replaced with another typeface.

Color: When reproduced, the seal should always appear in Texas Southern University's signature color, maroon PMS 209 or secondary color, PMS 429 (gray). Other color representations are acceptable and can be used accordingly.



Full Color
on White Background



1 Color-Maroon
on White Background



1 Color-Gray
on White Background



1 Color-Black
on White Background



1 Color-Reverse
on Solid Background

TSU MAIN LOGO

The Texas Southern University "TSU Box" logo is an important element in our visual identity and the University's primary identifier. The Texas Southern University logo may be used for a variety of applications including brochures, print and electronic publications, websites, and forms of stationery.

It should always appear in a prominent visual field on all of the aforementioned applications.

The Texas Southern University logo consists of two parts – the symbol (TSU) and the word mark (name). This is the institutional signature and primary identifier. It is for use in all offices, departments, schools and colleges. Each unit of the University will always be represented with the brand and must never be separate. This is depicted on the following pages, 20-21.

Because our national and international identity hinges on the words "Texas Southern University," the words "Texas Southern University," should always be included as a word mark with the "TSU Box" logo (as shown to the right) when communicating with external audiences. This ensures that "TSU" is not mistaken for any other institution.



COLOR VARIATIONS

Below are the approved color versions of the main TSU lockup.



1 Color-Maroon
on White Background



1 Color-Black
on White Background



1 Color-Reverse
on Solid Background

LOGO CLEAR SPACE

A minimum of “T” area around the Main TSU logo should be observed. These size requirements should be followed for all logo applications. The “T” measurement represents the height of the “TSU” type.





MINIMUM SIZE OF LOGO USAGE

The integrity of the TSU brand will also be held up by maintaining the minimum size of the logo. This is depicted below.

PRINT MINIMUM SIZE



2.5" in minimum width

WEB MINIMUM SIZE



162 pixels in minimum width

TSU UNIT LOGO USAGE (COLLEGE AND DEPARTMENT INDICATORS)

The names of TSU colleges and departments must always appear in conjunction with the main brand lockup. They should never appear separately. Below are the approved vertical and horizontal uses. The lockups were created for use on internal and external communications pieces specific for each unit. Please contact the *Office of Marketing & Communications* at *713-313-7371* to obtain approved lockups.

VERTICAL USAGE



HORIZONTAL USAGE



COLOR VARIATIONS

Below are the approved color versions of the TSU Unit Logo Usage in a vertical format.

VERTICAL USAGE



Full Color
on White Background



1 Color-Black
on White Background



1 Color-Reverse
on Solid Background

COLOR VARIATIONS

Below are the approved color versions of the TSU Unit Logo Usage in a horizontal format.

HORIZONTAL USAGE



Full Color
on White Background



1 Color-Black
on White Background



1 Color-Reverse
on Solid Background

LOGO CLEAR SPACE

A minimum of “T” area around the TSU Unit logo should be observed. These size requirements should be followed for all logo applications. The “T” measurement represents the height of the “TSU” type.

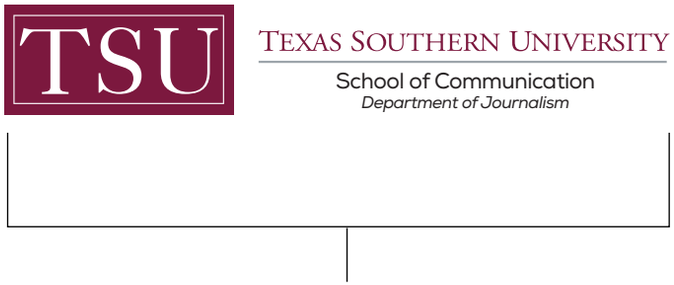




MINIMUM SIZE OF LOGO USAGE

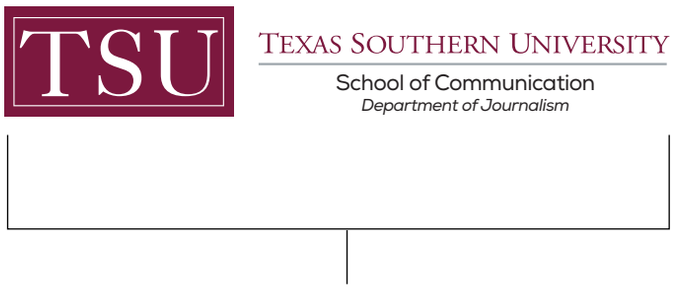
The integrity of the TSU brand will also be helped by maintaining the minimum size of the logo. This is depicted below.

PRINT MINIMUM SIZE



3.5” in minimum width

WEB MINIMUM SIZE



261 pixels in minimum width

FILE FORMAT USAGE

For best results in printing or manufacturing, use the vector format of the logo (.eps file format). This type of file ensures the highest quality in crispness and accuracy, no matter how small or large the logo is reproduced.
For best results on the Web or PowerPoint, use the raster format of the logo. These are .jpg or .png files.

File Format: EPS
File Extension: .eps

Resolution: Vector

Attributes: Highest quality – infinitely scalable –preferred file format for vendors, best format for spot and CMYK color offset printing, wide format display, and premiums such as hats, shirts, mugs, etc.

File Format: JPEG
File Extension: .jpg

Resolution: 300 dpi

Attributes: Pixel file, scaling above 100 percent decreases image quality. Will have a solid color background. Uses include word processing and web/interactive.

File Format: PNG
File Extension: .png

Resolution: 300 dpi

Attributes: Pixel file, scaling above 100 percent decreases image quality. Will have a transparent background. Uses include word processing and web/interactive.

IMPROPER LOGO USAGE

The TSU Main Logo and Unit Logos should not be modified, altered or corrupted in any manner.



DO NOT add elements to the logo



DO NOT alter the logo colors



DO NOT place logo on complex images or patterns



DO NOT distort of change the proportions of the logo



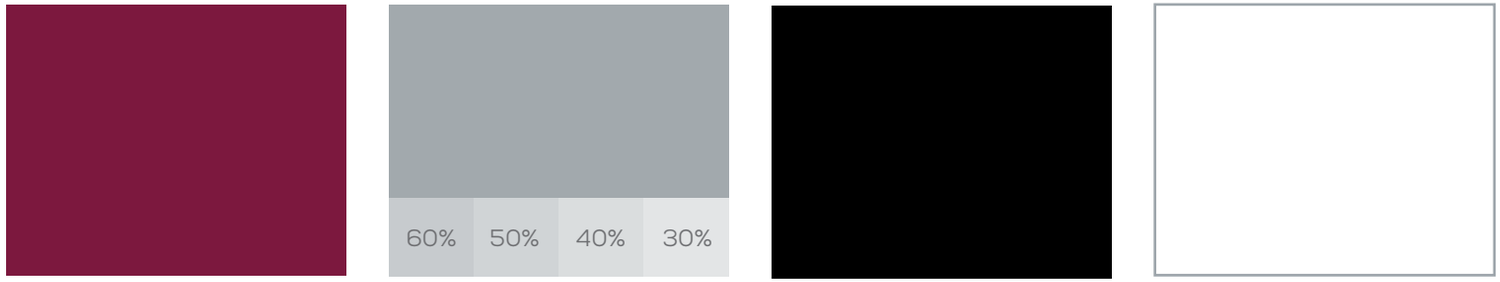
DO NOT add a drop shadow or filter effect



DO NOT place the logo on an angle

COLOR PALETTE

TSU's identity system is also unified by a consistent color standard. This color standard applies to all icons of the identity system. The primary palette should be dominant in all visual communications. Consistent usage will enhance the visual presentation of the brand across all expressions.



