

Howard University Identity **Guidelines**

Graphics Standards & Communications Policies



1867

HOWARD
UNIVERSITY

Howard is Essential.



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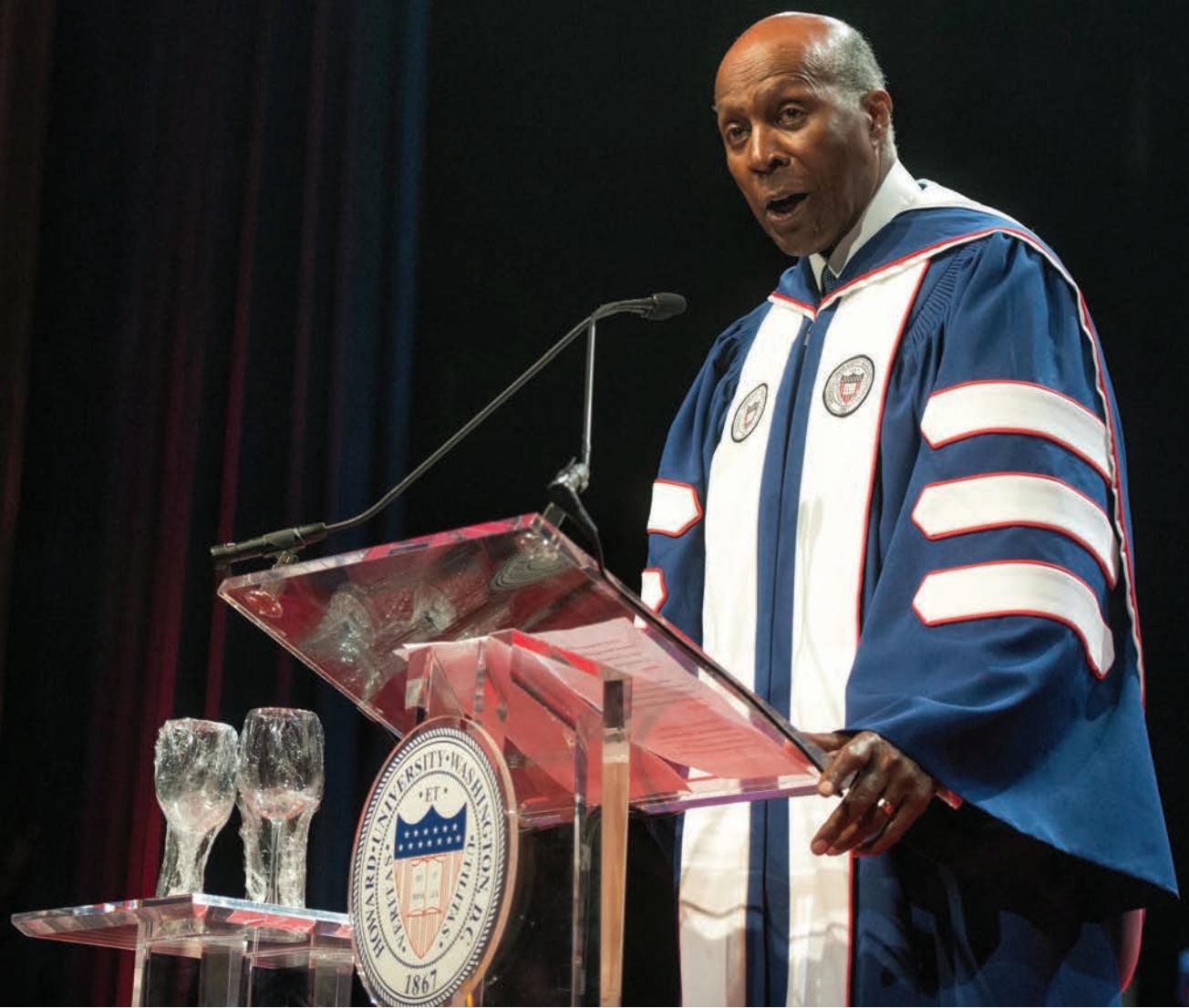
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Howard is Global.



1

The Howard
Brand



The Purpose of Branding

Branding is a marketing cornerstone that is critical to the success of any organization. Effective branding captures and conveys an organization's core identity so that it is meaningful and memorable to the outside world. Successful branding can significantly influence opinions about, expectations of and loyalty to that organization.

The Howard University brand is rooted in its important mission, outstanding track record and reputable position in the higher education landscape. Given this strong foundation, Howard University has the opportunity to portray itself in a way that not only leverages its heritage, but also embraces its underlying vision and evolving priorities.

Why This Manual Matters

The purpose of this manual is to help the Howard community effectively project an impactful, unified image that speaks to the excellence of this University. More specifically, this manual provides a comprehensive guide for all faculty, students, staff, alumni and others involved in developing communications, including:

- Logo use
- Color use
- Font use
- Photography style
- Print, digital and environmental design
- Press and media policies
- Materials development and writing guidelines
- Copyright and trademark policies

While the illustrations and protocols contained here are important and instructive, the real reason why this manual matters is because Howard University matters. Every communication released—from a full text to a short tweet—is a chance to put our best foot forward and express the quality and value of Howard. It is in our collective interest to represent Howard as best we can so that its distinguished reputation can in turn represent us. By becoming familiar with the Howard identity and preserving its integrity, this manual will help deliver what matters most—a Howard University undeniably at its best.

Rules for Creating Official Howard University Communications Do's and Don'ts

It's sometimes easy to forget that every communication that bears the University name has a significant influence on the Howard 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 Howard University communications:

Do's	Don'ts
<p>Do brand your communications materials. Using Howard's graphic identifiers facilitates an immediate association with the University and strengthens your product.</p>	<p>Don't forget to brand. Omitting Howard's graphic identifiers from your communications materials will make others second-guess their authenticity.</p>
<p>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 Howard brand.</p>	<p>Don't alter Howard's graphic identifiers. Tweaking the Howard 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 Howard will immediately know and trust its communications.</p>
<p>Do consult OUC when branding new products. OUC will be able to help you utilize the Howard identity, promote your materials via official channels, and follow internal communications guidelines.</p>	<p>Don't "wing it" on your own. You shouldn't have to figure out branding all alone—OUC, as well the Department of Graphics and Printing and the Office of Auxiliary Enterprises, are here to help you make good decisions.</p>
<p>Do provide OUC with a minimum two weeks notice for reviewing your materials. This will allow OUC sufficient time to consult with other departments and committees if unanticipated issues arise.</p>	<p>Don't wait until the last minute to connect with OUC. The more time there is to work together, the better the outcome will be.</p>
<p>Do share this manual with your team and any external graphic 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 Howard identity, and recognize if something looks out of place.</p>	<p>Don't shelve this manual. Keep it in an easily accessible place so that you and your team will refer to it often. Be sure to bookmark its web address on your computer as well.</p>
<p>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. Also, take the opportunity to review editorial and marketing considerations so that you're delivering what your audience wants.</p>	<p>Don't view branding compliance as a hindrance. Instead, think of it as a practical way to promote Howard's image while drawing on its reputation.</p>

A Bird's Eye View of Howard

A Brief History

Howard University is a four-year, comprehensive, private, co-ed doctoral/research-extensive institution. It was chartered in 1867 "for the education of youth in the liberal arts and sciences." The school was first named Howard Normal and Theological Institute for the Education of Teachers and Preachers, named for General Oliver Otis Howard, one of the founding members and commissioner of the Freedmen's Bureau. The school was renamed Howard University in recognition of the much broader educational scope envisioned for the institute. The University's designated departments were normal and preparatory, collegiate, theological, medical, law and agriculture. In 1872, the first bachelor's degree was awarded.

Today, Howard is a doctoral/research-extensive institution that has an international blend of faculty and students as it continues to embrace and enhance the founders' vision to provide an educational experience of exceptional quality. Supported by the federal government, corporations, foundations and individual contributions, the University is recognized as one of the few comprehensive predominately Black institutions of higher education in the world. The 14 schools and colleges that make up the University continue the mission to educate and provide "Excellence in Truth and Service" through more than 200 fields of study.

Howard has awarded more than 90,000 degrees and diplomas in the applied health sciences, architecture, the arts, business, communications, dentistry, education, engineering, the humanities, law, medicine, music, nursing, pharmacy, pharmaceutical sciences and social sciences. Howard University also awards more on-campus Ph.D. degrees to African-American students than any other college or university in the world.

Howard University consists of more than 90 buildings on five campuses totaling more than 240 acres in Washington, D.C., and suburban Maryland. The University also operates its own teaching and research hospital adjacent to the main campus in northwest Washington, D.C.

A Bird's Eye View of Howard

Howard Influence:
Distinguished Alumni

Business

Larkin Arnold, Esq.
*Executive, Capital Records,
CBS/SONY and Arnold & Associates*

Malaak Compton-Rock
*Children's advocate, founder,
The Angel Rock Project*

Dr. John E. Jacob
*Executive, Anheuser Busch
and National Urban League*

Mark A.L. Mason
Executive, Citi Holdings

Edward Welburn
Executive, General Motors

Athletics

Antoine Bethea
NFL player

Marques Douglas
NFL player

Neil Shaka Hislop
World Cup goalkeeper

David Oliver
Track and Field Olympic medalist

Steve Wilson
NFL player

The Howard Brand

Government

David Dinkins
Mayor, New York, NY (1990-93)

Adrian Fenty
Mayor, Washington, DC (2007-11)

Harold Ford, Sr
House Representative, TN (1997-2007)

Kamala Harris
U.S. Vice President (2021-)

James E. O'Hara
House Representative, NC (1883-87)

Kasim Reed
Mayor, Atlanta, GA (2010-)

Walter E. Washington, Jr.
Mayor, Washington, DC (1975-79)

Justice and Law

Frankie Freeman
Attorney and civil rights reformer

Hon. Thurgood Marshall
Civil rights attorney, U.S. Supreme Court Justice (1967-91)

Charlotte E. Ray, Esq.
Women's suffrage activist, 1st African-American female lawyer in the U.S.

Kwame Ture
Civil rights activist

Andrew Young
Civil rights leader, public official, diplomat

Journalism

Jeff Burns, Jr.
Corporate executive, Ebony Magazine

Veronica Hutchinson
Corporate executive, BET Networks

Gus Johnson
Sports announcer

Colbert King
Pulitzer Prize-winning columnist

Isabel Wilkerson
Pulitzer Prize-winning journalist

Education and Literature

Sterling Brown
Writer, teacher, literary critic

Zora Neale Hurston
Author, anthropologist

Toni Morrison
Nobel laureate and Pulitzer Prize-winning Novelist

Mary Miller Sullivan
Poet, playwright

Richard Wesley
Playwright

Floretta Dukes-Mckenzie
Educator

A Bird's Eye View of Howard

Howard Influence:
Distinguished Alumni

Performing and Visual Arts

Debbie Allen
Dancer/choreographer, director, actress

Chadwick Boseman
Actor, director

James A. Bland
Musician, composer

Roberta Flack
Grammy Award-winning singer, composer

Taraji P. Henson
Actress

Jessye Norman
Singer

Phylicia Rashad
Tony Award-winning actress

Richard Smallwood
Grammy Award-winning singer

The Howard Brand

Medicine and Science

Patricia Bath
Ophthalmologist

Dr. Edward Cornwell III
Trauma Surgeon

Dr. Wayne A. I. Frederick
Surgeon, 17th President of Howard University

Dr. LaSalle D. Lefall Jr.
Renowned Cancer Surgeon

Howard is Purposeful.



2

The Howard
Identity

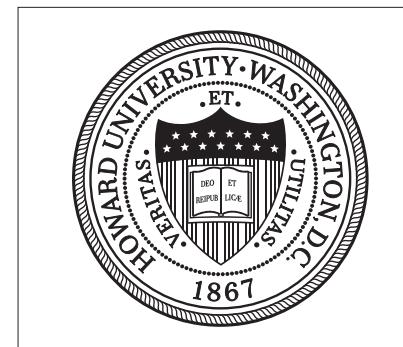
Howard Logos

Seal

The Corporate Seal of the University, approved by the Board of Trustees in 1910 (amended), is the official symbol that reflects the vested image and authority granted to Howard University by Charter (an Act of Congress of the United States) in 1867, and is under the custodial care of the Secretary of the University, who is the keeper of the Seal.



Full Color
on White Background



1 Color Black
on White Background



1 Color White (reverse)
on Solid Background

*Note: The University Seal may **not** be used for any web initiatives.*

Howard Logos

Seal

Elements of the Seal

The Shield: The shield in the middle of the Seal was created by the Founders of the University in 1867. It symbolizes truth and usefulness.

1867: The year Howard University was founded.

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

Official Uses

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

The **use of the Seal** is restricted to authenticating official University documents, such as diplomas, transcripts, certification of Board actions, corporate certifications, trustee and presidential publications, and other official documents. The Seal is also used by the Office of the President on the University Mace, University Presidential stationery, and legal documents. Additionally, it is displayed at major ceremonies such as Opening Convocation, Charter Day, Commencement, and special events hosted by the President, Board of Trustees, and members of the Executive Cabinet. The Seal must appear in official PMS colors when displayed.

Exceptions to the restrictive use of the Seal are considered based on a written request accompanied by justification to the Secretary of the University. Unauthorized use of the Seal is prohibited.

The Seal is a trademark of Howard University governed by local and federal law with protection against and remedies for trademark infringement. Use of the Seal is monitored and enforced by the Office of Auxiliary Enterprises and the Office of the General Counsel.

Howard Logos

Clock Tower

Since its opening in November 1938, Founders Library has sat majestically, as the Alma Mater says, “on hilltop high.” At its peak is the clock tower, a recognized symbol of the knowledge that is passed down through time from generation to generation.

Vertical Treatment



Horizontal Treatment



Full Color
on White Background

1 Color Black
on White Background

1 Color White (reverse)
on Solid Background

Howard Logos

Clock Tower

The Elements of the Logo

Symbol: The Clock Tower logo represents a time-honored landmark at the University.

1867: The year Howard University was founded.

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

Official Uses

- The institutional marketing signature; primary identifier
- For use by all offices, departments, schools and colleges

For Howard University's signage, marketing, communications, licensing, positioning, promotional and capital campaign efforts, the Clock Tower logo will be used as the official and primary identifier. In smaller reproductions on promotional or specialty items, the clock face in the steeple may appear solid if necessary.

Howard Logos

Unit Signatures

Unit signatures consist of the primary University logo with the unit's name to the right of the symbol. The purpose of unit signatures is to present a unified, consistent image for the University, while recognizing the individuality of each unit. They were created for use on internal and external communications pieces specific to each unit. Each official unit signature is a registered trademark and may not be altered. For unit signatures, please contact the Office of University Communications or the Office of Printing and Graphics.



College of Engineering,
Architecture & Computer Sciences



College of Engineering,
Architecture & Computer Sciences



College of Engineering,
Architecture & Computer Sciences

**Full Color
on White Background**

**1 Color Black
on White Background**

**1 Color White (reverse)
on Solid Background**

Howard Logos

HU

The HU logo was developed to brand an informal identity of Howard University. To accommodate different design possibilities, several approved configurations of the HU logo are available. Choose the version that best suits the style of your communications piece. The HU logo is a registered trademark and may not be altered.



Full Color
on White Background



1 Color Black
on White Background



1 Color White (reverse)
on Solid Background

Elements of the HU

Logotype: The specially set type style for HU and 1867 should never be altered or replaced with another typeface.

Official Uses

- Marketing, communications, licensing, positioning, capital campaign efforts
- Best suited for specialty and apparel items
- Not suited for material that requires an official signature for the University
- For use by all offices, departments, colleges, and schools

Howard Logos

Howard.edu

The Howard.edu logo was developed to elevate Howard's web presence. It contains the emblematic Clock Tower logo, and the University's main web address. The Howard.edu logo may not be altered, and the specially set type style should never be replaced with another typeface.



Howard.edu



Howard.edu



Howard.edu

Full Color
on White Background

1 Color Black
on White Background

1 Color White (reverse)
on Solid Background

Elements of the Howard.edu

Symbol: The Clock Tower logo represents a time-honored landmark at the University.

