

FISK
UNIVERSITY

BRAND GUIDELINES



WELCOME

This is a comprehensive guide that describes the branding standards for Fisk University. This manual is intended to guide all communications in delivering a single, recognizable and concise brand for the University and to ensure the quality and consistency of all projects. Members of the Fisk community are responsible for the guidelines set in this book.





TABLE OF CONTENTS

Brand Identity

3. - Mission
- Values
- Brand Ideals
- About Fisk University

Our Aesthetic

4. Logos
6. Typography
7. Color Pallet
8. University Seal
9. Athletics
11. Sub-Identity Logos
12. Stationary
13. Business Cards and Signatures

BRAND IDENTITY

MISSION

Fisk University produces graduates from diverse backgrounds with the integrity and intellect required for substantive contributions to society. Our curriculum is grounded in the liberal arts. Our faculty and administrators emphasize the discovery and advancement of knowledge through research in the natural and social sciences, business and the humanities. We are committed to the success of scholars and leaders with a global perspective.

BRAND IDEALS

Leadership: We are intentional about creating an environment that elicits the leadership skills within each of our students. The world needs leaders. The world needs Fiskites.

Scholarship: Students come to Fisk with ambition and a high aptitude for success. We help them harness that energy into accomplishments.

Impact: For such an intimate campus size and alumni base, we have an outsized impact.

VALUES

The D.E.T.A.I.L.S. represents Fisk's core values. Our values reflect our overall ethical and moral engagement. We, the Fisk Family, seek to internalize these principles and apply them in our day-to-day work and our lives.

- Diversity
- Excellence
- Teamwork
- Accountability
- Integrity
- Leadership
- Service

ABOUT FISK UNIVERSITY

Founded in 1866, Fisk University is a private, liberal arts university located in Nashville, Tennessee. Consistently recognized for its brand of academic excellence, Fisk is ranked No. 6 on the Top 10 Historically Black Colleges and Universities (HBCU) in the 2019 U.S. News & World Report. Fisk also ranked No. 1 in the nation among HBCUs for social mobility and No. 3 in the nation for research expenditures among small liberal arts colleges. Fisk University is deeply committed to student leadership, success, and service. Fisk excels at preparing our highly motivated student body for elite graduate schools and outstanding careers. From the classroom to the boardroom, a Fisk education gives students the tools to turn their passions into careers and prepares them to make a difference in the world. To learn more about Fisk University, please visit www.fisk.edu.

OUR AESTHETIC

LOGOS

The Fisk University logo signifies the University's endorsement and should be used as the official identifier. Their purpose is to build visual identity through a uniform and recurrent presentation. The logo, which consists of a horizontal and a vertical version, should be used on all materials used for the representation of the programs, departments, offices and agencies of the University. The logo consists of the Jubilee Hall steeple and text combined as one entity and may not be manipulated or separated in any way.

LOGO COLOR

The logo may only be reproduced in Fisk Navy (PMS 281C), Fisk Gold (PMS 123C) or it may be reversed out in white. No other logo colors are acceptable.

LOGO TRADEMARK

The official university logos are trademarks of Fisk University. Usage is restricted to approved parties of the University. Unofficial or unapproved use of the official University trademarks is prohibited, and permission for said usage will not be granted.

PRIMARY LOGO

The Fisk University primary logo is the horizontal logo where Jubilee Hall is shown to the left of Fisk and should be used on all official university marketing materials.

PMS 281C &
PMS 1235C



SECONDARY LOGOS

If the spacing is limited the logo with the steeple placed as the "I" in Fisk should be used. A stand-alone steeple can be used in certain instances. In this manner, a wordmark should also be present on or within the same collateral. Exceptions may apply.

PMS 281C



PMS
1235C



WHITE



OUR AESTHETIC

LOGO MISUSE

Our logo is the most recognizable representation of our brand. To ensure that the Fisk brand is consistent, recognizable and professional, please adhere to our guidelines regarding the logo. Here are a few examples of logo treatments that break the brand standards and do not represent the University effectively. As such, it should not be altered under any circumstances. Here is a partial list of things to avoid:



DO NOT

Use more than one of the colored logos at one time.



DO NOT

Attempt to combine the two versions of the logo.



DO NOT

Attempt to edit, create a new version of the logo or use any non-approved typefaces.



DO NOT

Attempt to crop the logo in any way.



DO NOT

Place logo on top of a busy photo, or background, or place the dual colored logo on top of a distracting color.



DO NOT

Attempt to change the color or place a filter on the logo.



DO NOT

Attempt to rotate, distort or alter the logo proportions.



DO NOT

Screen back the logo or change the opacity.

OUR AESTHETIC

TYPOGRAPHY

Fisk University uses two main typefaces: Montserrat and Postamt. These two fonts are the primary fonts used in the majority of communications applications, such as brochures, flyers, newsletters, print advertising, promotional videos, stationery and business cards, banners and posters, indoor and outdoor signage, and all other promotional items.

PREFERRED USE

Montserrat is a clear and highly legible typeface and is used for body text, but it can be used for headlines, initial caps and intro segments.

Postamt is a classic and old-style serif typeface and is used for headlines, initial caps and intro segments to text, but it can be used for body text sometimes.

MICROSOFT SUBSTITUTES:

For external stakeholders or audiences who do not have the main typefaces installed, it is recommended that Verdana be used in place of Montserrat and Baskerville in place of Postamt for Microsoft Office applications.