PANTONE	Pantone / PMS 209	Pantone / PMS 249	Black 6C / Black 6U	White
CMYK	C 40 M 100 Y 60 K 30	C 5 M 0 Y 0 K 40	C 40 M 40 Y 30 K 100	C 40 M 100 Y 60 K 30
RGB	R 117 G 38 B 59	R 96 G 96 B 96	R 0 G 0 B 0	R 40 G 100 B 60
WEB	# 75263b	# 606060	# 000000	# ffffff

TYPOGRAPHY

The typeface Nexa has been selected for use in the design vocabulary of the TSU brand. The Nexa typeface is a broad family of multiple weights which all are applicable to be used. This is the preferred typeface for professionally produced print or digital products. To obtain the University fonts, please contact the *Office of Marketing & Communications* at *713-313-7371*.

Nexa Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!

Nexa Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!

Nexa Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!

Nexa Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!

Nexa Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!

Nexa Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!

Nexa Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!

Nexa Heavy Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!

WEB TYPOGRAPHY

For digital applications, it's recommended that Nexa and Open Sans are the predominant web fonts used. Open Sans is a humanist san serif font designed with open forms and a neutral, yet friendly appearance. It is optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms. Open Sans is a Google web font and can be found at google.com/fonts.

Open Sans Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!

Open Sans Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!

Open Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!

Open Sans Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!

It is best practice when using web fonts to designate appropriate "fallback" fonts in your site's CSS. To ensure maximum compatibility the font-family property should reference several font names as a "fallback" system. If the browser does not support the first font in the list, it tries the next font. Start with the font you want, and end with a generic family to let the browser pick a similar font in the generic family if no other fonts are available.

Open Sans Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!

Open Sans Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,:;?!

RECOMMENDED FALLBACKS

Nexa (Primarily used for headlines)
font-family: 'Nexa', 'Proxima Nova', Gotham', sans-serif;

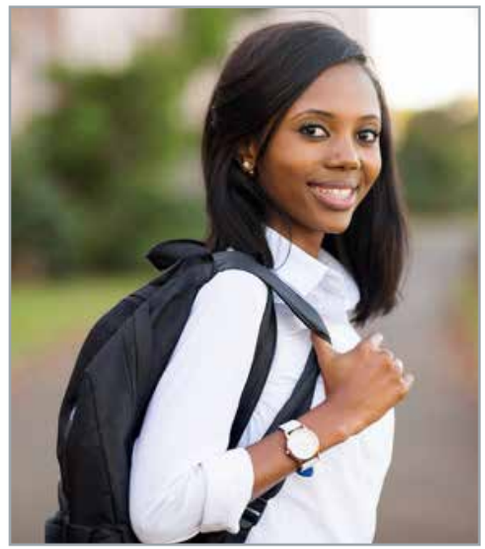
Open Sans (Primarily used for body copy)
font-family: 'Open Sans'', 'Proxima Nova', 'Gotham', sans-serif;

PHOTOGRAPHIC STYLE

Photography use is encouraged for all TSU communications, as appropriate. Photos should exhibit decorum consistent with the University's values. Photography styles may vary. However, for most marketing, communications, positioning, and capital campaign efforts, use authentic subjects in a natural setting. Black and white imagery may be used when appropriate, but color is preferred in most cases. Photography of people should convey the energy and emotion that makes TSU unique, while images of buildings and places should convey the strength and excellence of our institution.













INCORRECT PHOTOGRAPHIC STYLE

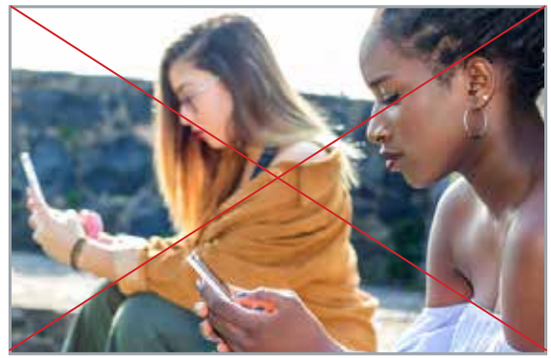
Photography should always appear genuine and natural while being of professional, high-resolution quality. When using stock imagery and directing photographers, keep in mind that overly scripted/posed shots in artificial settings should generally be avoided. Images should always have a positive connotation. Metaphorical, over-exaggerated, and inauthentic imagery should not be used to represent the TSU brand.



DO NOT use imagery that has a negative subject



DO NOT use imagery that is overstylzed, unnatural or overfiltered



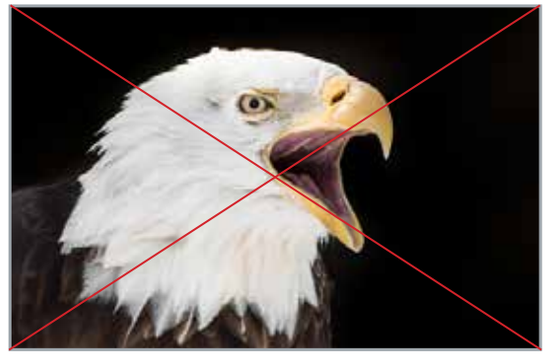
DO NOT use imagery that portrays inappropriate attire



DO NOT use imagery that has overly posed or staged



DO NOT use images that are of poor image quality or that are not professionally shot



DO NOT use metaphoric imagery

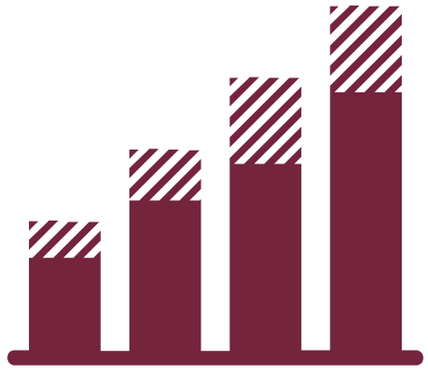
ICON STYLE

Icons are often used to establish a common visual to bridge language gaps. TSU icons are simple and straightforward. They should be used sparingly when they can add clarity to communications, create visual interest and help communicate faster.