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

Official Uses:

- Marketing, communications, positioning and campaign efforts
- For use by all offices, departments, colleges, and schools

Howard Logos

Howard Logo and Tagline

“Excellence in Truth and Service” is the Official Tagline for Howard University. It embodies the mission and work the University and its faculty, administration, students, alumni and extended family have always strived to achieve. This is how the tagline should be printed with the University logo.

In addition to the University’s Tagline, there are several authorized taglines and mottos used by various University entities, such as Howard University Hospital and on the University Seal.

Excellence in Truth and Service

Logo Usage Reproduction

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.

Understanding File Formats

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% decreases image quality. Will have a solid color background. Uses include word processing and web/interactive.

File Format: PNG

File Extension: .png

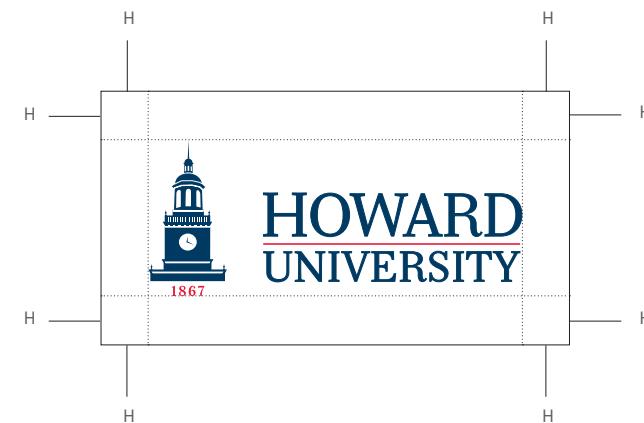
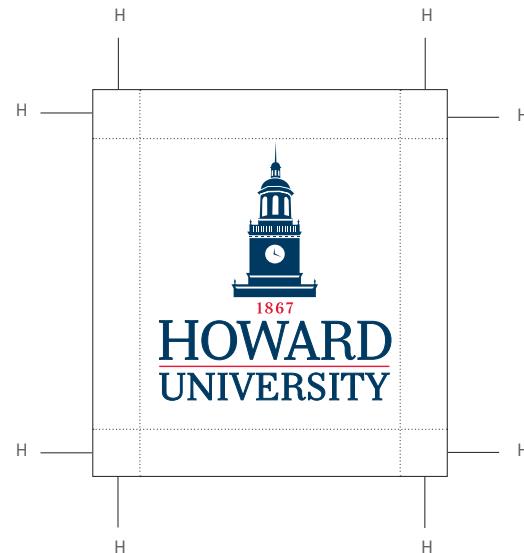
Resolution: 300 dpi

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

Logo Usage

Clear Space

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



Logo Usage

Minimum Size

The preferred minimum size for the logo in print is .75" wide in print and 80 pixels for digital use. The logo should always be scaled proportionally width/height.

Print Minimum Size



.75" minimum width



1.125" minimum width

Web Minimum Size



80 pixels



150 pixels

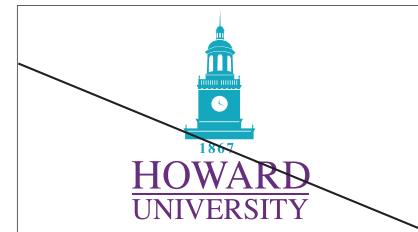
Logo Usage

Improper Usage

The Howard logo should not be modified, altered or corrupted in any manner.



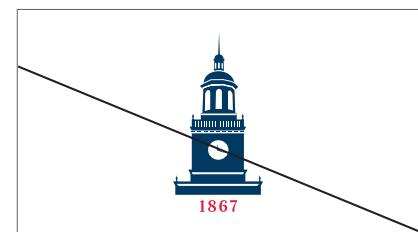
Do not add elements to the logo



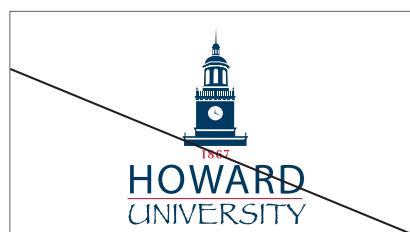
Do not alter logo colors



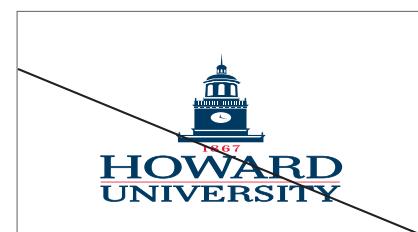
Do not place the logo on complex images



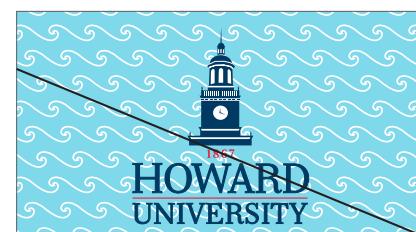
Do not use the clocktower as a standalone element



Do not recreate elements of the logo



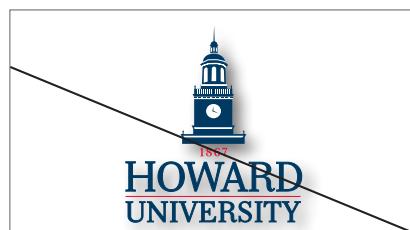
Do not distort or change the proportions of the logo



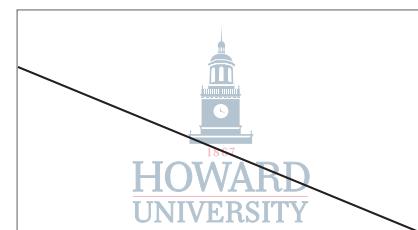
Do not place the logo on a pattern



Do not use 'Howard University' as a standalone element



Do not add a drop shadow or filter effect



Do not screen or make the logo transparent



Do not place the logo within another shape



Do not place the logo on an angle

Color Palette

Primary & Secondary Palette

Howard University's identity system is also unified by a consistent color standard. This color standard applies to all icons of the identity system.

The color palette is divided into two categories, primary and secondary. The primary palette should be dominant in all visual communications. The secondary palette provides flexibility to the system and allows a broader range of expression.

Consistent usage will enhance the visual presentation of the brand across all expressions.

Primary Palette



PMS 2965



PMS 186



PMS 000c

The swatch colors shown on this page and throughout these guidelines are samples only and not intended to match the PANTONE color standards. Refer to the current edition of the PANTONE Color Formula Guide. PANTONE® is a registered trademark of Pantone, Inc. PMS refers to Pantone Matching System.

Secondary Palette



PMS 2165



PMS 425

Tertiary Palette



PMS 519



PMS 158



PMS 1245



PMS 123



PMS 576



PMS 5473



PMS 2995

Proper Proportions: In all applications using the University colors, blue should always be dominant. **The color red should be no more than 30 percent of the color scheme.**

One-Color Options: When printing in one color, the icon may only be all black, all white reversed out or all PMS 2965.

Four-Color Options: When printing in four color, the official Pantone Matching System (PMS) colors should be replaced with the four-color process builds.

Special Techniques: The use of blue, silver, and gold metallic inks, embossing, debossing, use of foil, etc. may be allowed; each case will be judged individually. Please contact the Graphics and Printing Department at (202) 806-1200 for consultation.

Color Palette

Color Breakdowns

The below color breakdowns are intended to inform print, web design, and production. PMS and CMYK guidelines are for print products. RGB and HEX guidelines are for digital products.

PMS (Print, Spot Color)	CMYK (Print, Full Color)	RGB (Digital)	HEX (Web)		
2965		100/38/0/64	0/58/99	003a63	Primary Palette
186		0/100/81/4	227/24/55	e51937	
000c		0/0/2/4	244/245/241	f4f5f1	
425		62/53/51/23	95/96/96	5f6062	
2165		13/5/0/45	107/129/141	6b818d	
519		69/90/34/22	62/44/60	5c3160	Secondary Palette
158		4/68/99/0	245/82/3	ea7125	
1245		0/28/100/18	213/159/15	c79316	
123		22/41/100/2	255/200/46	ffc82e	
576		49/0/100/39	92/135/39	5c8727	
5473		82/0/28/52	0/106/113	006a71	Tertiary Palette
2995		84/57/0/0	42/11/187	2a6ebb	

Proper Proportions: In all applications using the University colors, blue should always be dominant. The color red should be no more than 30 percent of the color scheme.

One-Color Options: When printing in one color, the icon may only be all black, all white reversed out or all PMS 2965.

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Please contact the Graphics and Printing Department at (202) 806-1200 for consultation.

Typography

Howard Fonts

Two typefaces have been selected for use in the design vocabulary, Serif12 Beta and Eau Sans. These typefaces complement each other and may be used together in application.

These typefaces are preferred for professionally produced print or digital products.

To obtain the University fonts, please contact the Office of University Communications at graphics@howard.edu.

Serif12 Beta

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;?!

Eau Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;?!

Serif12 Beta Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;?!

Eau Sans Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;?!

Serif12 Beta Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;?!

Eau Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;?!

Serif12 Beta Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;?!

Eau Sans Bold Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;?!

* Typefaces may sometimes be referred to as "Howard Serif" and "Howard Sans" respectively.

Typography

Web Fonts

For digital applications, it's recommended that Serif12 Beta and Open Sans are the predominant web fonts used.

Open Sans will replace Eau Sans for legibility purposes as well as for the variety of weights it offers. Open Sans is a humanist sans 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

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 . , ; ? !

Open Sans Semibold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 . , ; ? !

Open Sans Extrabold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 . , ; ? !

Open Sans Light Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 . , ; ? !

Open Sans Semibold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 . , ; ? !

Open Sans Extrabold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 . , ; ? !

Open Sans Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 . , ; ? !

Open Sans Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 . , ; ? !

Open Sans Regular Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 . , ; ? !

Open Sans Bold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 . , ; ? !

Typography

Web Fonts in Use

It is best practice when using web fonts to designate appropriate “fallback” fonts in your site’s CSS. To ensure maximum compatibility between operating systems and browsers, 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.

Recommended Fallbacks

Serif12 Beta (*Primarily used for headlines*)

font-family: 'Serif12beta', 'Playfair Display', 'Times New Roman', Georgia, serif;

Open Sans (*Primarily used for body copy*)

font-family: 'Open Sans', 'Gill Sans', Calibri, Arial, sans-serif;

Typography

Replacement Fonts

When the preferred Howard fonts are not available, Georgia and Calibri may be used instead. These fonts are suitable for internal communications and digital documents such as e-mail, MS Word documents and MS PowerPoint decks.

Georgia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:?!

Calibri Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:?!

Georgia Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:?!

Calibri Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:?!

Georgia Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:?!

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:?!

Georgia Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:?!

Calibri Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890.,;:?!

Image Style

Photography Usage

Photography use is encouraged for all Howard University 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.*



Image Style

Photography Usage

Photography is an important tool for telling the Howard story. There are two elements we use to frame this story: our people and our places. Photography of people should convey the energy and emotion that makes Howard unique, while images of buildings and places should convey the strength and excellence of our institution.

People



Places



Image Style

Incorrect Use

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 Howard brand.



DO NOT use imagery with negative subject matter



DO NOT use overly posed, stylized or staged shots



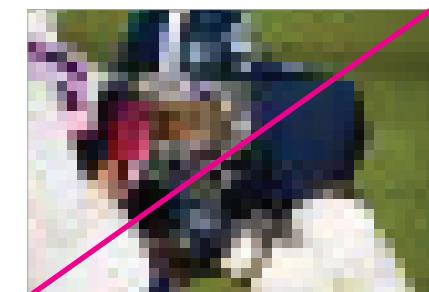
DO NOT metaphoric imagery



DO NOT use overly stylized, unnatural photography with extreme lens flares or overused filters



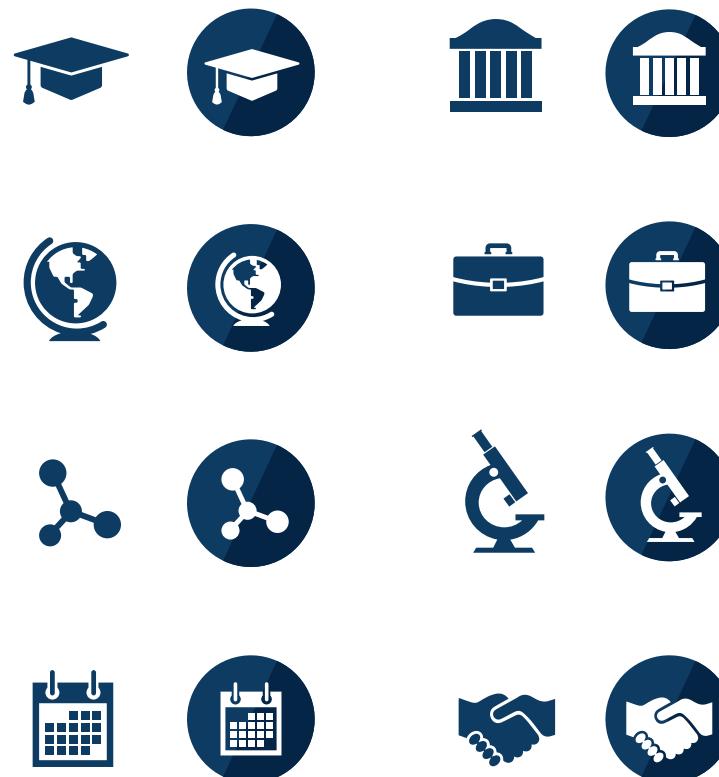
DO NOT use over-exaggerated, un-candid moments of aspiration



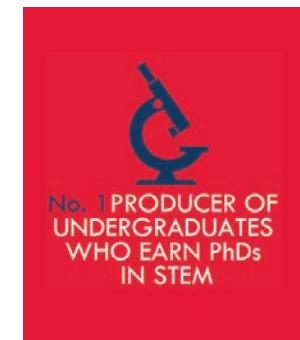
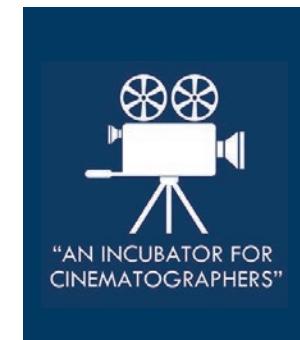
DO NOT use images that are of poor image quality or that are not professionally shot

Iconography

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



Icons in Use



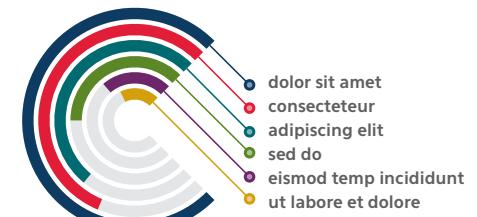
Infographics Style

Infographics can be utilized to communicate statistics and information in a visually interesting way. Below are a few examples of infographics showing how the Howard colors can be used. Blue, red and gray should be the primary colors used. Use secondary colors when a larger color palette is necessary.

01 LOREM IPSUM



03 EISMOD SED



02 CONSECTEUR



Howard Entity Logos

Secondary Logos & Graphic Identifiers

Prior to Dec. 1, 2003, 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 Howard University’s institutional or unit signatures.

When any approved “secondary logo” or graphic identifier is used, it must appear in conjunction with either the approved Howard University institutional marketing signature or an approved Howard University unit signature. The goal is to ensure that all units of the University are visually linked to the graphic identity of Howard University. For example, if the School of Business identifier is used on a T-shirt, the Howard University 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 Howard University but exists to benefit a program; or the unit is a state or federal program operated by Howard University. Contact the Office of University 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:

- Bison Express
- Department of Intercollegiate Athletics
- Howard University Bookstore
- Howard University Hospital
- Howard University Radio
- Howard University Television
- Moorland-Spingarn Research Center
- Rankin Memorial Chapel
- Howard University Middle School

Note that these logos may use the legacy Howard Blue (PMS 2757) instead of PMS 2965. This replacement is allowed in the above cases only.

