This style guide is a resource for all individuals creating materials that reflect the University. The information in the guide should be followed as stated to maintain consistency in messaging and use of the Fisk logo, colors and communications.

Any questions or comments about this manual should be directed to the Office of University Relations.

All logos, messaging and materials in this guide are owned by Fisk and may be used only with permission of the University. Requests to use Fisk materials should be directed to the Office of University Relations.

Fisk University does not discriminate on the basis of ethnicity, gender, disability, sexual orientation or age in its admissions, financial aid, athletic, employment or educational programs. The provost coordinates the University’s nondiscrimination policy.

The colors in this guide are that of Pantone, Inc., and should be confirmed by PANTONE® Color Standards as this guide has not been reviewed by PANTONE® and cannot be considered accurate until confirmed. Consult the most recent PANTONE® Publications for the most accurate color. PANTONE® is the property of Pantone, Inc.
# Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>3</td>
</tr>
<tr>
<td>The Fisk University Brand</td>
<td>4</td>
</tr>
<tr>
<td>Approved Typefaces</td>
<td>9</td>
</tr>
<tr>
<td>Brand Extension</td>
<td>12</td>
</tr>
<tr>
<td>Prohibited Reproduction</td>
<td>14</td>
</tr>
<tr>
<td>Departmental Identities</td>
<td>15</td>
</tr>
<tr>
<td>Stationery</td>
<td>16</td>
</tr>
<tr>
<td>Additional University Logos</td>
<td>19</td>
</tr>
<tr>
<td>Brand Messaging Guidelines</td>
<td>20</td>
</tr>
<tr>
<td>Merchandise</td>
<td>21</td>
</tr>
</tbody>
</table>
Fisk University is one of the country’s most recognized academic institutions. In order to share the most accurate messaging relating to Fisk, it is important to remember several key messages, whether written or represented by photographs or video. Based on the findings of focus group research, these messages resonate with Fisk’s target audiences, including faculty, staff, alumni, current students and potential students.

• Fisk University has a rich legacy of academic excellence, scholarship, and achievement.

• Fisk University has small class sizes with caring and dedicated faculty.

• Fisk University has demonstrated a pattern of excellence in education.

• Fisk University is a historically black college with a diverse student body.

• Fisk University provides opportunity and success for graduates.

• Fisk University supports active community service.

• Fisk University educates students to be global leaders.

• Fisk University is a research-focused institution.

• Fisk University has a history rooted in the Jubilee Singers®.

• Fisk University is training the next generation of leaders and scholars.

• Fisk University has partnerships with other award-winning institutions in Nashville, including Meharry, Vanderbilt and Belmont.

• Fisk University is proud of its distinguished alumni.

It is important to incorporate these messages whenever possible, as they represent the nearly 150 years of history and commitment to excellence Fisk has strived to achieve.

Please consult with the Office of University Relations for updated lists of University rankings and awards.
The Logo
The Fisk University logo consists of the University seal and Fisk University in blue and gold type.

The Logo with Tagline
Fisk University uses the original logo with the addition of the University tagline on a number of approved external materials. The tagline should include capital letters for all words except “by”, and must include the ampersand symbol between “Scholars” and “Leaders.”
The University Seal

The University seal may be used only on official documents such as transcripts, major report and research covers, diplomas, contracts, formal invitations, and engraved notecards. It may also appear on selected wearing apparel and gift items upon proper licensing. Those seeking permission to use the University's official academic seal should contact the Office of University Relations at oia@fisk.edu.
LOGO CLEARANCES

Spacing
The Fisk University logo requires clear space around all sides which should be free of imagery, graphics, folds or any other elements that may interfere with the clarity of the brand. The space is measured by the cap height of the letters in UNIVERSITY as indicated above.

Sizing
The minimum width of the logo depends on which logo version that is being used. If the tagline is being included, the minimum width is 1.75" wide. Without the tagline, the full logo minimum width is 1.25".
**Offset-printing**
Whenever possible, use Pantone 872c [Metallic Gold] as the preferred method to reproduce *Old Gold.*
OFFSET-PRINTING

Whenever possible, use the two-color version of the logo. In the event that the logo can only be reproduced in one color, the one-color black version
should be used. Only in rare cases should the reversed logo be used, and should only be reversed on *Old Gold*. 
COMPLEMENTARY TYPEFACES

Preferred fonts are Adobe Caslon Pro and Futura. As a general rule, Futura should be used for display and headline situations as well as callouts, and Adobe Caslon Pro for body text. Not all the various weights of these large families are approved. A list of acceptable weights can be found on the next page.

**Adobe Caslon Pro**
Caslon is an elegant and easily readable serif typeface best suited for heavy amounts of text. It is classic and collegiate, and serves as an ideal representation of the Fisk University brand.

**Futura**
The Futura typeface is an efficient and modern geometric sans-serif typeface, best used for display and advertising. A classic font, it adds a modern forward-thinking appearance to the Fisk brand identity.