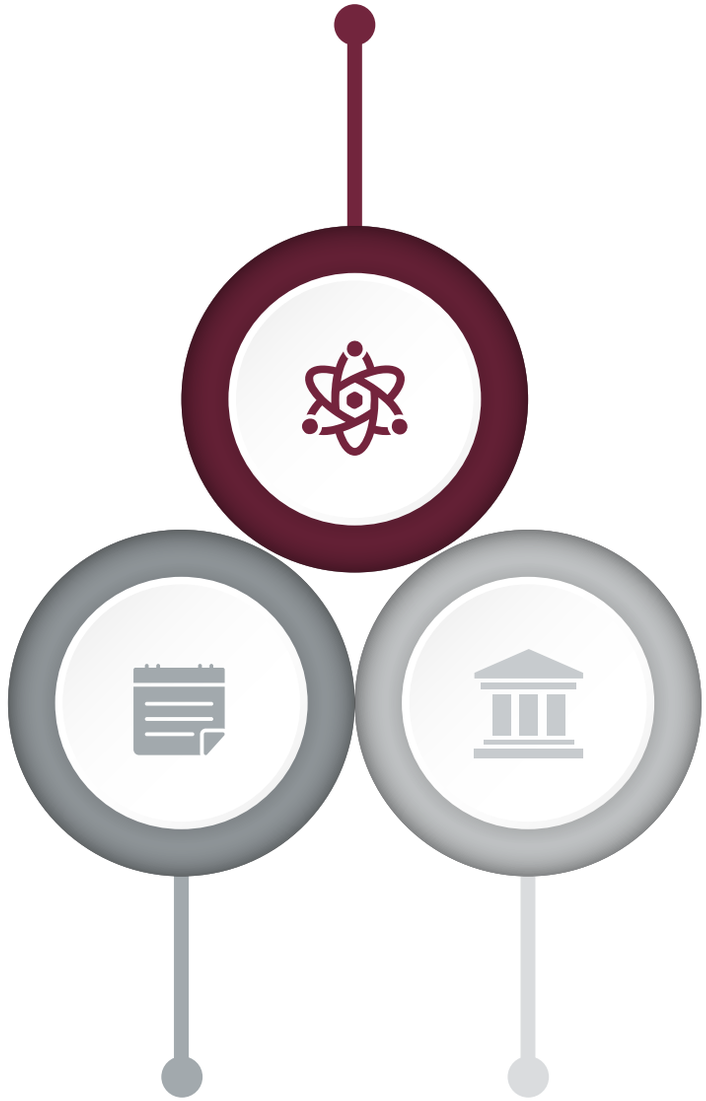


INFOGRAPHIC STYLE

Infographics can be utilized to communicate statistics and information in a visually interesting way. Below are a few examples of infographics showing how the TSU brand colors can be used.







SECONDARY LOGOS & GRAPHIC IDENTIFIERS

Specific written permission was granted to a limited number of units to create and use a "secondary logo" or graphic identifier. These graphic identifiers have "grandfather" status for continued use. In order to maintain the University's recognizable visual identity, these graphic identifiers are to be considered as design elements only, and always graphically subordinate to TSU's institutional or unit signatures. The goal is to ensure that all units of the University are visually linked to the graphic identity of TSU.

For example, if the School of Business identifier is used on a T-shirt, the TSU institutional signature must appear in a dominant manner. Consider using the institutional signature for the front panel of a brochure with a secondary logo on the back.

The creation of new secondary logos is strongly discouraged. Units must obtain written permission from the Office of University Communications before development of any new secondary logo, as well as final approval of the final design. Permission to develop a secondary logo or graphic identifier will be considered based on the following criteria: The unit can justify its need for external branding for marketing purposes; the unit is officially named for a donor or benefactor; the program or organization is not a legal entity of TSU but exists to benefit a program; or the unit is a state or federal program operated by TSU. Contact the *Office of Marketing & Communications* for established guidelines for the use and development of secondary logos.

University departments currently with approved primary or secondary logos on file with the Office of University Communications are:

Jesse H. Jones School of Business
Barbara Jordan-Mickey Leland School of Public Affairs
College of Education
College of Science, Engineering & Technology
College of Liberal Arts & Behavioral Sciences
College of Pharmacy & Health Sciences
School of Communication
Thurgood Marshall School of Law
The Graduate School
Thomas F. Freeman Honors College
Office of Continuing Education
Weekend College

SECONDARY LOGOS & GRAPHIC IDENTIFIERS MARKS

TSU
TEXAS SOUTHERN UNIVERSITY
Jesse H. Jones School of Business

TSU
TEXAS SOUTHERN UNIVERSITY
Barbara Jordan–Mickey Leland
School of Public Affairs

TSU
TEXAS SOUTHERN UNIVERSITY
College of Education

TSU
TEXAS SOUTHERN UNIVERSITY
College of Science, Engineering & Technology

TSU
TEXAS SOUTHERN UNIVERSITY
College of Liberal Arts & Behavioral Sciences

TSU
TEXAS SOUTHERN UNIVERSITY
College of Pharmacy & Health Sciences

TSU
TEXAS SOUTHERN UNIVERSITY
School of Communication

TSU
TEXAS SOUTHERN UNIVERSITY
Thurgood Marshall School of Law

TSU
TEXAS SOUTHERN UNIVERSITY
The Graduate School

TSU
TEXAS SOUTHERN UNIVERSITY
Thomas F. Freeman Honors College

TSU
TEXAS SOUTHERN UNIVERSITY
Office of Continuing Education
Weekend College

ATHLETICS LOGO

TSU's Tiger logo is the official mark for the University's athletics programs. It was developed to symbolize the strength and athleticism of the TSU's mascot, the Tiger.

It is used on materials promoting TSU's athletic events and recruitment.



Full Color
on White Background



One Color
on White Background

ATHLETICS LOGO



Full Color
on White Background



Two Color Gray
on White Background

MINIMUM SIZE OF ATHLETICS LOGO USAGE

The integrity of the TSU brand will also be helped by maintaining the minimum size of the logo. This is depicted below.

PRINT AND WEB MINIMUM SIZE



2" in minimum width



2" in minimum width

FILE FORMAT USAGE

For best results in printing or manufacturing, use the vector format of the logo (.eps file format). This type of file ensures the highest quality in crispness and accuracy, no matter how small or large the logo is reproduced.
For best results on the Web or PowerPoint, use the raster format of the logo. These are .jpg or .png files.

File Format: EPS
File Extension: .eps

Resolution: Vector

Attributes: Highest quality – infinitely scalable –preferred file format for vendors, best format for spot and CMYK color offset printing, wide format display, and premiums such as hats, shirts, mugs, etc.

File Format: JPEG
File Extension: .jpg

Resolution: 300 dpi

Attributes: Pixel file, scaling above 100 percent decreases image quality. Will have a solid color background. Uses include word processing and web/interactive.

File Format: PNG
File Extension: .png

Resolution: 300 dpi

Attributes: Pixel file, scaling above 100 percent decreases image quality. Will have a transparent background. Uses include word processing and web/interactive.

TSU Visual Brand

The design samples on the following pages are intended to demonstrate a look and feel that can be applied to any form of TSU communications. These designs illustrate the use of consistent elements and an easily identifiable TSU identity. For assistance, please contact the *Office of Marketing & Communications* at *713-313-7371*.

03

Elements used in Publications _____

-Official Stationery-University President_____41

-Official Stationery _____ 43

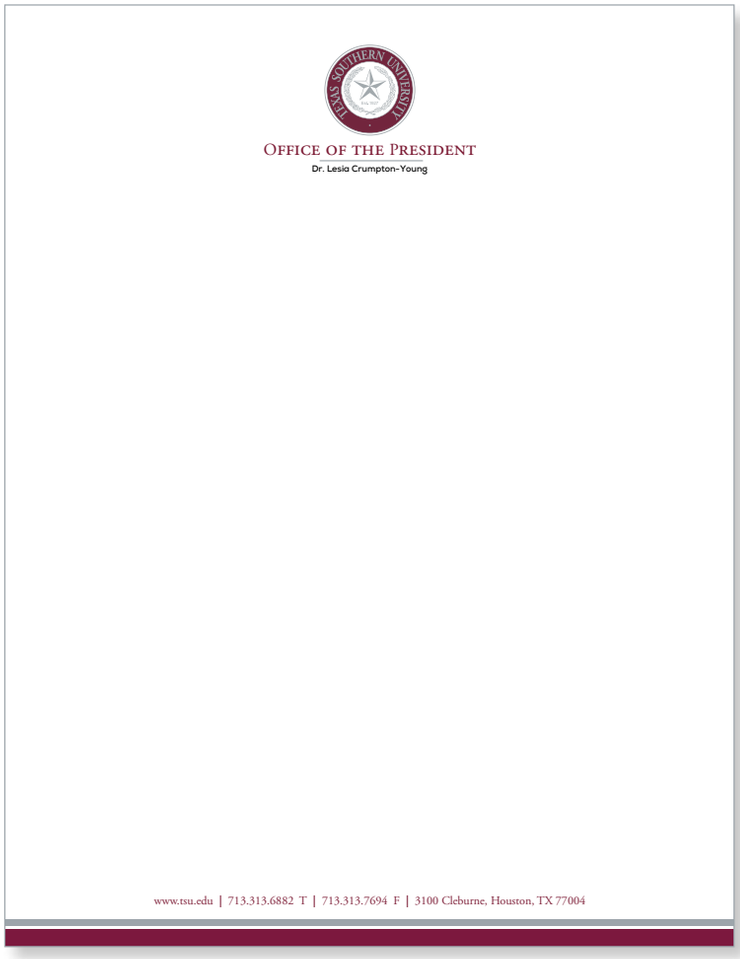
Visual Prototypes _____ 52



03

OFFICIAL STATIONERY-UNIVERSITY PRESIDENT

The official letterhead incorporates the TSU Official Seal for the University president. The seal is only permitted to be used by the president's office for official matters.