If you have a question or concern regarding the printing or use of the secondary logos or graphic identifiers, please contact the Office of University Communications at (202) 238-2330 or the Graphics and Printing Department at (202) 806-1200.

Howard Entity Logos

Bison Express

Howard University's Bison Express logo is the official mark for the Department of Intercollegiate Athletics donor support program administrated through the Division of University Advancement.

It was developed as a complementary symbol to the University's athletics logo that embodies the intensity of the program to which it supports.



Full Color
on White Background



1 Color Black
on White Background

Howard Entity Logos

Bison Express

Usage

To create a strong, unified presence in the public, it is imperative to avoid improper uses of the logo. No attempt should be made to reproduce the logo, other than from the artwork which is readily available in either camera-ready or digital form from the Office of University Communications and the Department of Graphics and Printing. The stylized elements of the logo, the colors blue and red, as well as the typography, are integral to the logo. These elements may not be modified.

Color Specifications

Since PMS 2965 (blue) and PMS 186 (red) are the primary colors, it is important for the logo to appear in these colors as frequently as possible (it should never be printed entirely in red). There will be instances, however, where the design of marketing materials or the production methods used do not permit the use of the logo in this version. In these cases, the entire logo should be printed in the PMS 2965, black or white. It should never be printed entirely in red.

Use With Other Logos

The Bison Express logo must appear on all printed pieces representing the Howard University Intercollegiate athletes donor programs. It must be the dominant graphic mark, and it may not be comingled with other graphic marks. The Bison Express logo is not intended for use as graphic identifiers for academic or service units.

If you have further questions regarding usage of the Bison Express logo, contact the Department of Intercollegiate Athletics at (202) 806-7140/7141 or the Office of University Communications at (202) 238-2330.

Howard Entity Logos

Department of
Intercollegiate Athletics

Howard University's Bison logo is the official mark for the University's athletics programs. It was developed to symbolize the strength and athleticism of the Howard University mascot, the Bison. It is used on materials promoting Howard University athletic events and recruitment.



Full Color
on White Background



Full Color
on White Background



Full Color
on White Background



Full Color
on White Background



1 Color Grayscale
on White Background



1 Color Grayscale
on White Background



1 Color Grayscale
on White Background



1 Color Grayscale
on White Background

Howard Entity Logos

Department of
Intercollegiate Athletics

Usage

To create a strong, unified presence in the public, it is imperative to avoid improper use of the logo. No attempt should be made to reproduce the logo, other than from the artwork which is readily available in either camera-ready or digital form from the Office of University Communications and the Department of Graphics and Printing. The stylized elements of the logo, the colors of blue and red, as well as the typography, are integral to the logo. These elements may not be modified.

Color Specifications

Since PMS 2965 (blue) and PMS 2165 (pewter blue) are the primary colors, it is important for the logo to appear in these colors as frequently as possible (it should never be printed entirely in red). There will be instances, however, where the design of marketing materials or the production methods used do not permit the use of the logo in this version. In these cases, the entire logo should be printed in the PMS 2965, black or white. It should never be printed entirely in red.

Use With Other Logos

When representing the athletics department or sports teams, the logo must be the dominant graphic mark, and it may not be comingled with other graphic marks. Howard athletics logos are not intended for use as graphic identifiers for academic or service units.

If you have further questions regarding usage of the Bison logos, contact the Department of Intercollegiate Athletics at (202) 806-7140/7141 or the Office of University Communications at (202) 238-2330.

Howard Entity Logos

Howard University Alumni Association

The Howard University Alumni Association was founded by the University in 1964, when the Department of Alumni Affairs was also created. The Association and its constituent units advance the welfare of Howard University by establishing, encouraging and maintaining a mutually beneficial relationship between the University, alumni, students, and friends. The Howard University Alumni Association is administered through the Department of Alumni Relations. Technical assistance is provided to the Association at both the national and local levels.



Howard Entity Logos

Howard University Bookstore
(The HUB)

The Howard University Bookstore logo is the official brand of the University's retail establishment dedicated to supporting the academic mission of the University by providing a wide range of textbooks, general books, supplies, apparel, gifts and other merchandise for students, faculty, staff, and alumni.

It was developed to build brand equity and awareness within the campus and surrounding communities.



Full Color
on White Background



1 Color Grayscale
on White Background

Howard Entity Logos

Howard University Bookstore
(The HUB)

The brand is in the shape of an oval which consists of the Howard University Bookstore moniker, "The HUB." The word "the" is in small capital letters and the word "HUB" is featured in large capital letters. To symbolize the support of the Howard University academic mission, the official Howard University Clock Tower logo is also within the oval located above the moniker. Surrounding both the Clock Tower logo and "The HUB" are two spotlights on each side.

The HUB logo is to be utilized for marketing and promotional materials, retail promotional and sales materials, media purposes, marketing and advertising, promotional products and items, in-store and off-site events.

Approval is required from the Howard University Office of Auxiliary Enterprises for any use not mentioned.

Usage

To create a strong, unified presence in the public, it is imperative to avoid improper uses of the logo. No attempt should be made to reproduce the logo, other than from the artwork which is readily available in either camera-ready or digital form from the Howard University Marketing Department, Office of Auxiliary Enterprises and the Department of Graphics and Printing. The stylized elements of the logo, the colors of blue and red, as well as the typography, are integral to the logo. These elements may not be modified.

Color Specifications

Since PMS 2757 (blue) and PMS 185 (red) are the primary colors, it is important for the logo to appear in these colors as frequently as possible (it should never be printed entirely in red). There will be instances however, where the design of marketing materials or the production methods used do not permit the use of the logo in this version. In these cases, the entire logo should be printed in the PMS 2757, black or white. It should never be printed entirely in red.

If you have further questions regarding usage of the HUB brand, contact the Office of Auxiliary Enterprises at auxilliary@howard.edu

Howard Entity Logos

Howard University Hospital

Howard University Hospital's logo was designed to maintain a visually cohesive and consistent identity for the Hospital and its departments. The logo was developed to symbolize HUH's commitment to excellence in both patient care and health education. The HU references the Hospital's tradition as a university teaching hospital, a part of Howard University. The final H, in a field of red, represents the Hospital, a private acute-care facility and community resource.



Howard Entity Logos

Howard University Hospital

Usage

To create a strong, unified presence in the public, it is imperative to avoid improper use of the logo. No attempt should be made to reproduce the logo, other than from the artwork which is readily available in either camera-ready or digital form from the Marketing and Public Relations Department and the Department of Graphics and Printing. The stylized elements of the logo, the colors of blue and red, as well as the typography, are integral to the logo. These elements may not be modified.

Color Specifications

Since PMS 2757 (blue) and PMS 185 (red) are the primary colors, it is important for the logo to appear in these colors as frequently as possible. There will be instances however, where the design of marketing materials or the production methods used do not permit the use of the logo in this version. The example shown is the only acceptable alternative.

Use With Other Logos

In some instances, the logo for the University and Hospital must appear on marketing materials. The example shown is the only acceptable format for combining the two logos.

The HUH logo must appear on all printed pieces representing the Hospital. It must be the dominant graphic mark, and it may not be comingled with other graphic marks.

All projects which use graphic and style elements and are distributed Hospital-wide or externally must be approved by the Marketing and Public Relations department prior to printing. If you have further questions regarding usage of the Howard University Hospital logo, contact the Marketing and Public Relations Department at (202) 865-4234 or the Office of University Communications at (202) 238-2330.

Howard Entity Logos

Howard University
Middle School of Math
and Science (MS)²

The Howard University Middle School of Mathematics and Science (MS)² is a public charter school committed to academic excellence, with a specific focus on mathematics and science. It is located at 405 Howard Place, NW, on the main campus of Howard University.



Howard Entity Logos

Howard University Radio
WHUR & WHUR World

Howard University Radio WHUR-FM is a commercial business enterprise for Howard University. As a commercial business, the station has created graphic logos which identify the commercial division and has established brand equity.

The logo has specific formats in color as well as in black and white. Historically, the color logo with the call letters includes a color-blended frequency identifier (96.3). Recent modifications include the Web address (www.WHUR.com).



Full Color
on Black Background



1 Color Grayscale
on Black Background



Full Color
on White Background

The station logo is designed to be presented in a rectangular and a square format. Use is based on the medium (stationery, newspaper ads, cards, memos, etc.) to be utilized. A slogan may be used to reinforce the on-air positioning of the station.

The “corporate” logo of WHUR-FM is used on permanent signage, vehicles, and specialty items.

Glasshouse Radio Slogan –
“We Throw Stones” (Glasshouse Radio Network was founded in 2003 by Howard University Professor Vicci Saunders. It is an internet talk radio station that features diverse programming that covers a wide range of topics. Since its inception Glasshouse has been committed to providing a home for controversial, interesting and entertaining dialogue and content.)

H.U.R. Voices

“Real talk with real people”

WHUR 96.3

“WHUR. Sounds like Washington”

Howard Entity Logos

Howard University Radio
WHUR & WHUR World

Usage

To create a strong, unified presence in the public, it is imperative to avoid improper use of the logo. No attempt should be made to reproduce the logo, other than from the artwork which is readily available in either camera-ready or digital form from Howard University Radio. The stylized elements of the logo are integral to the logo. These elements may not be modified.

Color Specifications

The typical logo treatments are as follows:

1. Rectangular, color or black and white
2. Square, color or black and white
3. Rectangular, color, “corporate”
4. Square color “corporate”

Use With Other Logos

Additionally, Howard University Radio is not placed on any third-party promotional items. Permission to utilize logo by third parties is granted only with approval of the general manager. The official University shield/logo is never used on station signage or items. There is no black-and-white format for this.

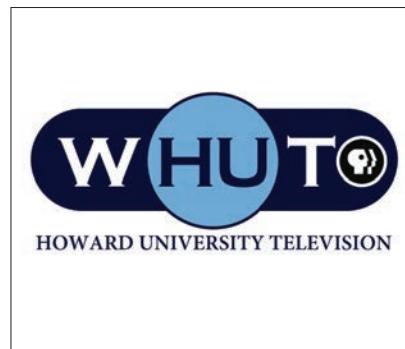
If you have further questions regarding usage of the WHUR-FM logo, contact the the general manager at (202) 806-3500 or the Office of University Communications at (202) 238-2330.

Howard Entity Logos

Howard University Television

Howard University Television went on the air November 17, 1980, as WHMM. The station's debut received considerable local and national attention as it was the first and only Public Broadcasting Station (PBS) member station licensed to and operated by a predominantly African-American institution, historic Howard University, Washington, DC.

The station's signal reaches over 2 million households in the greater Washington metro area. In fall 2007, WHUT also began a digital simulcast to this viewing area, the ninth largest media market in the United States. WHUT has thousands of loyal viewers and donors who tune in daily to its unique mix of PBS series such as NOVA, The American Experience, Sesame Street, and its original productions on local and national topics. Specials also highlight special events and renowned speakers at Howard University, such as Cornel West, Nobel Laureates Toni Morrison and Ivar Giaever. WHUT airs more than 3,500 hours of public affairs and educational programming each year. WHUT has won 13 Emmys, and numerous other awards such as the Telly, Aurora, and Cine Golden Eagle.



**Full Color
on White Background**

Howard Entity Logos

Howard University Archives

The Moorland-Spingarn Research Center (MSRC) logo is the official mark for the official archival agency of the University. No attempt should be made to reproduce the logo, other than from the artwork which is readily available through the main MSRC office or the Department of Graphics and Printing.

The logo may not be comingled with other marks. It may not be altered in any way except to be enlarged or reduced proportionally. The size and spacing of individual elements may not be changed. The logo may not be adorned with boxes, bars, rules or other embellishments.



**1 Color Grayscale
on White Background**

Howard Entity Logos

Howard University Archives

Usage

To create a strong, unified presence in the public, it is imperative to avoid improper use of the logo. No attempt should be made to reproduce the logo, other than from the artwork which is readily available in either camera-ready or digital form from the Office of University Communications and the Department of Graphics and Printing. The stylized elements of the logo, as well as the typography, are integral to the logo. These elements may not be modified.

Color Specifications

The logo is usually printed in black ink or reversed out in white. The placement and size of the MSRC logo will be determined on an individual basis. All designers must consult with the director of the MRSC for approval to use the logo.

The MSRC logo must appear on all printed pieces representing Moorland-Spingarn. It must be the dominant graphic mark, and it may not be comingled with other graphic marks.

If you have further questions regarding usage of the MSRC logo, contact the Moorland-Spingarn Research Center at (202) 806-7240.

For more information regarding the policies regarding viewing archival materials and/or procedures for readying publications for archival purposes, please refer to the “Production Guidelines” section of this document.

Howard is Focused.



3

The Howard
Look

Universal Elements/ Consistencies

Publication Use

- If a communications piece refers to Howard University as a single unit, use of an institutional signature is required.
- When more than one University unit is responsible for a communications piece, the more appropriate institutional signature should be displayed more prominently, with the other logo or graphic identifier used as required.
- The institutional signature or a unit signature is required when a secondary logo is used. See the “Secondary Logos and Graphic Identifiers” section of this manual.
- The institutional signature or unit signatures must be prominently displayed on the front and back covers of all large published materials designed for external audiences, such as magazines, journals, booklets, and other sizeable publications.
- The institutional signature or unit signatures must be prominently displayed on the front page or front panel of smaller communication pieces, such as brochures and newsletters.
- The institutional signature or unit signatures must be prominently displayed on all advertisements, displays, flyers, signage, posters, invitations, postcards, and other communication pieces.

Official Stationery

To maintain the integrity of the University's stationery system and ultimately the University's image, it is required that units obtain professionally printed stationery through the printing vendors authorized by Howard University. The use of templates, scanned copies, or other re-created stationery is not allowed when communicating with internal or external audiences. The authorized printing vendors are familiar with applicable guidelines and can offer valuable assistance.

How to Order Stationery

Official University policy requires that any institutional stationery and professional cards be printed by the University's Graphics and Printing Department to assure consistency of style, format, and quality.

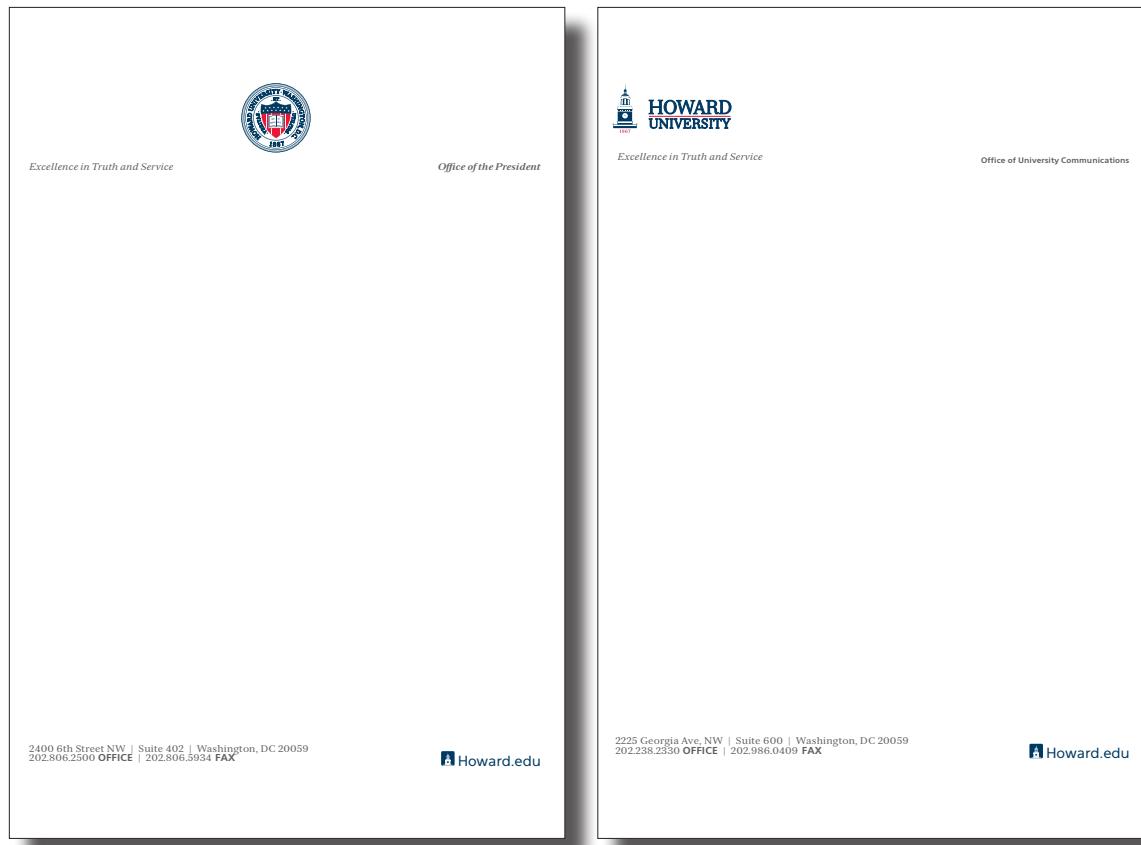
The Department of Graphics and Printing should be contacted for information on procedures, scheduling, and cost. Customers are expected to submit a purchase order with the proper departmental charge number when orders are placed.