*In the event that Adobe Caslon Pro is unavailable, Georgia is an acceptable replacement for body text.*
APPROVED TYPEFACES

APPROVED FUTURA FAMILY TYPEFACES

Futura Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**Futura Bold**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Book Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Futura Medium Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**Futura Bold Oblique**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

APPROVED ADOBE CASLON PRO FAMILY TYPEFACES

Adobe Caslon Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Adobe Caslon Pro Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Adobe Caslon Pro Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Adobe Caslon Pro Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Adobe Caslon Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Adobe Caslon Pro Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
FONT USAGE
Depending on the purpose, size and intent of the printed materials, here are suggested references for maintaining design integrity and consistency across materials with the use of type.

Display/Headline
Futura book, font size: 22 pt., all caps, tracking: 250

Subheads
Futura medium, font size: 12 pt., leading 16 pt.

Body Copy
Adobe Caslon Pro Regular, font size: 11 pt., leading 16 pt.
PHOTOGRAPHY

Photography is important to convey the essence and personality of the University in ways that words cannot express. Here are general rules to help support the brand messaging in the use of photography.

Photography Use
The overarching look of the brand is the use of black and white photography with a reduced opacity that often bleeds off the page. Color photographs are always used at 100% opacity.

Photography Style
Detail shots in black and white are also used as background elements behind text or callouts where applicable. Photographs of individuals should represent the brand messaging of the University.

Photography Musts
In order for the best reproduction, all images used in printed materials must be 300dpi.

GOLDEN RULE

Another important element of the Fisk brand is the use of Old Gold. The University Blue should never be used alone with white.

Rule Element
Many materials incorporate a gold rule that runs horizontally across the page or is used as a design element to enhance. The Rule helps bring unity to materials across all communications. It should always be used at 100% opacity. Depending on the size of the piece it is being executed on, it should range in size from .5 pt-1 pt.
THE UNIVERSITY SEAL

The University seal is an iconic symbol of the University’s pride and heritage. It can be used as a graphic element, but with the following limitations.

**Audience**

The seal should never be used alone with external communications materials. It can only be used alone with internal communications or when it is used as a graphic element after the full logo has been introduced.

The only variations of the seal to be used are as seen below. The seal should never be used in a different color or used over a background that decreases legibility. Due to the small intricate details of the illustration, it should never be smaller than .5” wide (unless used in conjunction with the full logo).
The logo should not appear in any colors other than the approved usages.

Never alter, modify or resize any element of the logo.

Do not reproduce any logo version or seal on textures or backgrounds that may impair legibility.

Do not try to recreate the logo, or change the typeface of the logo.

When resizing, make sure the logo is scaled proportionally.

Never isolate any element of the logo that is not specified in the branding guidelines.

Follow spacing guidelines when using the logo.

Do not recreate the tagline. Use only the approved tagline version of the logo.
When adding the departmental name to the bottom of the logo, use the “T” as a spacing guideline from the bottom of the seal. Left-align the departmental name with the bottom serif on the capital “F” in Fisk.

The departmental name should appear in Adobe Caslon Pro, semibold italic. To estimate the type size to use for the departmental name, the “f” at the end of “Office of” should reach but not exceed the left edge of the capital “I” in Fisk.

The tagline should never be used in conjunction with Departmental Identities.
STATIONERY

The Fisk University staff stationery consists of the blue and gold logo with blue and gold accents. This stationery should be used for all official correspondence inside and outside of the University.
PRESIDENT’S OFFICE STATIONERY

The stationery used within the president’s office for Fisk University consists of the blue and gold logo type with the gold seal. This stationery is reserved for the president’s use in all official correspondence inside and outside of the University.
Letterhead Standards

For letterhead use, please format letters and documents with the following settings: top-margin for the salutation: 2”, left-margin: 1.4375” and a minimum right-margin: 1”. The recommended typeface to use is Adobe Caslon Pro. If unavailable, Georgia can be used.
The following logos are used to represent various University entities. The logos should be used on all materials drafted on behalf of each unit. Please contact the Office of University Relations for suggestions on sizing and layout.

**WFSK 88 FM Radio**

**Fisk University Athletics**
Those seeking permission to use athletic logos and symbols should contact the Office of University Relations at (615) 329-8530.
**Fisk Jubilee Singers®**
The acclaimed Fisk Jubilee Singers® should always include the registered trademark after “Singers.”

**THE FISK FUND**
*THE FISK FUND* should always be referenced in italics and all caps.
The University must approve all uses of its logo and symbol, and it may require appropriate samples before approval for sale or distribution. Whenever and wherever any such logos or symbols are used, the appropriate registration marks must be included.

The University currently is finalizing a contract with a licensing company for merchandising and distribution. Individuals or groups desiring to sell Fisk University apparel or other goods will be directed to work with this company. Information is available by calling (615) 329-8530.