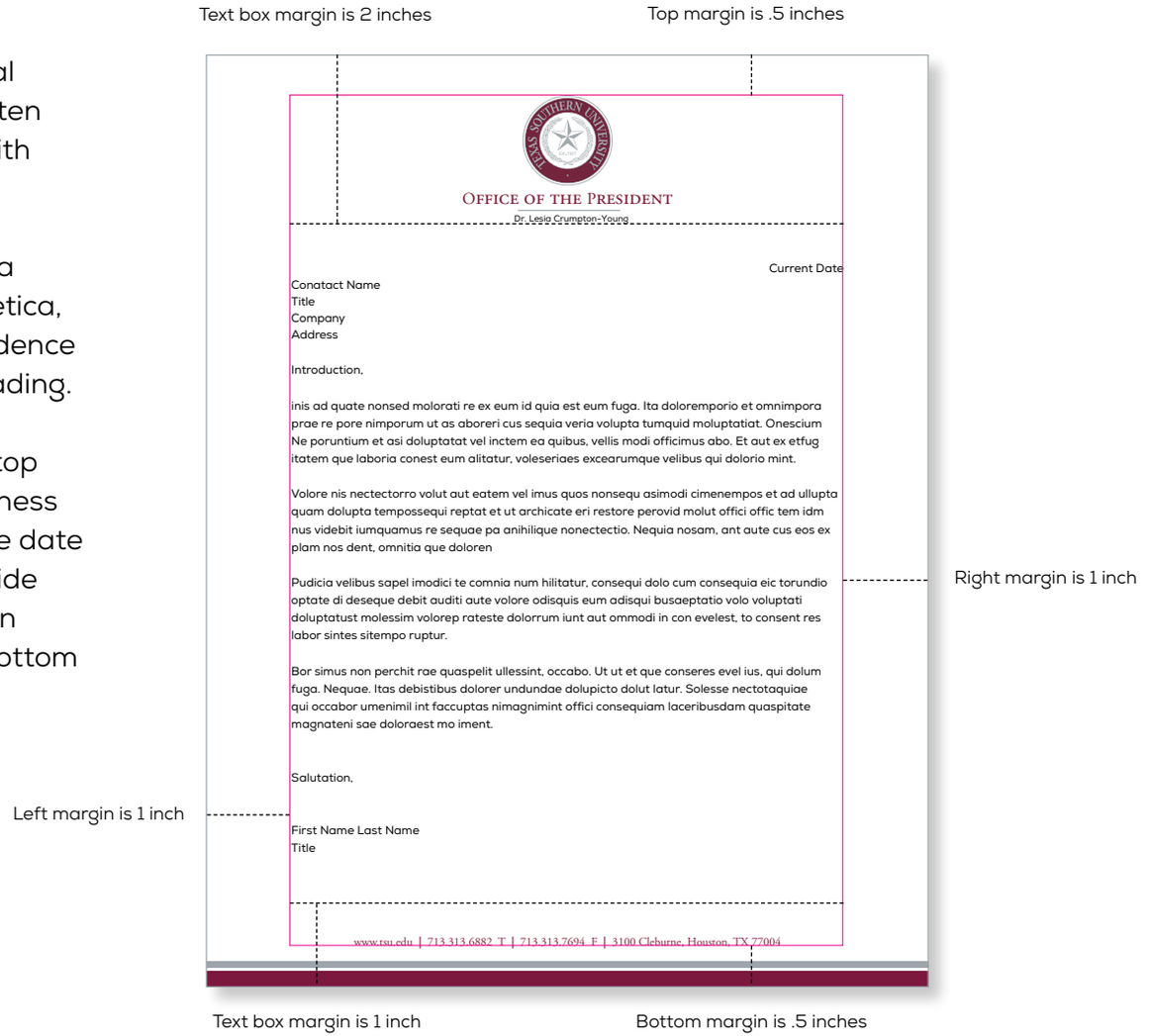
OFFICIAL STATIONERY USAGE-UNIVERSITY PRESIDENT

Letter Template

While often overlooked as a design element, the final component of any letterhead format is the typewritten word. The letterhead design is visually completed with correspondence that adds balance and symmetry.

The typefaces recommended for use in the body of a letter for University correspondence are Nexa, Helvetica, and Arial. When possible, please type all correspondence in one of these fonts, 10-point type over 15-point leading.

The text box should have a 2-inch margin from the top of the page. The date should be flush right and business address flush left on the page to comfortably fit. The date should begin two inches from the top of the page. Side margins should be one inch wide. The bottom margin should be half an inch. The text box should have a bottom margin of one inch.

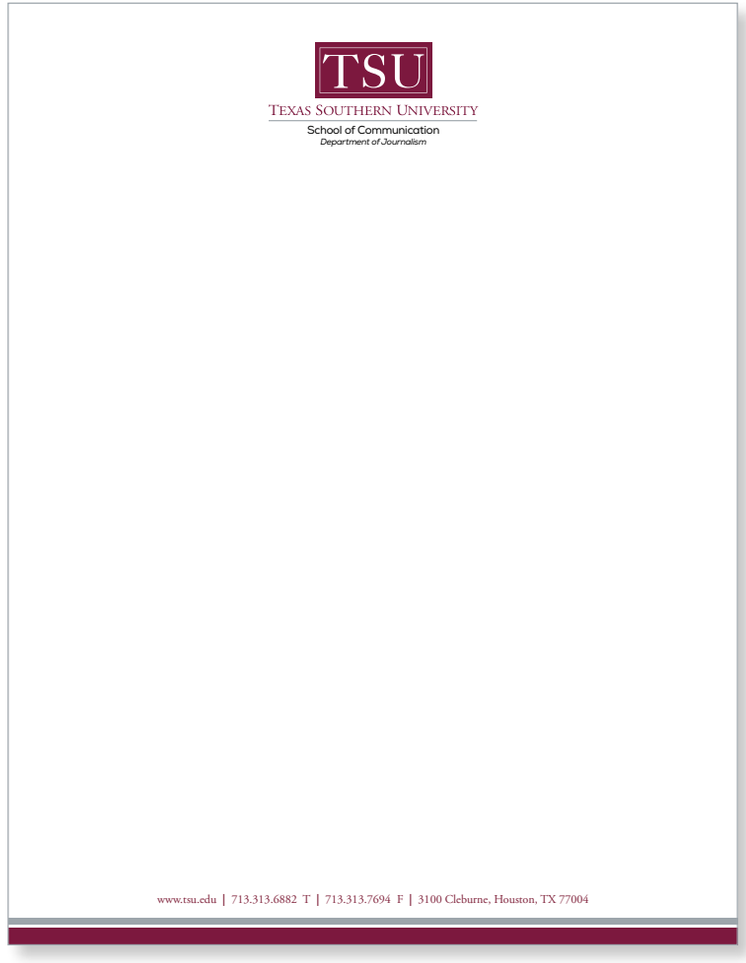


OFFICIAL STATIONERY

The official letterhead incorporates the TSU Wordmark and Official Seal. Since different symbols detract from a unified image of the University, no other logos are permitted on TSU stationery without written approval of the *Office of Marketing & Communications*.