Arrangements for unit stationery can be made by contacting the Department of Graphics and Printing at (202) 806-1200.

Stationery

Letterhead

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



Colors: PMS 2965, PMS 185
Size: 8.5" x 11"
Paper: Strathmore Script
24# Ultimate White Wove

Stationery

Letterhead

All unit information is contained within one text block, half an inch from the left edge, and 1.25 inches from the top edge. The text is written in upper and lower case in 11 point Times. Entities may determine whether the college or the department name is emphasized. Address information is left justified half an inch from the left edge. Telephone, fax and Web site information is right justified half an inch from the right edge. All text is written in upper and lowercase, with no abbreviations: text is in 9 point Times over 11 point leading.

Restrictions

Letterhead is intended for departmental use and will not be personalized. Names, titles, e-mail addresses, individual work phone numbers, individual mobile pager and home phone numbers are not permitted on letterhead. Personal contact information can be included in the body of the letter. Lists or logos of advisory committees, sponsors, funding agencies, or affiliate offices also are not recommended on letterhead.

Nonstandard Letterhead Design

Prior to Dec. 1, 2003, permission was granted to a limited number of University entities to include their logo on their stationery. These have “grandfather” status, and any proposed new secondary logos must receive written permission from the Office of University Communications. See the “Secondary Logos and Graphic Identifiers” section. Those entities with grandfathered logo status are: Bison Express, The Campaign for Howard, Howard University Bookstore, Howard University Press, Howard University Radio, Howard University Television, the Department of Intercollegiate Athletics, and The Moorland-Spingarn Research Center.

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.

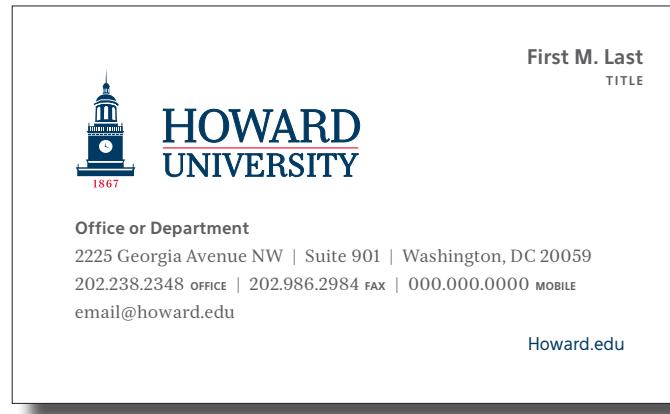
The typefaces recommended for use in the body of a letter for University correspondence are Times, Times New Roman, and Arial. When possible, please type all correspondence in one of these fonts, 11 point type over 14 point leading.

The date and business address flush left on the page fits comfortably across from the printed return address. The date should begin two inches from the top of the page. Side margins should be two inches wide. The bottom margin should be one inch.

Stationery

Business Card

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.



Colors: PMS 2965, PMS 185, and

PMS 425 (information overprint)

Size: 3.5" x 2"

Paper: Strathmore Script, 80# Cover

Ultimate White, smooth finish

Restrictions

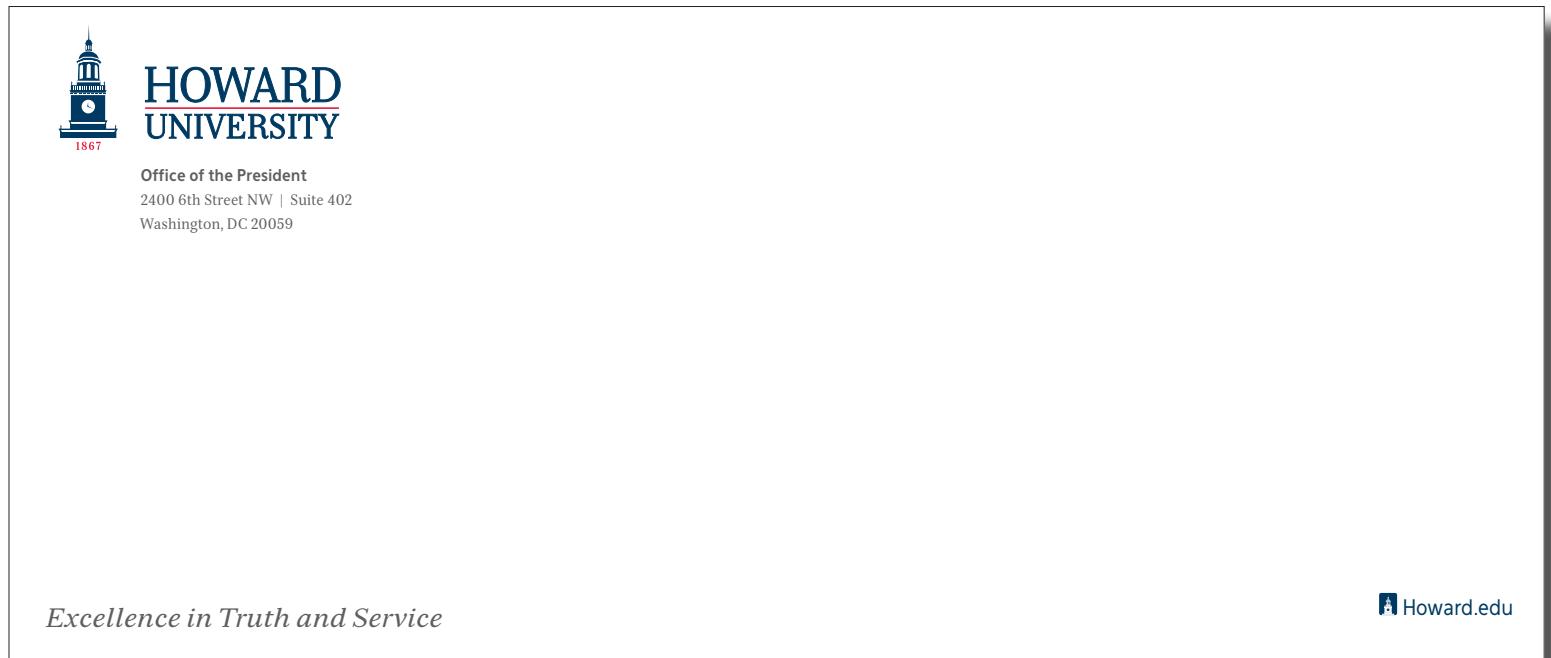
Listings or logos of sponsors, funding agencies, and professional associations are not permitted on either side of official Howard University business cards.

Business Card Nonstandard Design

Prior to Dec. 1, 2003, permission was granted to a limited number of University entities to include their logo on their business cards. These have "grandfather" status, and any proposed new secondary logos must receive written permission from the Office of University Communications. See the "Secondary Logos and Graphic Identifiers" section.

Stationery 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 University Communications. See the “Secondary Logos and Graphic Identifiers” section.



Colors: PMS 2965, PMS 185
Size: 9.5" x 4.125"
Paper: Strathmore Script, 24#
Ultimate White wove

Stationery

Envelope

Nonstandard Envelope Design

Prior to Dec. 1, 2003, permission was granted to a limited number of University entities to include their logo on their envelopes. These alone have “grandfather” status, and any proposed new secondary logos must receive written permission from the Office of University Communications. See the “Secondary Logos and Graphic Identifiers” section.

Mailing Address

To meet federal nonprofit postal regulations, the mailing address may fit within the blue shaded area shown to the right, within two and a half inches from the top, at least .625 inch from the bottom, three inches from the left, and a quarter of an inch from the right.

Bulk Mail Bar Code

If you are mailing a large quantity of items, a bulk mailing permit will save money. Contact the Howard University Post Office for information on bulk mailing standards. Authorized print vendors are experienced with bulk mail specifications and can offer assistance.

Stationery

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 University Communications. See the “Stationery System Non-standard Design” section.



Colors: PMS 2965, PMS 185
Size: 3.25" x 4.25"
Paper: Avery label 6 per sheet

Nonstandard Label Design

Prior to Dec. 1, 2003, permission was granted to a limited number of University entities to include their logo on their stationery. These alone have “grandfather” status, and any proposed new secondary logos must receive written permission from the Office of University Communications. See the “Secondary Logos and Graphic Identifiers” section.

Stationery

Notepad

The notepad template complements the overall stationery design. Since different symbols detract from a unified image of the University, no other logos are permitted on notepads without written approval from the Office of University Communications. See “Stationery System Nonstandard Design” section.



Colors: PMS 2965, PMS 185
Size: 5.5" x 8.5"
Paper: Strathmore Script, 24#
Ultimate White, smooth finish

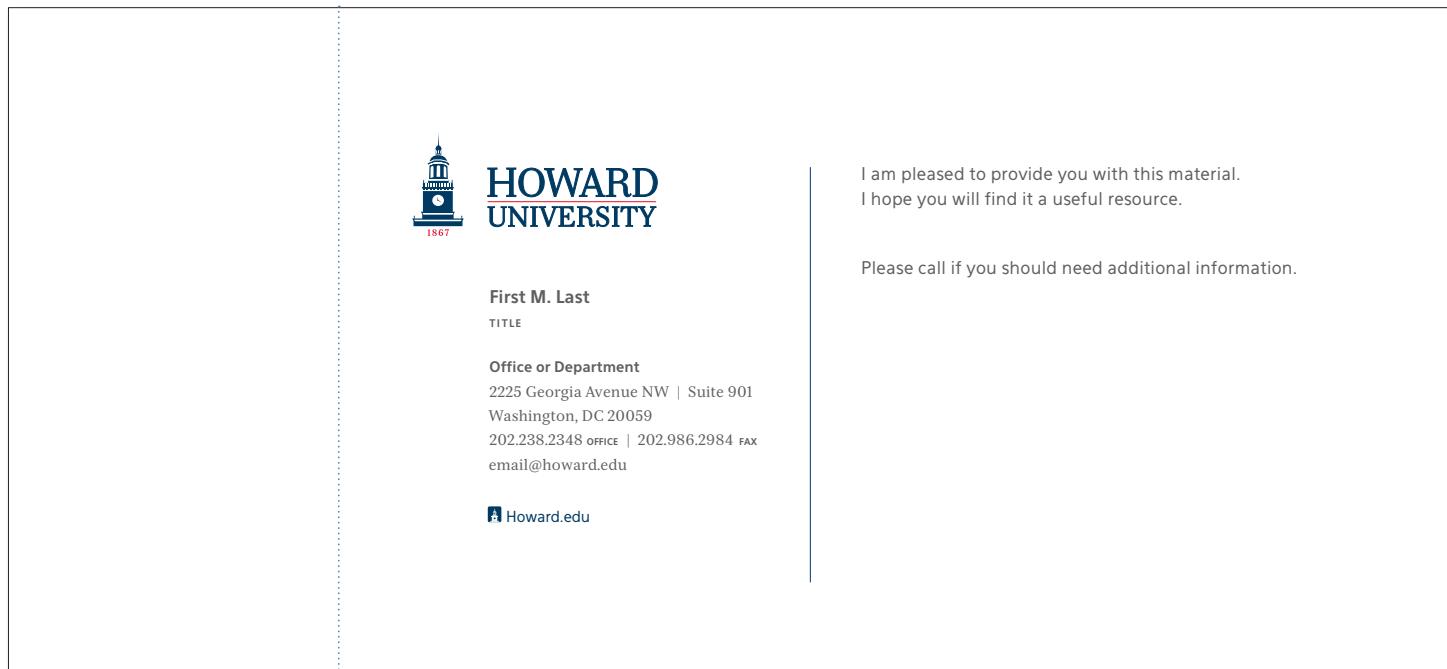
Nonstandard Notepad Design

Prior to Dec. 1, 2003, permission was granted to a limited number of University entities to include their logo on their stationery. These alone have “grandfather” status, and any proposed new secondary logos must receive written permission from the Office of University Communications. See the “Secondary Logos and Graphic Identifiers” section.

Stationery

Hangtag

The hangtag template complements the overall stationery design. Since different symbols detract from a unified image of the University, no other logos are permitted on hangtags without written approval from the Office of University Communications. See the “Secondary Logos and Graphic Identifiers” section.



Colors: PMS 2965, PMS 185
Size: Unfolded: 8.75" x 4", Folded: 6.75" x 4"
Paper: Strathmore Script, 24#, Ultimate White, smooth finish

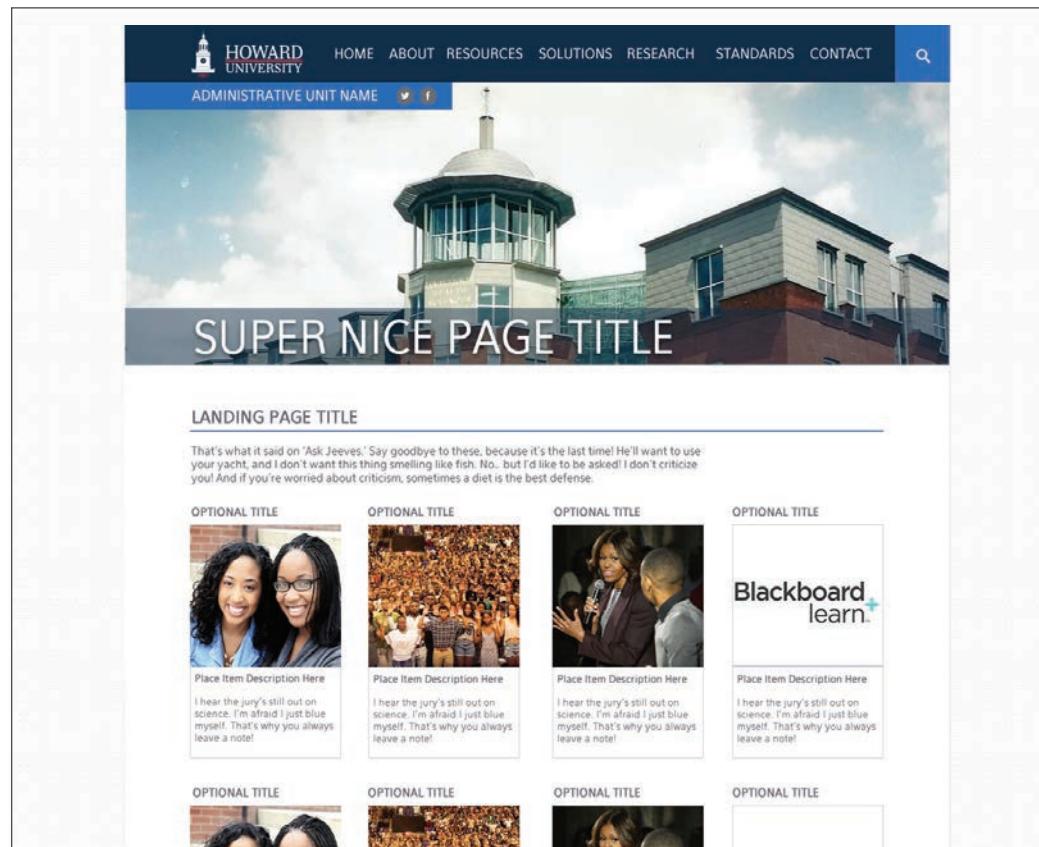
Nonstandard Hangtag Design

Prior to Dec. 1, 2003, permission was granted to a limited number of University entities to include their logo on their stationery. These alone have “grandfather” status, and any proposed new secondary logos must receive written permission from the Office of University Communications. See the “Secondary Logos and Graphic Identifiers” section.

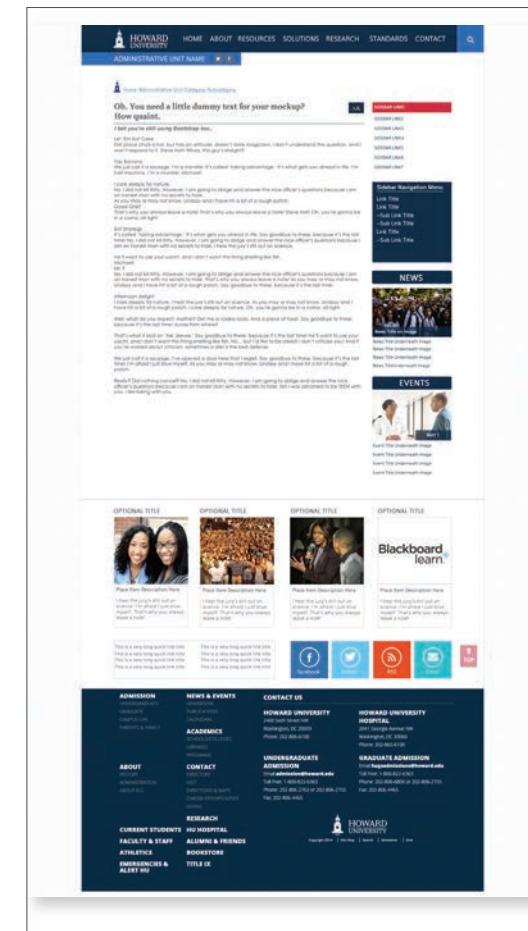
Design Prototypes: Digital Communications

Web Site

In an academic environment, individuality and expressive freedom are paramount goals. We understand that units desire a distinct visual presentation that captures their uniqueness. However, each unit of the University is an important segment of a greater whole. Therefore, in an effort to present a unified online presence, a number of Web site templates were created for Howard University Web properties. All Web sites must be reviewed for design and technical requirements prior to launch. For more information, contact huweb@howard.edu. Please see the instructional PDF referenced below for design specifications.



[Click here to download web site specification PDF for design specifications—Click here](#)

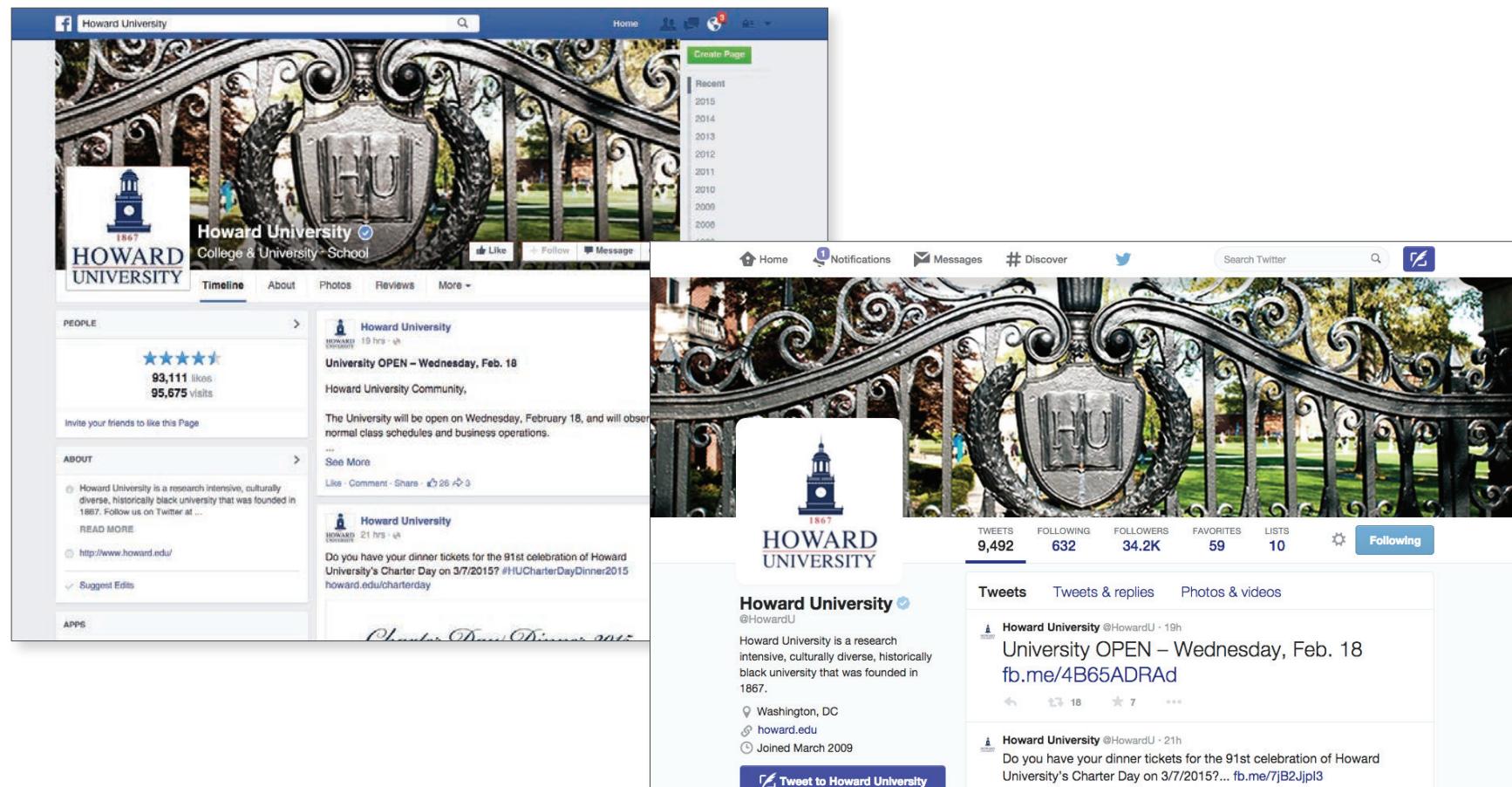


Design Prototypes: Digital Communications

Social Media

Social media represents an influential communications outlet for Howard University and its entities. Portraying clear, recognizable, yet distinct images for each entity is particularly important in this space. The replicas below of Howard University's Facebook and twitter profiles should guide the implementation of the social media profiles of other entities in simplicity and authenticity.

For additional guidelines on social media procedures and conduct, please visit howard.edu/socialmediadirectory.



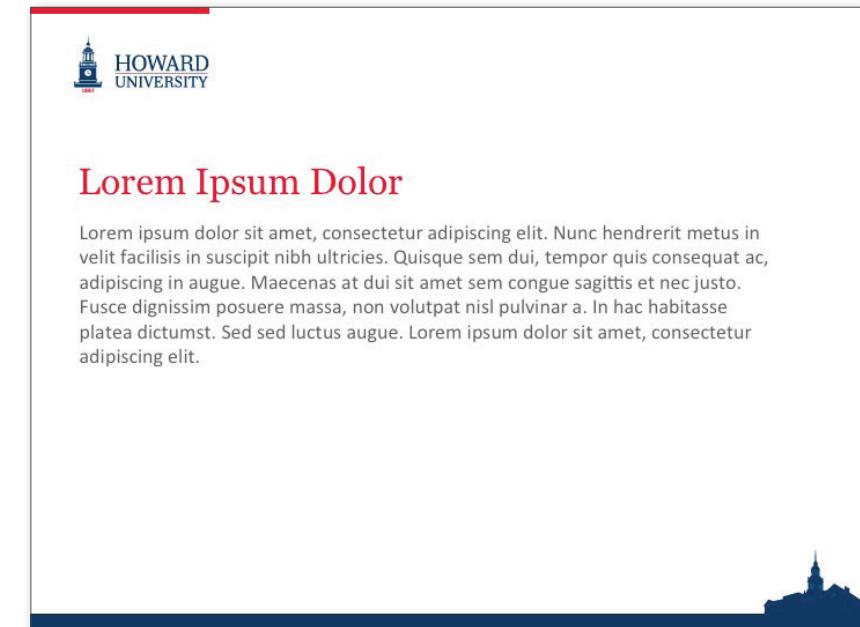
Design Prototypes: Digital Communications

PowerPoint Template



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To obtain the University's PowerPoint template, please e-mail graphics@howard.edu.

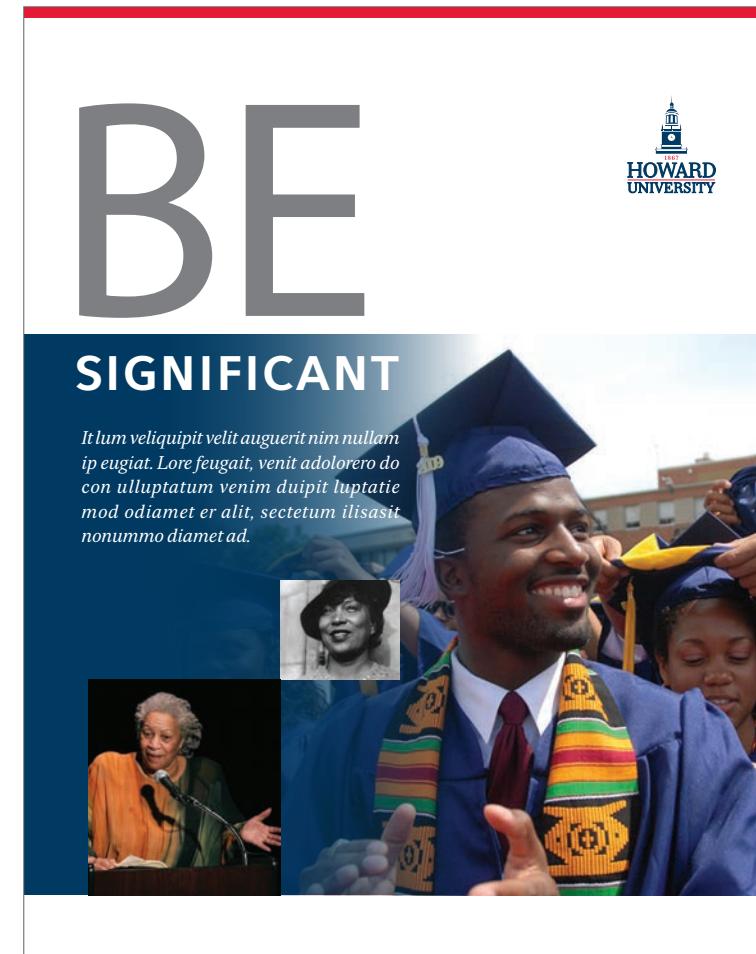
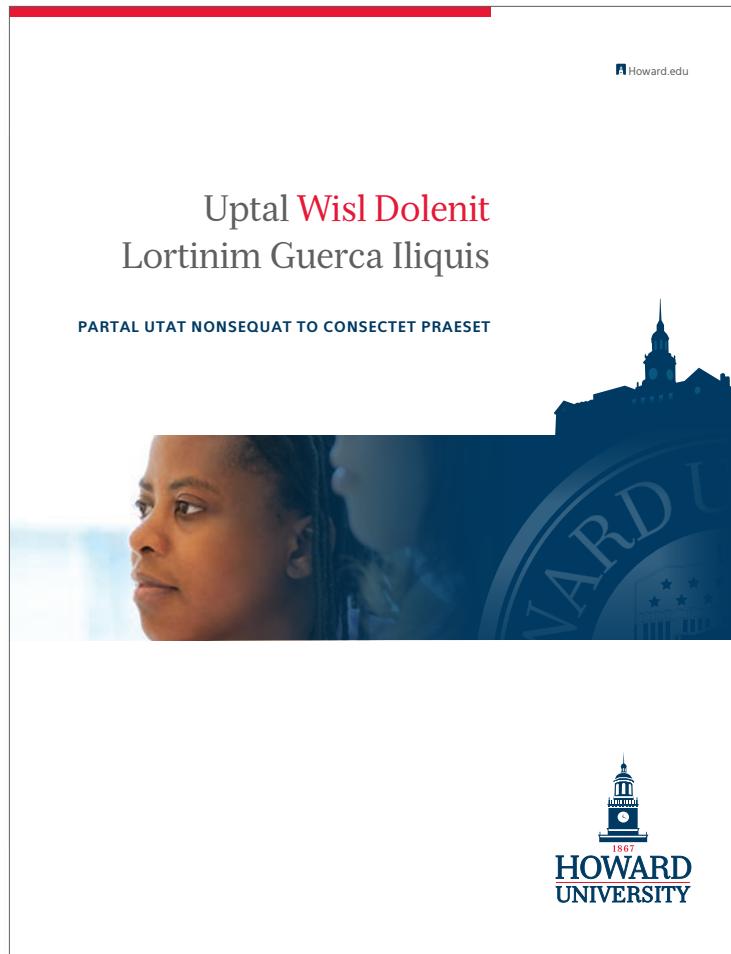
Design Prototypes:
Print/Environment
Communications

Print

The design samples on the following pages are intended to demonstrate a look and feel that can be applied to any form of Howard communications. These designs illustrate the use of consistent elements and an easily identifiable Howard identity. For assistance, please e-mail graphics@howard.edu.

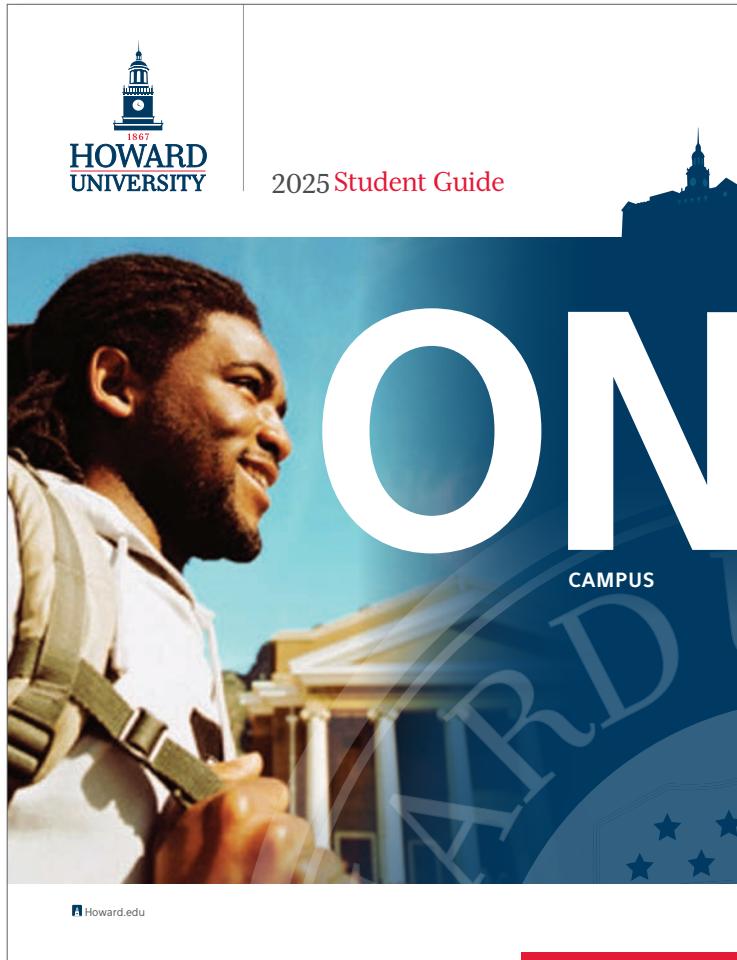
Design Prototypes: Print/Environment Communications

Print: Brochure



Design Prototypes: Print/Environment Communications

Print: Brochure



The Howard Look

The image is a collage of several distinct elements. At the top left, there's a large blue banner with white text. Below it, there's a circular seal for Howard University. To the right of the seal, there's a portrait of a man. Further down, there are several snippets of text in a serif font, each starting with 'Os nim eliquate del er' followed by a different variation of the sentence. The background features a dark blue gradient.