Restrictions

The letterhead is intended for departmental use and may not be personalized. Names, titles, email addresses, individual work phone numbers, individual mobile pager and home phone numbers are not permitted on letterhead. Lists or logos of advisory committees, sponsors, funding agencies, or affiliate offices also are not recommended on letterhead. Templates will be provided by the *Office of Marketing & Communications*.



OFFICIAL STATIONERY USAGE

Letter Template

While often overlooked as a design element, the final component of any letterhead format is the typewritten word. The letterhead design is visually completed with correspondence that adds balance and symmetry.

The typefaces recommended for use in the body of a letter for University correspondence are Nexa, Helvetica, and Arial. When possible, please type all correspondence in one of these fonts, 10-point type over 15-point leading.

The text box should have a 2-inch margin from the top of the page. The date should be flush right and business address flush left on the page to comfortably fit. The date should begin two inches from the top of the page. Side margins should be one inch wide. The bottom margin should be half an inch. The text box should have a bottom margin of one inch.



OFFICIAL BUSINESS CARDS

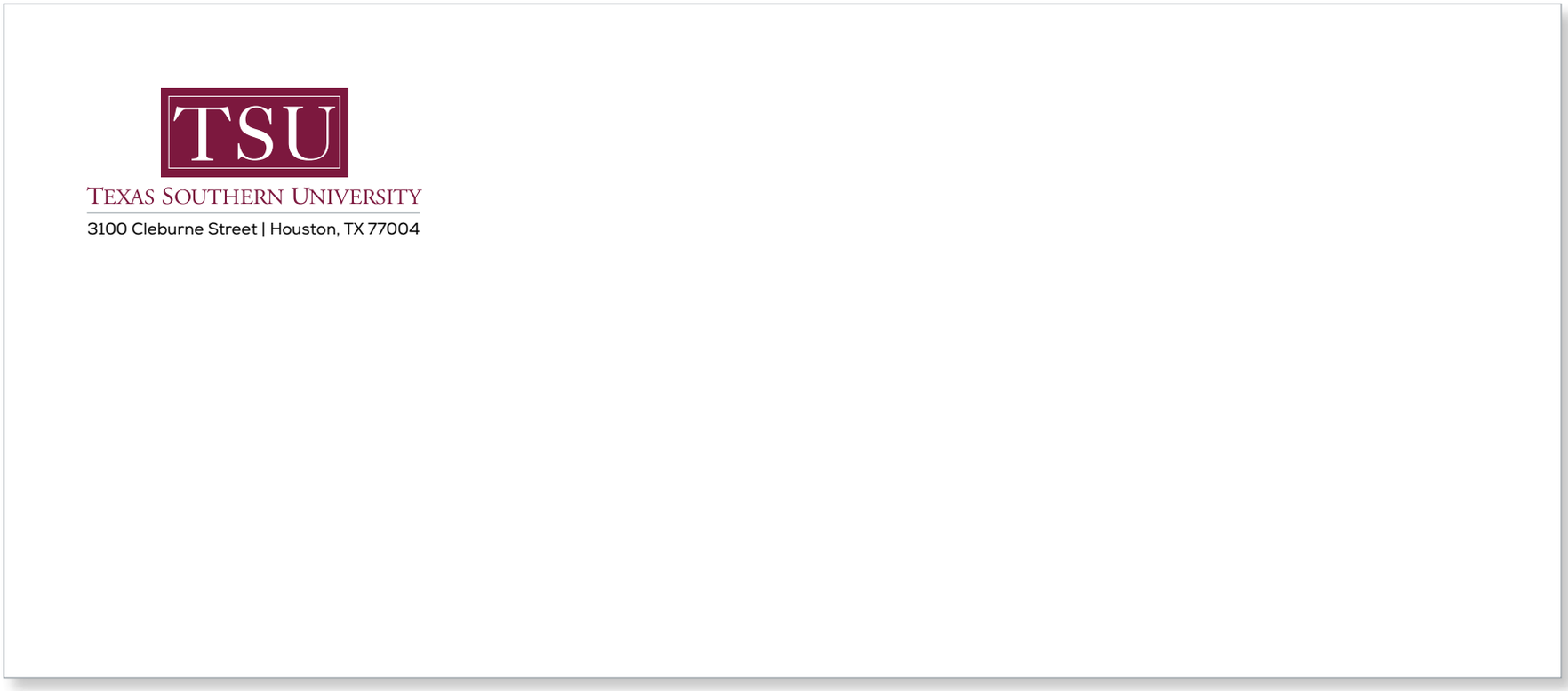
The business card template complements the overall stationery design. Since different symbols detract from a unified image of the University, other logos are not permitted on business cards.

Restrictions
Listings or logos of sponsors, funding agencies, and professional associations are not permitted on either side of the official TSU business cards.



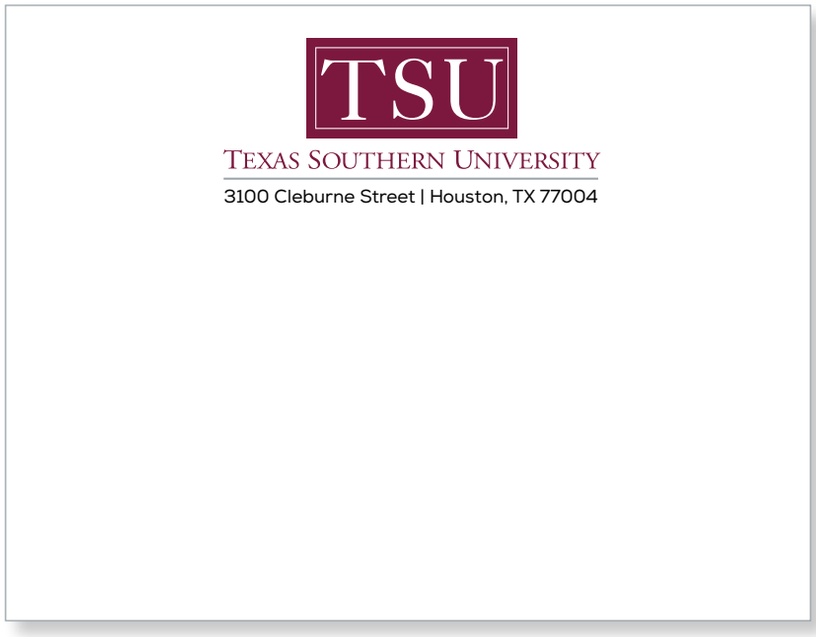
OFFICIAL ENVELOPE

The #10 envelope template complements the overall stationery design. Since different symbols detract from a unified image of the University, no other logos are permitted on envelopes without written approval from the *Office of Marketing & Communications*.



OFFICIAL MAILING LABEL

The mailing label template complements the overall stationery design. Since different symbols detract from a unified image of the University, no other logos are permitted on mailing labels without written approval from the *Office of Marketing & Communications*. Please contact *713-313-7371* for the mailing label template.