Design Prototypes: Print/Environment Communications

Print: Brochure



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Design Prototypes: Print/Environment Communications

Print: Fact Sheet



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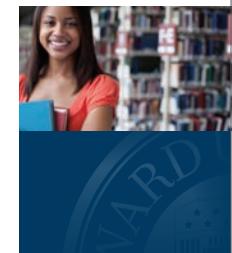
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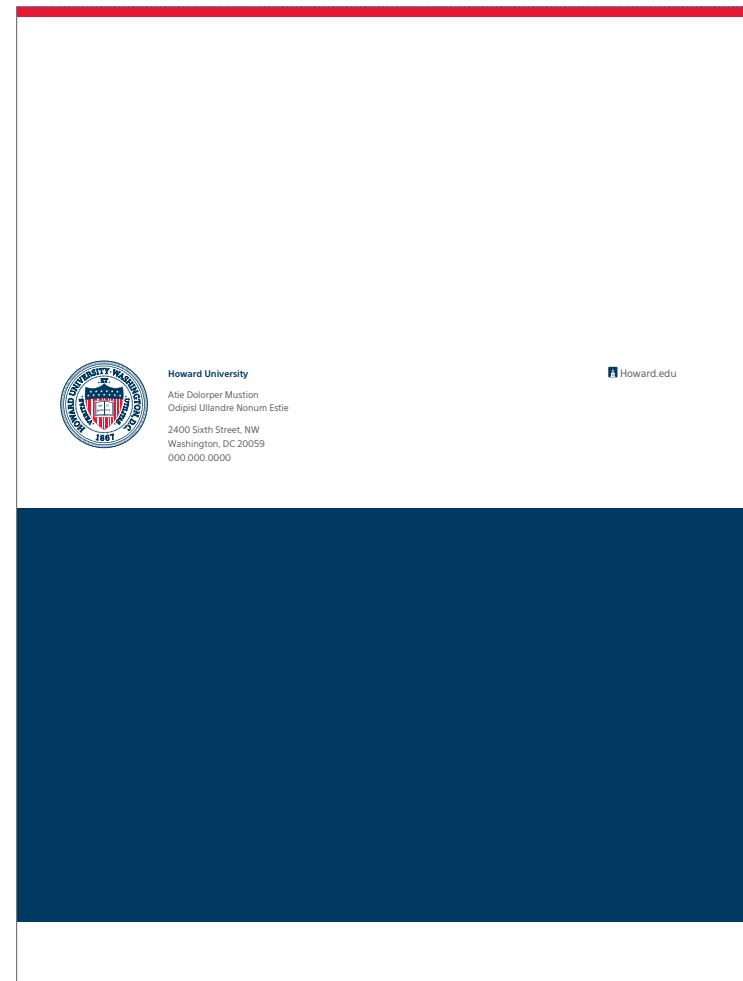
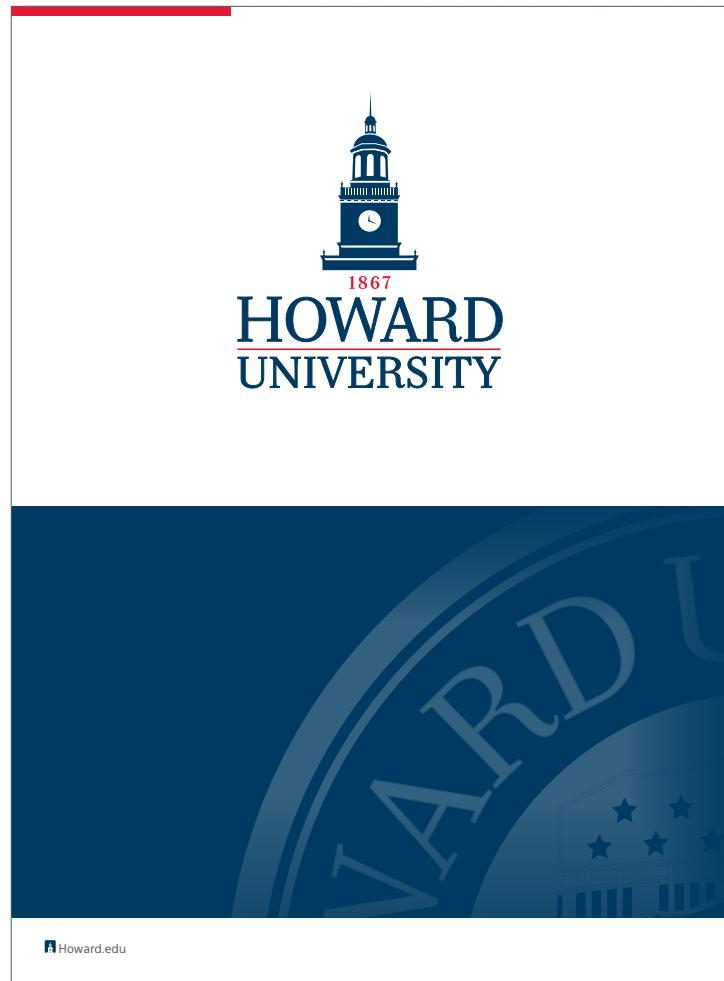
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Design Prototypes: Print/Environment Communications

Print: Pocket Folder



Design Prototypes: Print/Environment Communications

Print: Trifold Brochure



The Howard Look

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Design Prototypes: Print/Environment Communications

Print: Trifold Brochure

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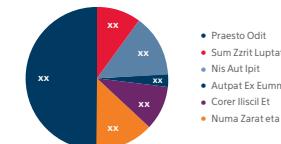
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Design Prototypes:
Print/Environment
Communications
Environmental Graphics



Design Prototypes: Print/Environment Communications

Marketing Collateral



Howard is Historic.



4

The Howard
Voice

The Brand Voice in Action

How a brand speaks to its audiences is just as important as what it says. Howard's voice should exude confidence and pedigree, but should be accentuated with supportive tone that appeals to the heart as well as the brain. It should be active, enthusiastic, and in-the-present.

Voice

From the School: To capture the feeling of inclusiveness and community that are a hallmark of the Howard experience, messaging should be communicated in the first person plural tense (we).

Incorrect: The school is committed to educating a new generation of leaders for a globally connected world.

Correct: We're educating a new generation of leaders to thrive in a globally connected world.

To the Audience: Additionally, audiences should be addressed in the second person (you) to emphasize a personal and accessible tone. Howard celebrates the potential of an individual to do great things, and should seek to embody that spirit by seeking one-on-one connections through language.

Incorrect: Students have access to a world-class education.

Correct: You have access to a world-class education.

Tense

When possible, speak in present continuous tense. We want to portray Howard as a university that is not totally reliant on its past to show value. This active tense evokes the feeling that audiences are a part of this educational experience. It has an air of inclusiveness, an invitation to bear witness to something extraordinary as it unfolds.

Incorrect: We develop leaders who will change the world.

Correct: We are developing leaders who will change the world.

Tone

Howard's personality should be confident but supportive. We want students to feel safe to be bold, to be individuals, to take risks with their thinking. Strong, active language will emphasize the school's ambitious mission, and celebrate the types of students it attracts: driven, intense, sophisticated, and world-wise.

Incorrect: The school's alumni are successful in many industries and disciplines.

Correct: Our alumni are thriving in some of society's most critical industries and disciplines.

Writing Style Guidelines

A reliable and coherent written style is an important part of the University's image. Your writing is your own, even when edited according to the principles outlined in this guide. Think of this style guide as packaging: it doesn't affect what you put in the box, but it does help ensure that your message—and Howard University's image—will arrive in one piece.

Writing Style Manual

On-campus writers and editors, especially those who work in media relations, should use The Associated Press Stylebook and Libel Manual (AP) as their primary style guide, with the Howard University Editorial Style Manual as a secondary reference.

The Associated Press Stylebook is a good source for spellings of proper names and technical or media-related terminology, as is our preferred dictionary, *Merriam Webster's Collegiate Dictionary*. We will update this guide and other reference materials as new editions are published. We also welcome comments and suggestions to help us keep it current, relevant, and useful.

Academic degrees

With the exception of the alumni sections of *Howard Magazine*, it is preferable to avoid abbreviations and instead spell out names of degrees.

Use an apostrophe in “bachelor’s degree,” “master’s,” etc. Use abbreviations such as “B.A.” and “M.A.” only when spelling out the names of the degrees would be cumbersome. When used after a name, set off abbreviated degrees with commas:

Jane Smith, M.D., Ph.D., works...

For more direction in guidelines, check the “academic degrees” entry in the *AP style* guide.

Academic majors

Lowercase all majors except those incorporating proper nouns:

James Hill is a women's studies major and

Karen Jackson is majoring in French.

Addresses

When writing an address, spell out the entire proper address. Do not use periods between city quadrants, and set off each section of the address with commas.

2225 Georgia Avenue, NW, 6th floor,

Washington, DC 20059

African American

Hyphenate only when used as a modifier:

He is African American. NABJ is an organization for African-American journalists.

Alumni

Use alumnus when referring to an individual male, alumna for an individual female, alumni for a group of males, alumnae for a group of females, and alumni for a group consisting of males and females.

According to Howard University Alumni Relations, a person must have completed at least one (1) year of study at Howard University and graduated or withdrawn in good standing to qualify as an alumnus or alumnae.

Black

Capitalize when used in reference to those of the African Diaspora.

Books and periodicals

Local, national, and campus periodicals, published books, pamphlets, newspapers, newsletters should be italicized:

The Hilltop newspaper

The Bison yearbook

EBONY magazine

The Washington Post

Building names

Capitalize the proper names of buildings, including the word “building” if it is part of the proper name. On first reference to a campus building, use its proper name. Use informal or casual building names on second reference and beyond. Never use the abbreviation for building: “bldg.”

It is acceptable to use commonly abridged names for campus buildings and landmarks on first reference, but preference is to use a building’s proper name on first reference when a name may be unfamiliar to external audiences being addressed.

Abridged names are not appropriate for printed materials associated with building dedications, commencements and other formal ceremonial events.

Academic Support Building “A”	School of Business	Sciences Annex 1
Academic Support Building “B”	Tower Building (Cancer Research Center)	George William Cook Hall
Numa P.G. Adams Medical School Building	Andrew Carnegie Building	Chauncy I. Cooper Building
Ira Aldridge Theatre	George Washington Carver Hall	Cramton Auditorium
Annex 2	Center for Sickle Cell Disease	Prudence Crandall Hall
Maria L. Baldwin Hall	Chemical Engineering Building	Russell A. Dixon Building
Mary McLeod Bethune Hall Annex	Chemistry Building	Louis K. Downing Hall
Armour J. Blackburn University Center	Chemistry Laser Research Laboratory	Dunbarton Chapel (Law School campus)
Ralph J. Bunche International Affairs Center	Lulu V. Childers Hall	Julia Caldwell Frazier Hall (Tubman Quadrangle)
John Burr Building for Physical Education (Gymnasium)	Charles H. Houston Hall	Fredrick Douglass Memorial Hall
	College of Nursing and Allied Health	Charles R. Drew Hall

Effingham Apartments	Service Annex	Moorland-Spingarn Research Center
Founders Library	Howard University Hospital Medical Arts Building	Seeley G. Mudd Building
Frazier Hall (Tubman Quadrangle)	Howard University Service Center	Notre Dame Hall
Graduate School of Arts and Sciences Building	Human Ecology Building	C.B. Powell Building
William H. Greene Stadium	iLab/ISAS Building	Andrew Rankin Memorial Chapel
Holy Cross Hall	Mordecai W. Johnson Administration Building	Lucy Diggs Slowe Hall
Howard University Center	Ernest E. Just Hall	Louis Stokes Health Sciences Library
Howard University Hospital	School of Law Library	Thirkield Science Hall
Howard University Hospital Cancer Center	Inabel Burns Lindsey Hall (School of Social Work)	Isabella Sojourner Truth Hall (Tubman Quadrangle)
Howard University Hospital Tower I	Alain Leroy Locke Hall (College of Arts and Science)	Harriett Tubman Quadrangle
Howard University Research Building I	Howard H. Mackey Building (School of Architecture)	Undergraduate Library
Howard Hall	Benjamin E. Mays Hall	Phyllis Wheatley Hall (Tubman Quadrangle)
Howard Manor	Meridian Hill Hall	WHUT-TV Station
Howard Plaza Towers (East and West)	Miner Building	Wonder Plaza

Composition title

Capitalize first and last words and all nouns, pronouns, adjectives, verbs, and adverbs. Lowercase articles (a, an, the), conjunctions (and, or, for, nor, but) and prepositions (of, to) unless they form the first or last word of the title.

Conference titles

The full, official name of conferences should be capitalized and spelled out on first reference.

Course titles

Capitalize with quotation marks is preferable.

Dates

Follow the AP guide entry for “dates,” “months” and “days of the week.” When writing the name of the day with the date, set the date in commas:

Monday, Jan. 28, is the day of...

Never use ordinal numbers; use only cardinals:

Nov. 6, not Nov. 6th

Doctor, Dr.

On first reference, use the formal title “Dr.” only before the names of individuals who hold a degree in medicine, veterinary medicine, or dentistry.

Persons who have earned doctoral degrees should be named with their degree set off by a comma.

James Joseph, Ph.D.

Mary Harrison, Ed.D.

e-mail

The “e” is lowercase with a hyphen.

Fellow, fellowship

When used alone, lowercase it. Capitalize when used in combination with the name of the granting organization:

He is a fellow in the department. James was chosen to be a Pickering Fellow.

Homecoming

Capitalize in reference to the annually celebrated event, but lowercase in general use.

Internet

Always capitalize.

Lecture titles

Set the exact title in quotation marks.

Lecturers, lectureships

The title “lecturer” or “adjunct lecturer” should be considered an occupational title rather than a formal title and as such should be lowercased even before an individual’s name:

Feature writing lecturer Joy Jackson

Listserve

Is a trademarked proper noun, thus is always capitalized.

Magazine names

Names of magazines should be italicized. According to AP, lowercase the word “magazine” if it is not part of the proper title:

Newsweek magazine

Howard Magazine

Names: Departments and units

Capitalize formal names and lowercase informal reference:

The Department of Physics, but physics department

Generic reference for departments and units should only be used on second and subsequent references and in lowercase form:

1. Department of English;
 2. The English department;
 3. The department, etc.
-

Obituaries

Use the following courtesy titles: Mr., Ms., Mrs., Dr., and Professor.

Online

It is one word, not hyphenated when used in reference to computer communication. Otherwise, when used as an adjective, it is hyphenated and two words.

Seasons

Use lowercase, even when in reference to an issue of a publication:

It was featured in the fall 2004 issue of *Howard Magazine*.

Theater

The University-preferred spelling for all generic references to auditoriums. Use “re” ending only if part of the proper name:

They are going to the theater.

He is a theatre arts major.

Titles

Capitalize formal or courtesy titles (president, professor, senator, etc.) before the names of individuals, and lowercase formal titles following names of individuals. Lowercase descriptive or occupational titles (teacher, attorney, department chair) in all cases. Latin words in professional and occupational titles should be italicized.

President Wayne A.I. Frederick

Linda Higgins, psychology professor

Coach Mike Smith

James Jones, professor *emeritus* of English

Dean Jane Jones

Trustee

Capitalize when used before the name of an individual, lowercase in all other cases:

Trustee Earl Graves; but Earl Graves is a trustee of the University.

University

Capitalize when used in reference to or in place of the formal name “Howard University”; lowercase in all other cases:

The University is located in Washington, DC.

He wants to attend a university in Ohio.

University Schools, Colleges, and Departments: *Official Names*

Graduate School	School of Social Work	College of Pharmacy, Nursing and Allied Health Sciences
School of Business	The Cathy Hughes School of Communications	Chadwick A. Boseman College of Fine Arts
School of Dentistry	College of Arts and Sciences	Department of Intercollegiate Athletics
School of Divinity	College of Engineering, Architecture and Computer Science	
School of Education	College of Medicine	
School of Law		

Web addresses

If a URL is at the end of a sentence, follow with a period. If it must be split on two lines, break before a “slash” or “dot” and make sure a hyphen is not added:

It can be found on www.thurgood.howard.edu.

Web site

It is two words.

-wide

Requires no hyphen:

campuswide; universitywide

World Wide Web

No hyphens and capitalize.

Social Media Guidelines

Stakeholder groups affected by this policy—all Howard 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 Howard University—shall follow these Social Media Guidelines.

The Howard University Social Media Directory is the official listing of the University's social media presences. If you are operating an account or wish to create an account on a platform where the University does not have an official social presence and would like the account listed on the University's official directory, please contact socialmedia@howard.edu with your request.

Policy Statement

This policy is built on the assumption that the University's core values—truth, service, leadership, and excellence—should govern the online choices Howard University communicators make. It is the policy of Howard University to uphold respectful standards of communication that avoid untruthful or false statements or language that might impugn the Howard University trademark or brand.

This policy applies to material that Howard departments, offices and related units publish on Howard-hosted Web sites and related Howard social media sites, as well as to actions of individuals considered Howard University communicators on other social media sites.

Rationale

As a comprehensive research university, Howard University 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.

Currently, there is no central University-wide policy governing the ethical, legal, social, and practical online behavior of Howard communicators. Therefore, this policy is necessary to provide tools and rules for those online users who are associated with Howard University 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 Guidelines

This policy complies with the University's mission by acknowledging the centrality of academic freedom; seeking to empower faculty, students, staff to participate respectfully in conversations, dialogue and content provision; encouraging teaching, learning, research and service; and encouraging Howard communicators to participate responsibly in domestic and international affairs of significance.

Failing to have a social media policy would mean the potential for placing the University and its stakeholders at risk.

Entities Affected by this Policy

The stakeholder groups affected by this policy are all Howard 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 Howard University.

Definitions

- A. Howard University Communicators/Howard Communicators: any person associated with Howard 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 Howard.
- B. Official Communications: messages and other communications done in Howard's name, (e.g. a Howard departmental FaceBook page, e-mail, twitter messages).
- C. Content Owner: assigned by department/unit as the individual responsible for monitoring and maintaining web/social media content.
- D. Moderator: assigned by Content Owner and/or 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: 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, iTunesU and others.

Policy Procedures

Stakeholder groups affected by this policy—all Howard University students, faculty, staff who are online social media users and/or who operate, manage, and participate in online sites in the name of Howard University—shall follow these Social Media Guidelines.

Introduction

As a comprehensive research university, Howard University recognizes the importance of participating in online conversations and activities. We encourage responsible and respectful online activity by students, faculty and staff and maintain a commitment to academic freedom on social media platforms. We expect that the following University core values will govern the online choices Howard University communicators make:

- Truth
- Leadership
- Service
- Excellence

These Guidelines are provided to outline how the above core values should be demonstrated in official communications in social media spaces. The Guidelines apply to material that Howard departments, offices and related units publish on Howard-hosted Web sites and related Howard social media sites. Any questions about these Guidelines should be directed to the Office of University Communications and Marketing: ouc@howard.edu.

What You Should Do

- Think twice before posting: Everything is public; privacy does not exist in the world of social media.
 - Follow all applicable Howard University policies.
 - Strive for accuracy: Get the facts straight 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 Howard University 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 public at large. Consider this before publishing to ensure that posts will not alienate, harm or provoke others.
- We expect that posts on Howard University social media sites should remain professional in tone and in good taste and should protect the University's institutional voice.
- Assure that your site is technically secure.
- Be conscientious when mixing your business and personal lives: The University respects free speech rights, but you 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 University Communications and Marketing: ouc@howard.edu for approval and endorsement of the site. (All approved sites will appear on the comprehensive directory of Howard University-affiliated social media Web sites.)
- Be transparent about your role at Howard. On personal sites, identify your views as your own. If you identify yourself as a Howard employee online, make clear that the views expressed are not necessarily those of the University or your position. Use a disclaimer.
- Protect your identity.

What You Should Not Do

- Do not post confidential or proprietary information or conversations about Howard, students, employees or alumni on social media Web sites.
 - Do not collect sensitive information—such as phone numbers, student ID numbers, Social Security numbers, payment information—via social media, as these are not secure channels. You must follow all Howard University policies, particularly those that protect the confidentiality of proprietary data and information.
-

- Do not use Howard University's name to promote a product, cause, political party or candidate.

Interim Policies

There are no interim policies.

Sanctions

Violations of this policy in the form of misrepresentation of Howard University or commentary, content, or images that are defamatory, pornographic, proprietary, harassing or libelous, or that can create a hostile work/learning environment will result in discipline as set forth by the Faculty Handbook, Student Code of Conduct, Employee Handbook, Personnel Guidelines or other pertinent personnel policies.

Web site Address

www.howard.edu/policy

Social Media Guidelines

Standards and Best Practices

Howard University Social Media Guidelines, Standards and Best Practices

Ensuring the alignment of social media accounts with Howard University's brand identity, integrity, and reputation is paramount. The consistent maintenance of a professional standard in social media usage serves as a crucial safeguard for the University's overall image and brand positioning, emphasizing its alignment with the institution's strategic priorities.

Adherence to the University's social media guidelines and standards, along with compliance with federal laws and regulations in all social media activities, is essential. This commitment not only reflects a dedication to ethical practices but also reinforces the institution's commitment to accountability and responsible digital citizenship.

The significance of these measures becomes even more pronounced when considering the broader context of today's digital landscape. Social media platforms play a pivotal role in shaping public perceptions - by upholding these standards, Howard fosters a positive online environment that resonates with its values.

The guidance provided by the University's guidelines is instrumental in empowering employees to navigate these platforms responsibly. It ensures that their interactions with audiences are not only aligned with the university's mission but also strategically focused on topics relevant to the University. This approach not only strengthens the institution's digital presence but also reinforces a sense of community engagement and shared responsibility among its online stakeholders.

Create a New Account

Prior to creating any social media account showcasing Howard University content, it is imperative to undergo the mandatory registration and approval process. These regulations apply to all individuals associated with Howard University, including employees, volunteers, and appointees who utilize university computing resources. The standards encompass various social media platforms. Authorization from the Howard University Office of Communications (OUC) is required for the official representation of a social media account as a Howard University activity.

Each social media account should provide log-in access to a departmental administrator for backup purposes. It is important to note that specific units may have additional standards and requirements in place, and individuals should be mindful of these within their respective areas.

Once these questions have been thoroughly considered, submit your social media account proposals to the Office of University Communications for approval.

- Do you have sufficient staff, time and resources to manage the platform(s)? Consistent and frequent posting, interacting, and engaging are essential to a successful social media presence.
 - Do you have enough solid content for each proposed social media platform?
 - Will your channel support the mission and goals of your department? A social media plan is strongly encouraged before creating accounts.
 - Is there an existing Howard University social media account with a significant following that could assist in achieving your goals and disseminating your messages?
 - Are your proposed social media platforms the best way to reach your audience?
 - Who is your audience?
 - Have you connected with Howard University's Social Media (within OUC) team on social media best practices?
 - Are you familiar with Howard University's brand guidelines?
 - Do you have a designated contact for social media?
-

Social Media Guidelines

Standards and Best Practices

ACCOUNT HANDLES

University-sanctioned accounts must include “Howard” in both their username @handle and account name.

Additionally, the full institutional name, “Howard University,” should be included in their bio. To enhance discoverability, it is crucial to have comprehensive account profiles that include pertinent details such as the location (e.g., Washington, D.C.) and a link to the department’s website. Consistency in naming conventions across all social media platforms is strongly encouraged.

For example:

X.com/HowardUAlumniRelations (formerly Twitter)

Facebook.com/HowardUAlumniRelations

Instagram.com/howardUalumniRelations

AVATARS

Official Howard University-affiliated social media accounts must follow Howard University’s social media guidelines to ensure uniformity across different platforms. It is recommended to use the official Howard University logo, in compliance with the University’s logo guidelines.

The official Howard University logo is provided for download in sizes suitable for different social media profile displays in Media Valet. If your department prefers to use its own unique brand identifier or lock-up as a profile picture, ensure adherence to the University’s logo usage rules, and remember that the logo cannot be modified for use as a profile image. Considering that social media often resizes profile photos, uploading a high-resolution image is advisable, allowing for a clearer image upon enlargement.

ACCESSIBILITY

Ensure inclusivity by crafting accessible content and eliminating barriers.

1. Always provide alternative (alt) text and captions, and do not depend on auto-generated versions. Please edit it to make it authentic. This is essential for users who rely on screen readers.
2. Consistently use #UseCamelCase for your hashtags to enable assistive technologies to distinguish each word correctly. When utilizing acronyms, verify their readability with screen readers to determine the most suitable letter case.
3. When creating social media graphics, ensure sufficient color contrast and combinations, keep text minimal, and choose legible and readable typefaces – alignment to the left is preferred. This ensures legibility for all users.
4. Identify which platforms require open captions (hardcoded – not screen reader friendly) versus closed captions (SRT file upload – screen reader friendly). While auto-generated captions are available, they should always be reviewed and edited for accuracy.
5. Note which platforms, like X (formerly Twitter), do not permit adding or editing alt text after posting. This is crucial for ensuring that content is accessible before it goes live.
6. Simplify URLs by omitting “www.” “https://” and similar elements, as these can be cumbersome for assistive technology.
7. Be mindful of how assistive technologies interpret emojis – use them sparingly and never as a substitute for words.
8. Employ person-first language to respect the individuality and dignity of all people.

Social Media Guidelines

Standards and Best Practices

HASHTAGS

Hashtag	Usage
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Social Media Guidelines

Standards and Best Practices for Platforms

BEST PRACTICES FOR EACH PLATFORM

Here are some tailored social media best practices for each platform, incorporating trends that are proving effective:

Instagram

- Showcase authentic campus life through stories and reels, featuring real moments from students and faculty.
- Engage alumni and current students with user-generated content to highlight community achievements and events.

X (formerly Twitter)

- Maintain a consistent posting schedule to keep up with real-time events and discussions relevant to Howard's community.
- Use X to provide quick responses to student inquiries and as a customer service tool, demonstrating Howard's commitment to accessibility and support.
- Amplify the voices of Howard students, faculty, and alumni by retweeting their successes and stories.

LinkedIn

- Highlight successful alumni and student internships to demonstrate the University's impact on career development.
- Share content that showcases Howard's academic achievements, research developments, and contributions to various fields.
- Collaborate with influential alumni and thought leaders for guest posts and discussions on professional development.

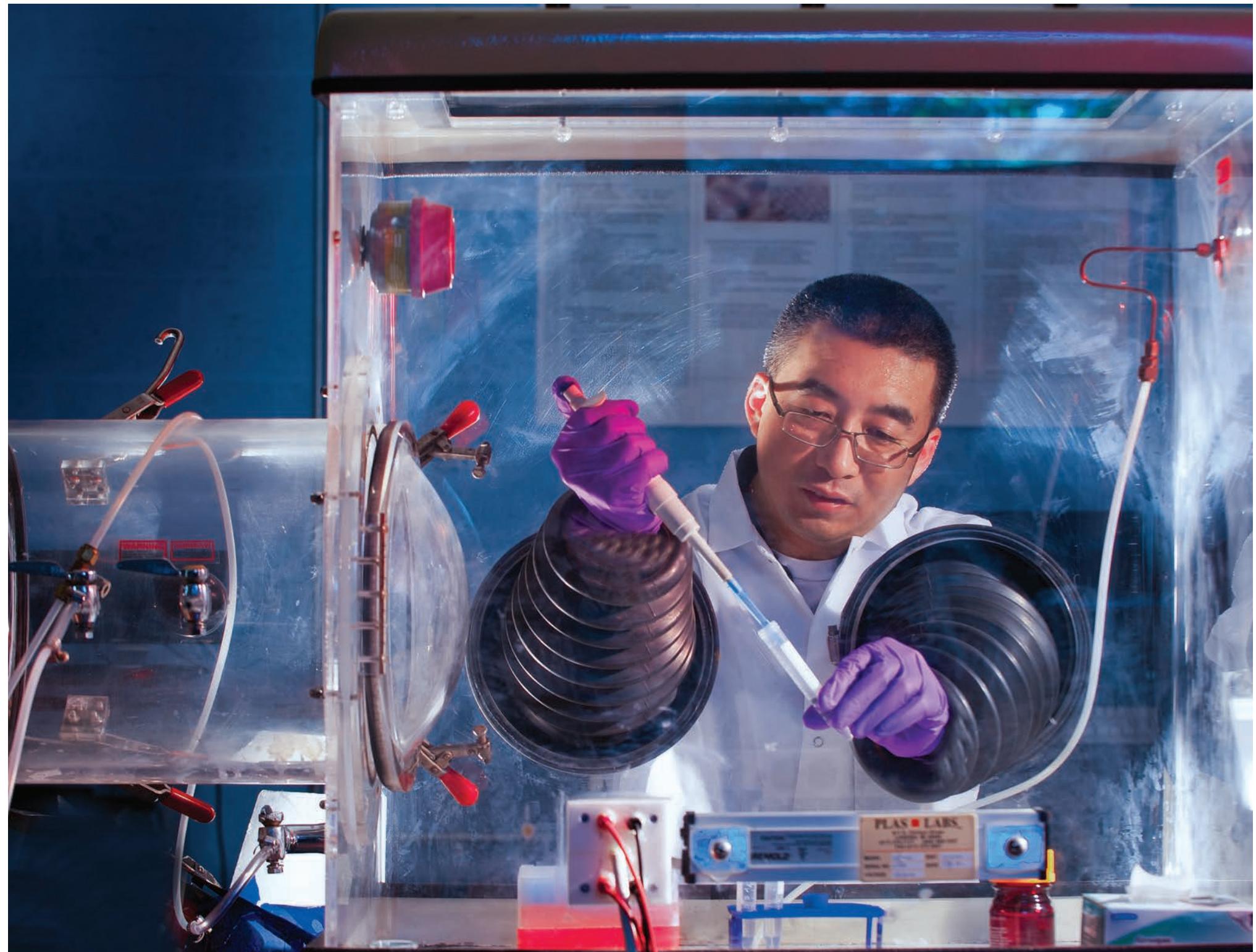
Facebook

- Focus on content that fosters a sense of community, such as live-streamed events, homecoming updates, and campus news.
- Use Facebook's event features to promote and manage attendance for Howard University events and initiatives.

Howard University should give priority to high-quality, genuine photographs that capture the vitality and diversity of a leading campus across various platforms. By aligning with current social media trends and highlighting the distinctive elements of Howard's culture, the university can enhance community connections and elevate its online visibility.

For questions or concerns, email SocialMedia@Howard.edu.

Howard is the Future.



5

Communications
Policies

Media Guidelines

Leveraging University Communications

The Office of University Communications provides communications and marketing services for Howard University's academic and administrative units. To this end, the OUC produces and manages several publications and Web properties that students, faculty and administrators may also utilize as appropriate to publicize news, events and other information of general interest to the greater Howard community.

To submit your news and story ideas for any of these communications outlets, contact the Office of University Communications at (202) 238-2330 or ouc@howard.edu. Please note all editorial content is subject to approval by the Office of the President and the Office of University Communications.

Howard Magazine

Howard Magazine is published thrice yearly and is mailed to alumni, friends, corporations and foundations, legislators, and private donors. It provides newsworthy information about the University's academic programs, faculty research activities, and corporate partnerships. It engages readers with timely articles highlighting faculty, student, and alumni accomplishments. *Howard Magazine* reflects the seriousness of the academic enterprise and the University's unyielding commitment to preparing some of the nation's brightest minds to meet the challenges of an increasingly competitive and technical global society.