Avery Label
6 per sheet
3.25 x 4.25"

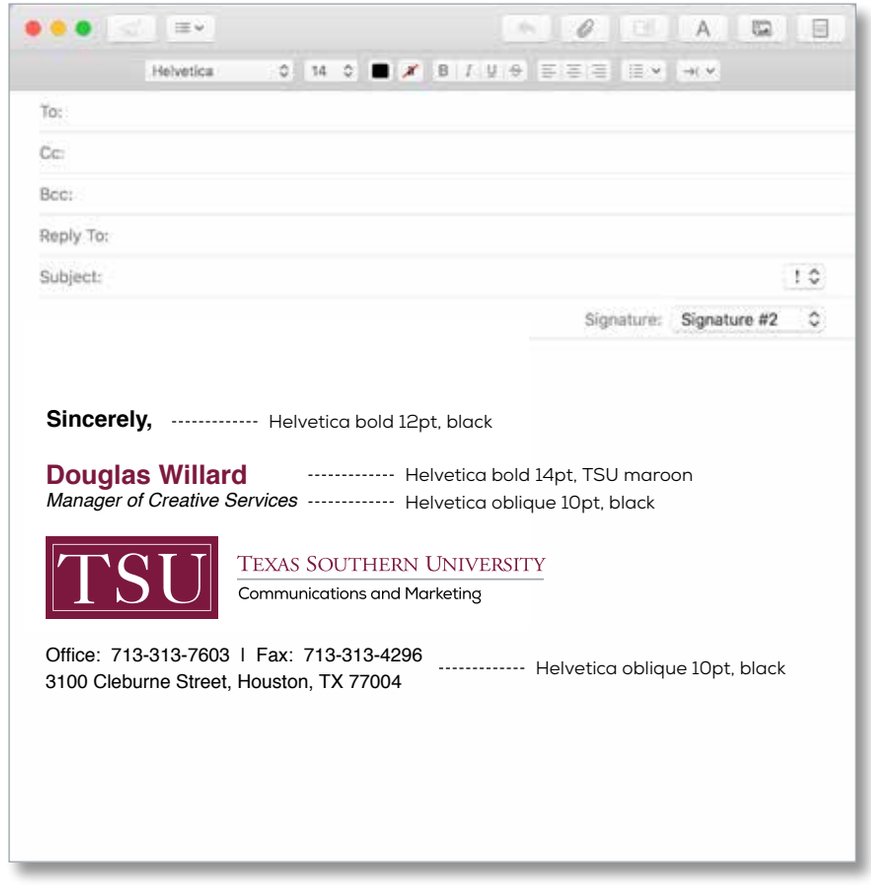
OFFICIAL EMAIL SIGNATURE

Email Signature Template
While often overlooked as a design element the email signature is just as important.

The typeface is Helvetica. The salutation of the closing is to be set as 12-point Helvetica bold. Employee name is to be set in Helvetica bold, 14-point using the TSU maroon (please refer to page 27 for brand color values).
The employee title is to be set as Helvetica oblique, 10-point. All contact information is to be set in Helvetica regular at 10-point.

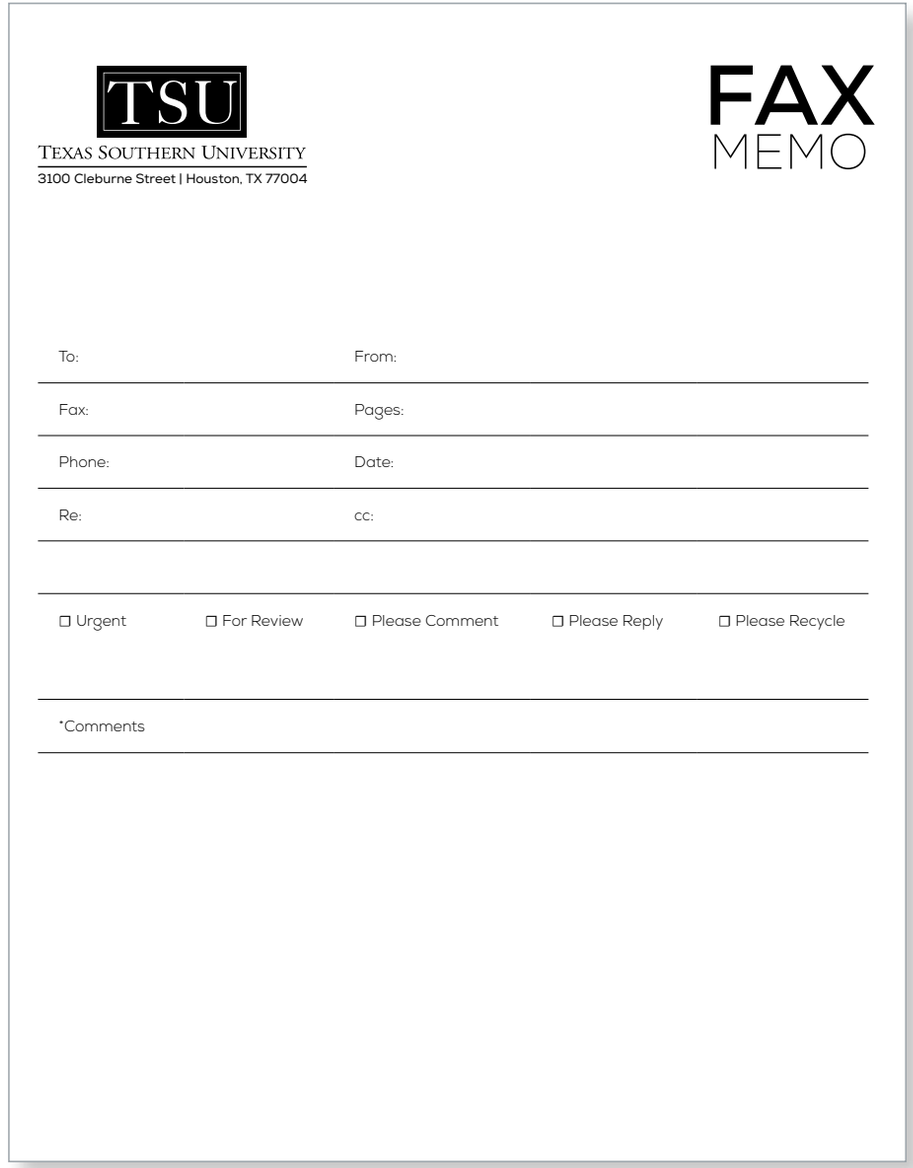
The *Office of Marketing & Communications* can supply you with your departmental logo to be used. Please contact the IT department in the event assistance is needed to add to your email program.

Restrictions
It is not permitted to add other fonts, colors, salutations, quotes, etc. to your signature. Please reach out to the Office of Marketing & Communications if questions should arise at 713-313-7371.



OFFICIAL FAX MEMO

Printed Fax Memo



TSU
TEXAS SOUTHERN UNIVERSITY
3100 Cleburne Street | Houston, TX 77004

FAX
MEMO

To: From:

Fax: Pages:

Phone: Date:

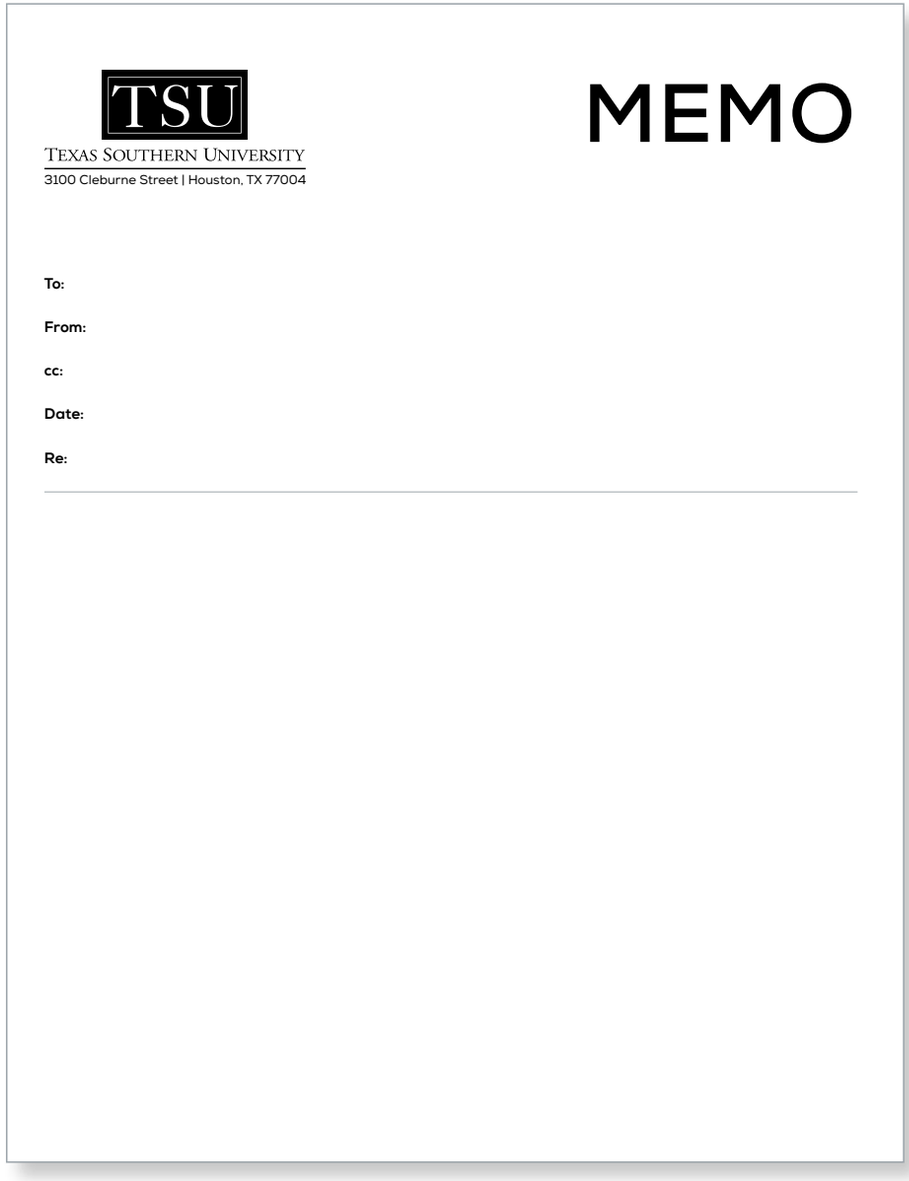
Re: cc:

❐ Urgent ❐ For Review ❐ Please Comment ❐ Please Reply ❐ Please Recycle

*Comments

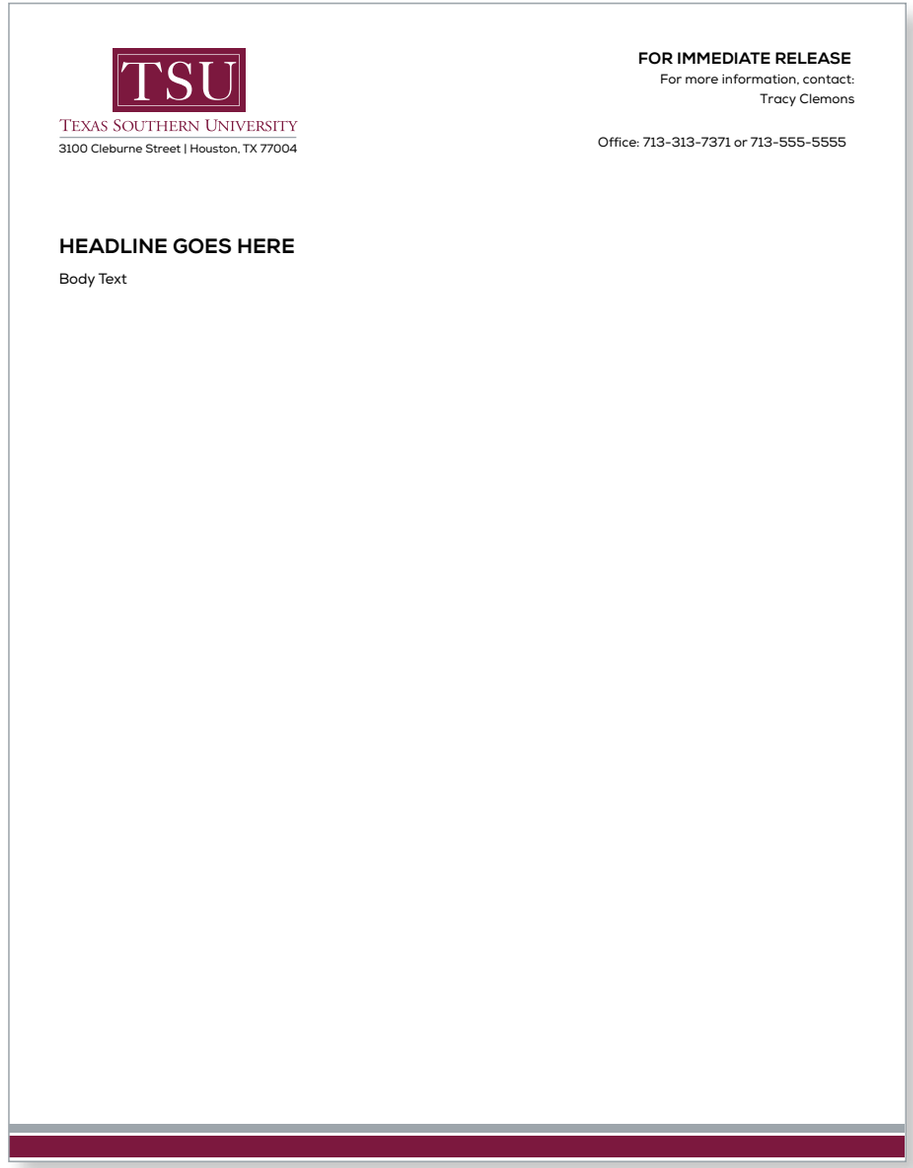
OFFICIAL MEMO

Printed Memo Sheet



OFFICIAL PRESS RELEASE

Printed Press Release



TSU
TEXAS SOUTHERN UNIVERSITY
3100 Cleburne Street | Houston, TX 77004

FOR IMMEDIATE RELEASE
For more information, contact:
Tracy Clemons

Office: 713-313-7371 or 713-555-5555

HEADLINE GOES HERE

Body Text

BRAND PROTOTYPES-BROCHURE

Printed Brochure Cover



BRAND PROTOTYPES-FLYER

Printed Flyer

TSU
Texas Southern University
Jesse H. Jones School of Business



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RUW EAQUI NATIBUSAM

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www.tsu.edu | 713.313.6882 T | 713.313.7694 F | 3100 Cleburne, Houston, TX 77004

BRAND PROTOTYPES-VIDEO LOWER THIRDS

Video Lower Third



TSU
TEXAS SOUTHERN UNIVERSITY

Douglas Willard
Manager of Creative Services

BRAND PROTOTYPES-POLO SHIRT

Polo Shirt



BRAND PROTOTYPES-LAPEL PIN

Lapel Pin



Actual Size



TSU Voice

The tone of the TSU brand's message to audiences is just as important as the content of the message itself. TSU's voice must inspire with an energetic optimism that appeals to an audience's highest aspirations. Our voice conveys a purposeful sense of destiny and urges the audience to join us on the journey.