Broadcast e-mails and Alerts

In the event circumstances or situations may impact normal campus activity, it might be deemed necessary to "alert" or put the University community on "notice." This information is generally sent at the discretion of the administration or other designated University official. Broadcast e-mails and/or memoranda are also sent to notify the community of late-breaking news or information specifically concerning Howard University. These e-mails are also sent at the discretion of the administration or other designated University official. All e-mails will identify the submitting authority at the beginning of the message.

What's New

To increase the level of awareness of Howard University news, activity and event information among the internal community, an electronic announcement, "What's New," is sent out regularly to the entire Howard community.

Schools, colleges, or departments submitting information for distribution should provide the who, what, etc. written

in a text-only format at least 10 days in advance of an event or registration date. This vehicle should not be deemed as the sole source for reaching the campus community, as daily distribution cannot be guaranteed. Also, this service does not publish in memoriams or solicitations of any kind.

Social Media

For timely, instantaneous updates for the Howard community and beyond, the Office of University Communications operates several official Howard University social media profiles, including Facebook (Howard University) and twitter (@HowardU). The nature of social media status updates is varied, ranging from academic opportunities, administrative reminders, alumni accolades, Howard news, events and media mentions, etc.

Media Guidelines

External Media/Press Policy

The OUC is responsible for media relations and is the principle contact for all communications between the University and media representatives, as vested by the Office of the President.

The OUC advances the University's reputation and identity as one of the nation's most highly regarded universities by providing printed and electronic information to a wide variety of internal and external audiences. The OUC communicates information about the history, research, and activities of the University to the media for the purpose of developing public understanding of the mission of the University and its classification as the only Historically Black College and University to earn the Carnegie Foundation's highest categorization as a leading research/doctoral-extensive institution. The office also provides strategic public relations planning and internal, executive and marketing communications for the University in accordance with need and institutional priorities.

The OUC generates media coverage by identifying opportunities in breaking news and by placing news, features, and other information supporting the mission of the University in international, national, and local media outlets. It also manages the placement of faculty experts in various media to discuss University research, projects or other newsworthy events. In addition, it also oversees movie, commercial, and special filming projects on campus and the production of public service announcements which support the goals and mission of the University.

Factors which determine if an event or opportunity is newsworthy:

- a new or unique program at the University;
- breakthrough University research;
- a significant award or grant won by a faculty, staff member, or student;
- a significant special event consistent with the University's mission and objectives; or
- an individual or University-related activity that ties in directly with breaking news, a major regional, national or world story.

Scope of the Media Relations Policy

The University encourages all members of the Howard University community to promote teaching, scholarly research, and the free exchange of ideas, as well as carry out the rights and responsibilities which flow from the

exercise of academic freedom, while recognizing the inherent need to provide accurate information to the public and preserve the University's reputation as a leading research institution. In support of this effort,

- All interaction with the media on issues and policies regarding the University must be cleared by the OUC;
- Only the OUC will act as the official news source and principle contact for all communication between the University and media representatives;
- Unless cleared by the OUC, only designated University spokespersons have the authority to represent the University or speak with the media within areas of their responsibility and expertise, with the exception of trade publications for scholarly research;
- The OUC must be notified in advance of all media visits for the purpose of accompanying reporters and/or photographers on campus to ensure that procedures regarding security and confidentiality are being followed;
- The OUC must be promptly notified of all potentially sensitive, contentious or controversial media inquiries with respect to University activities for the purpose of identifying the appropriate spokesperson and arranging for interviews or statements, if deemed necessary; and
- This policy applies to all interviews, tapings, and event coverage, whether hosted by students, staff, faculty, or external parties using the University's premises.

Members of the Howard University community requesting the assistance of the OUC to publicize an event or newsworthy opportunity should submit requests in writing at least two weeks prior to the event. All submissions are subject to the discretion of the OUC for publication based on the interests of the University and institutional priorities.

The OUC can be reached at (202) 238-2330 or ouc@howard.edu.

Media Guidelines

On-campus Video/Film Policy

The Office of University Communications encourages the Howard University community to bring to its attention any event or activity that may present an opportunity for public relations filming.

Howard University reserves the right to prohibit any filming on its lands for any reason, including if the filming creates the potential for:

1. Disruption of academic, research, business or student activities;
2. Inappropriate use of the University's name, marks or image;
3. Violations of the university's privacy policies.

Filming on Howard University lands for academic purposes is limited only to Howard University students, staff and faculty and others attending Howard University academic programs, Howard University sponsored programs and other programs which occur on Howard University's campus and for which filming is part of the program. The resulting films may not be used for commercial purposes.

Howard University departments and organizations may film on the Yard providing the work is Howard University related and does not interfere with university operations.

Media Guidelines

On-campus Photo Policy

The OUC encourages the Howard community to bring to its attention any event or activity that may present an opportunity for public relations photography. Members of the community are also encouraged to confer with this office when they have need for other types of professional photography.

The OUC maintains a list of recommended freelance photographers and will arrange for their assignment for such purposes. Requests for photographic services should be submitted as early as possible to ensure photographer availability.

Event photography typically costs \$150 to \$250 an hour, in addition to costs for prints, transparencies, photo CDs, and similar items.

All departments are responsible for all costs associated with hiring a photographer and must submit the proper financial paperwork for invoicing.

Other types of photography (for example, photos taken for marketing publications) can cost considerably more. OUC will obtain an estimate for the cost of any photography services you request. OUC will pay for these services only under the following circumstances:

- The Vice President or the Assistant Vice President of University Communications determines if an event has news value and if a photograph is required for distribution to the news media.
- The Vice President or the Assistant Vice President of University Communications, publications manager or magazine editor determines if a photograph is required for a specific Howard University publication or on the Web site. The Vice President or the Assistant Vice President of University Communications or publications manager determines if photographs are of potential value for future publications, Web sites, or media and public relations efforts and should be included in the OUC or University photo archives.
- In accordance to Moorland-Spingarn Research Center's (MSRC) mission to archive the history of the University, all offices and departments are required to forward at least one copy of all photos taken at University events to the MSRC Manuscript Division for proper archiving. Please include all pertinent information regarding event name, location, participants and those pictured.

For more detailed information regarding sending images, marketing materials or departmental publications to the MSRC, please call (202) 806-7480. If you have questions about this policy, please contact the OUC at (202) 238-2330.

Media Guidelines

Archives Policy

As the official archival agency of the University, the Moorland-Spingarn Research Center (MSRC) seeks three basic objectives:

1. to assure the retention, protection, maintenance and disposition of official University records in accordance with administrative, legal, financial, and historical requirements;
2. to reduce University dependency on the use of costly office space and filing equipment for records storage; and
3. to provide efficient and effective access to official records that document accurately the history, development and achievements of Howard University, its contributions to African-American higher education, and its contributions to the local, national, and international communities.

To accomplish its archival and information management objectives, the Howard University Archives employs both archival and information management concepts, principles, and standard practices. The Howard University records information management program assists university personnel in identifying official records that should be preserved for specified periods because of administrative, legal, financial, and research values. The records information management program also assists University personnel in identifying nonessential records that can be disposed of in a systematic, professional manner.

The Howard University Archives program identifies, describes, maintains, and preserves official records of historical value.

Procedures

1. No official records of Howard University should be destroyed without the University Archivist reviewing the records for archival value.
 2. The Office of the University Archivist is available to assist academic and administrative units in identifying official records of archival value and preparing a records retention schedule for the systematic disposal of non-archival records.
 3. To access records of the Howard University Archives for research purposes, an appointment is required.
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The archives office is open Monday-Friday, 9:00 a.m.-4:30 p.m. The office is closed 1:00-2:00 p.m. every weekday.

Researchers may obtain copies of Howard University archival records found during their research activities.

Some archival records, such as theses and dissertations, are subject to the 10-percent copyright rule. The fees for copied materials can be found in the Moorland-Spingarn fee schedule.

Manuscript Division

Procedures for Publication

The director approves on a case-by-case basis requests from qualified applicants to publish any previously unpublished manuscript located in the manuscript collections. Likewise, the director approves requests for publication projects in which the qualified applicant wishes to publish on a large scale documents from selected manuscript collections. In such cases, approval of the director must be sought and obtained before research in the collections can take place.

Prints and Photographs Department Regulations

All costs are subject to change without prior notification.

1. Research is by appointment only. The hours for research are Monday-Friday, 9:00 a.m. to 1:00 p.m. and 2:00 p.m.-4:30 p.m. The department is closed from 1:00 p.m.-2:00 p.m. weekdays, and all day Saturday, Sunday and holidays. For assistance, call (202) 806-7480.
 2. Researchers are required to complete a photographic request form and present suitable identification when requested.
 3. BROWSING OF THE COLLECTION IS NOT PERMITTED. Materials may only be viewed in the department area with appropriate personnel available at all times.
 4. Researchers must preserve the arrangement of the materials and report any disarrangement to the archivist. Do not rearrange materials yourself. All materials must be returned to the archivist before leaving the room.
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5. Researchers must assume responsibility for securing permission to publish materials. Requests for photographic copies cannot be inferred as authorization to publish them. Researchers must inform the archivist of all intentions to publish materials.

To the extent that it may properly do so, this repository will ordinarily grant the usual publication rights to applicants. In giving permission to publish materials, Howard University does not surrender its own rights to publish or to grant permission to others to publish. A dissertation is considered a published work.

6. A credit line must appear with all materials published.

Example: Mary O'H. Williamson Collection, Prints and Photographs Department, Moorland-Spingarn Research Center, Howard University

7. Materials are released for a one-time use only. Future use must be renegotiated with the Center.

8. The Center will entertain requests for the photo duplication of modest amounts of materials for individual scholars engaged in specific research. However, all photocopying is governed by copyright and other restrictions placed on photo duplication. Photographing of materials is similarly restricted. Copies are for research use by the individual researcher. These copies are not to be duplicated, disseminated, nor deposited in any other institution.

Trademark & Licensing

A trademark is defined by the United States Patent and Trademark Office as “a word or phrase, symbol or design, or a combination of words, phrases, symbols or designs, that identifies and distinguishes the source of the goods of one party from those of others.” It is protected by law against improper use by persons or entities other than the owner of the trademark.

The Howard University Office of Auxiliary Enterprises administers the University’s trademark licensing program and, through carefully established procedures, grants licenses to qualified manufacturers and vendors. This office also provides guidance on the permissible use of the University’s marks.

The appropriate use and protection of Howard’s marks help preserve the integrity of the University and the respect it enjoys throughout the global community.

Howard University owns its name and all of its trademarks and service marks (“marks”). Service marks are similar to trademarks except that they identify and distinguish the sources of services, rather than goods. The terms “trademarks” and “marks” as used in this document refer to both trademarks and service marks. The University’s marks include its Clock Tower logo, Seal, HU, Official Wordmark and any word, phrase, symbol, or design associated with Howard and to which Howard has acquired exclusive rights under trademark law. These marks distinguish products and services of Howard from those of other institutions or entities. Howard aggressively protects and enhances its reputation by requiring that its marks appear only on appropriate materials or quality products.

Anyone, other than the University, producing, selling, or distributing products bearing any Howard University mark, including the Bison athletics logos, must obtain and remain compliant with a license from the University. For more information regarding the Howard University trademark licensing program, visit <http://auxiliary.howard.edu>.

Commercial Use of Namemarks

Namemarks are graphic representations of Howard University’s name and “HU” and “Howard” and are University trademarks. They deviate from the University’s official wordmark to allow more variety for use on retail and gift items. Namemarks are used for this purpose only and may not be used on publications or official University correspondence. The Trademark License Agreement requires that the licensees submit all proposed uses of the logos and namemarks to the Office of Auxiliary Enterprises. Any proposed use of the logos or namemarks for retail and

giftware must carry approval from the Office of Auxiliary Enterprises.

Proper Usage of Namemarks

The namemarks must consistently be used in upper case or title case fonts.

Images must not be superimposed over the namemarks.

The namemark must not be incorporated in a design or used in association with the name of a business, logo, advertising services, entertainers or a product in any way that could imply an endorsement.

Namemarks should not be incorporated with trademarks not owned by Howard University without written permission for such use from the trademark holder.

Namemarks may not be used in association with alcoholic beverages, tobacco and smoking products, sexually oriented goods, lotteries, or items considered by the University to be in poor taste or that may impugn another entity.

Namemarks are not to be used in any manner that will discriminate on the basis of age, color, disability, marital status, national or ethnic origin, religion, gender, sexual orientation, political affiliation or any other basis prohibited by federal or District of Columbia law.

Use of Howard University Trademarks

The Howard University Office of Auxiliary Enterprises provides licenses, University marks and guidance to the University community and licensees with regard to the permissible uses of and restrictions on the University's name and trademarks.

Howard University monitors use of its trademarks to ensure that all products and services bearing the University's name and logos are licensed and of high quality and reflect positively upon the University.

Marks are protected under federal and local laws. Federal registration provides protections against trademark infringement, which is the unauthorized use of a trademark or the use of a trademark so similar to that of another as to cause the likelihood of confusion to the public as to the source or affiliation of the product or service. Protection under federal trademark law requires the owner of a mark to be diligent in monitoring the use of the mark and

enforcing its rights.

The University's trademarks are not to be used in association with any other person or entity; the service or product of another person or entity; or the name, logo, or mark of another person or entity in any way that could imply an endorsement.

Howard University marks may not appear on communications materials, products or Web sites of other institutions or entities without approval by the Office of University Communications. Conversely, marks or logos of non-university entities are generally not permitted on Howard University products, printed materials or Web sites.

The use of trademarks of other entities for certain promotional material or in conjunction with Howard University marks requires written permission from the Office of University Communications and the owners of the trademarks to be used.

Who are Trademark Licensees?

A trademark licensee is a company that has entered into a trademark license agreement with Howard University to use the designated University marks on products specified in the license agreement.

Terms of the Trademark License Agreement

The trademark license agreement governs the rights granted by the University to the licensee, the limitations to those rights, and the obligations of the licensee. The following are some of the general terms of the standard agreement.

Royalty Payments and Rate

In exchange for permission to use University marks, the licensee agrees to pay the University royalties, usually a set percentage of the net sales for the products manufactured and sold bearing the University marks.

Payment of a royalty advance is usually required at the time the license agreement is executed. The royalty advance is a one-time, non-refundable payment that serves as a credit against future royalties owed to the University.

Life of the Agreement

The University's standard trademark license agreement is valid for a minimum term of one year or a maximum term of two years. The longer agreement is generally granted to licensees with a record of exemplary contract compliance.

Use of Trademark and Design Approval

The trademark license agreement requires that the licensee submit all proposed uses of the trademarks to the University for approval prior to such use. An exhibit of each licensee's agreement lists the products on which the trademarks will be used. Any additions or other modifications to this list must be requested in writing and approved by the University. Additionally, all designs using the University's marks must be submitted to the Office of Auxiliary Enterprises for approval prior to production.

The use and design approval requirements are intended to protect the integrity of the marks and the reputation of the University.

Commercial Use of the Howard University Logo and Namemarks

Use of the University Logo and Namemarks for apparel and giftware are permitted to display variation in font styles and color.

The Trademark License Agreement requires that the licensees submit all proposed uses of the logos and word marks to the Office of Auxiliary Enterprises. Any proposed use of the logos or namemarks for retail and giftware must carry approval from the Office of Auxiliary Enterprises.

Insurance

All license agreements require the licensee to provide a current certificate of insurance that names the University as an additional insured. The insurance limits and responsibilities are set forth in the trademark license agreement.

Monitoring the Trademark License Program

The Office of Trademark Licensing and Vending reserves the right to audit the licensee's records to monitor the sales and royalties. This may be done by an independent auditing service.

The Office of Auxiliary Enterprises acts as the legal advisor to the licensing program. This office provides assistance with contracting, compliance, enforcement and litigation as necessary to protect University marks.

Howard is You.