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Writing Style Guidelines _____ 60



04

OUR VOICE IN ACTION

From the School: Messaging must address all audiences in the first person plural tense **(we)** to capture TSU's sense of community and inclusiveness.

Incorrect: The university is dedicated to preparing a new generation of professionals for tomorrow's global leadership challenges

Correct: TSU is preparing a new generation of leaders ready to excel in a globally connected world.

To the Audience: Audiences must be addressed in the second person **(you)** to convey an accessible, welcoming and helpful tone.

Incorrect: Students at TSU receive a world-class education.

Correct: At TSU, you'll receive world-class instruction.

WRITING STYLE GUIDELINES

Consistent, coherent and accurate written content must be a distinguishing feature of TSU's professional stature. Ensure clarity, consistency and accuracy in all your written communications – even when edited according to the principles detailed in this guide.

TSU follows the AP Style Guide prepared by the Associated Press and Norm Goldstein.

SOCIAL MEDIA GUIDELINES

All Texas Southern University students, faculty and staff who are online social media users and/or who operate, manage and participate in online sites in the name of TSU must follow these Social Media Guidelines.

Policy Statement
Social Media Guidelines are based on the supposition that the TSU's core values should govern the online choices TSU communicators make. It is TSU's policy to uphold respectful standards of communication that avoid false or misleading statements or language that might undermine or contradict the university's trademark or brand.

This policy applies to material that TSU departments, offices and related units publish on Texas Southern University-hosted websites and related university social media sites, as well as to actions of individuals regarded as communicators representing TSU on other social media sites.

Rationale
As a comprehensive research university, TSU recognizes the importance of participating in online conversations and activities. The university encourages responsible and respectful online activity and maintains a commitment to academic freedom on social media platforms.

This policy is necessary to provide tools and rules for all online users who are associated with TSU as current students, faculty, staff and other authorized persons. The policy informs crisis management, information sharing and brand opportunity. It has implications for the protection, promotion and positioning of the University and the protection of individual users.

SOCIAL MEDIA GUIDELINE DEFINITIONS

Definitions

A. Texas Southern University Communicators/Texas Southern Communicators: This term applies to anyone associated with the university as a current student, faculty member, staff member or administrator. The individual may or may not be additionally designated to officially represent his or her unit/department/organization at TSU.

B. Official Communications: This term defines all messages and other communications done in TSU's name (e.g., a TSU departmental Facebook page, e-mail, twitter messages).

C. Content Owner: Anyone formally designated by a university department or unit as the individual responsible for monitoring and maintaining web/social media content.

D. Moderator: Anyone assigned by a Content Owner and/or a university department as the individual moderating comments and postings by internal and external users, including deleting comments and postings that do not meet the criteria set forth in this policy.

E. Social Media/Social Media Platforms: This includes all technology tools and online spaces for integrating and sharing user-generated content in order to engage constituencies in conversations and allow them to participate in content and community creation. While not limited to the following, some examples are: e-mail, Facebook, Twitter, YouTube, blogs, RSS feeds, and others.

SOCIAL MEDIA GUIDELINES-DO'S

- Before posting anything, carefully scrutinize what is presentable for public consumption compared to information that is usually confidential: Privacy is instantly lost once information is posted on a social media platform.
- Follow all applicable TSU policies.
- Strive for accuracy: Verify the accuracy and sources of all items before posting them on social media. Review content for grammatical and spelling errors.
- Refer to the guidelines provided herein to assist with appropriate and legal uses of the TSU's trademark, logo, seal and name.
- Remember your audience: Be aware that a presence in the social media world is, or easily can be, made available to the general public. Consider this before publishing to ensure that posts will not alienate, harm or provoke others.
- Posts on the TSU's social media sites must always be professional and tactful and should maintain the respectability of the university's institutional voice.
- Assure that your site is technically secure.
- Be conscientious about mixing business and personal lives: TSU respects free speech rights, but all who represent the university must remember that the public often has access to the content you post as a content provider, moderator or general communicator.
- If an official unit (department/school, organization, office, etc.) has created or is interested in creating a social media site, contact the *Office of Marketing & Communications* at *713-313-7371* for approval and endorsement of the site.
- Be transparent about your role at TSU. On personal sites, identify your views as being exclusively your own. If you identify yourself as a TSU employee online, make clear that the views expressed are not necessarily those of TSU or your position at the university. Use a disclaimer.
- Protect your identity.

SOCIAL MEDIA GUIDELINES-DON'TS

- Do not post confidential or proprietary information or conversations about TSU, students, employees or alumni on social media websites.
- Do not collect sensitive information – i.e., private phone numbers, student ID numbers, Social Security numbers or payment information – via social media, as these are not secure channels. You must follow all TSU policies, particularly those protecting the confidentiality of proprietary data and information.
- Do not use Texas Southern University's name to promote or endorse a product, cause, political party or candidate.

Media Guidelines

TSU's *Office of Marketing & Communications* is responsible for all internal and external communica-tions and maintains the integrity of the TSU brand. Any questions about the brand or how to work within established brand guidelines should be referred to this office.

05

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Trademarks and Licensing ____ 68



05

OFFICE OF MARKETING & COMMUNICATIONS

The Office of Marketing & Communications is responsible for maintain the integrity of the TSU brand. Any questions about the brand should be referred to this office. The Office of Marketing & Communications can be reached at 713-313-7371.

TRADEMARKS AND LICENSING

Standard License Agreement

- For companies that produce licensed consumer products that will be resold, such as items for sale at retail in local, regional and national retail outlets.
- Royalty Rate: 12 percent
- Royalty Advance: $300 for apparel only companies, $150 for non-apparel companies and are based on the product categories of your license. Royalty advances are prorated based on a one-year contract.

Internal Usage License Agreement

- For companies that produce licensed consumer products for sale ONLY to University departments and approved campus organizations for internal/non-resale use.
- All sales must be exempt from royalties (as determined by University licensing policy).
- We encourage you to complete all of the requested information to the best of your ability, and please feel free to contact Learfield's office with any questions you might have. Please note that any information not provided will be taken into consideration when reviewing this application and that Learfield Licensing may contact you to clarify any responses.

We encourage you to complete all of the requested information to the best of your ability, and please feel free to contact Learfield's office with any questions you might have. Please note that any information not provided will be taken into consideration when reviewing this application and that Learfield Licensing may contact you to clarify any responses.

To download an application, please visit **www.tsu.edu/about/administration/general-counsel/licensing.php.** Take note that the same application will apply to both types of agreements. Some vendors may apply for both types of agreements and may use one application.

Texas Southern University Licensing Fees

- Fee to Apply for Texas Southern University License: $250 (not including royalty advance for standard license)
- Annual Renewal Fee to Hold Texas Southern University
- License:$150 (not including royalty advance for standard license)

**This fee is for licensees who only hold one contract with Learfield Licensing Partners.*

TRADEMARKS AND LICENSING

Other Requirements-Royalty Reporting
All licensees – regardless of contract type – are required to report royalties following the end of each quarter via Trademarx Online, **www.learfieldlicensing.com/licensing.** If you do not have sales, you must submit a Zero Sales report.

Insurance

- Each licensee has a contractual obligation to carry liability insurance and provide a certificate of insurance for their products, which bear the property/trademarks of the institutions they wish to be licensed with.
- This liability insurance coverage is required, as a contractual obligation of licensing, to additionally insure the institutions the licensee holds a license with and Learfield Licensing who represents these institutions.

Contact Information
For more information on trademarking or licensing, contact Office of General Counsel at 713-313-1325.

To apply for licensing please visit, **www.clc.com/home/get-licensed** for the application.



TEXAS SOUTHERN UNIVERSITY