Aa MONTSERRAT

CLASSIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZabcdefghijklmnopqrstuvwz
1234567890

BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZabcdefghijklmnopqrstuvwz
1234567890**

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZabcdefghijklmnopqrstuvwz
1234567890

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZabcdefghijklmnopqrstuvwz
1234567890

AA POSTAMT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZABCDEFGHIJKLMNOPS
TUVWXZ 1234567890

OUR AESTHETIC

COLOR PALETTE

Our color palette helps express Fisk University's distinct personality and pride. Therefore, it's important to use only these colors to create a consistent and powerful visual identity for the University as a whole.

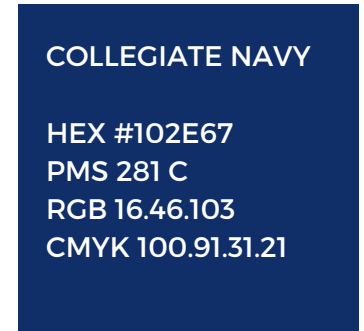
THE GOLD & BLUE

Gold and Blue are the primary University colors, with the collegiate blue playing the more dominant role in University marketing materials while the Athletic I blue is reserved more specifically for Athletic marketing. All of our primary colors are suitable for headlines, subheadlines and other large, display-sized copy.

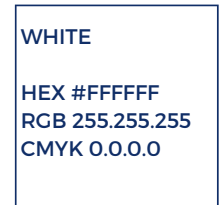
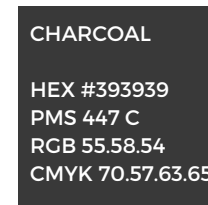
SECONDARY COLORS

For added flexibility and vibrancy, our secondary palette offers complementary shades of blue, black and white which can add dimension or be used as accents.

PRIMARY COLORS



SECONDARY COLORS



OUR AESTHETIC

UNIVERSITY SEAL

The Fisk University seal indicates an official sanction by the University, while the Fisk University logo represents the institution's image. The University seal is reserved for specific offices, events and documents and should not be used interchangeably with the logo. Since the usage of the University seal is limited it can be a powerful way to elevate our prowess and prestige when it is used on communications.

The seal should not be altered in any way.

Use of the University seal is restricted to the following:

- Communications from the Office of the President, the Board of Trustees and executive officers of the University for special communications and events.
- Formal documents including diplomas, commencement programs, transcripts, contracts, certificates and awards.
- Other official documents or historical University materials.



OUR AESTHETIC

ATHLETICS

The Fisk University Athletics Department has its own approved logos, colors and typefaces. The athletic logos are only to be used for Fisk athletic events, student focused, or spirit-building campaigns.

Our athletic marks and logos support the University's tradition of continued excellence and are not intended to promote or identify with the academic institution.

ATHLETIC TYPOGRAPHY

The Fisk Athletics logo typeface is Gotham Ultra or Montserrat Extra-Bold. It is used for headlines, initial caps and intro segments to text. Montserrat Classic is a secondary option for subheadings and is preferred for body text.

ATHLETIC COLOR PALLET

The Fisk Athletics color pallet reflects the University's traditional Gold and Blue, and while Athletic branding still incorporates the Collegiate Navy in branding materials the Athletic Blue which is much more vibrant and spirited should be the predominant blue reflected when representing Fisk Athletics.

Aa GOTHAM ULTRA

**ABCDEFGHIJKLMNOPQRSTUVWXYZab
cdefghijklmnopqrstuvwxyz 1234567890**

PRIMARY COLORS

GOLD

HEX #F4BA13
PMS 1235 C
RGB 224.186.19
CMYK 4.27.100.0

ATHLETIC BLUE

HEX #2A56DF
PMS 2387 C
RGB 16.46.103
CMYK 100.91.31.21

SECONDARY COLORS

COLLEGIATE NAVY

HEX #102E67
PMS 281 C
RGB 16.46.103
CMYK 100.91.31.21

ARTIC BLUE

HEX #E6EDFA
PMS 656 C
RGB 230.237.250
CMYK 8.4.0.0

CHARCOAL

HEX #393939
PMS 447 C
RGB 55.58.54
CMYK 70.57.63.65

WHITE

HEX #FFFFFF
RGB 255.255.255
CMYK 0.0.0.0

OUR AESTHETIC

ATHLETIC LOGOS

Full Athletics Logo



Solo Bulldog Head



Wordmark



Team Specific Logo



Team Specific Wordmark



OUR AESTHETIC

SUB-IDENTITY LOGOS

Besides the Fisk logo, all schools, departments, programs, centers, etc., will have their area-specific name typeset with the Fisk University logo. These department logos will be supplied by the Office of University Marketing & Public Relations. These logos are important to use to keep the consistency and look of the Fisk University logo. No other area-specific logo may be used. These logos must follow the same criteria and standards as the main Fisk University logo.

FONT STANDARD

Department logos Line 1: Upper Case & Bold (Montserrat). Line 2: Regular Capitalization & Weight (Postamt Regular)

Office Logos Line 1: Upper Case & Bold (Montserrat). Line 2: Regular Capitalization & Weight (Postamt Regular)

DEPARTMENT LOGOS



OFFICE LOGOS



OUR AESTHETIC

STATIONARY

University letterhead and envelopes can be customized with department or office information. Individual units of the College may not design their own letterhead or envelopes; instead, they should order customized letterhead and envelopes through the Marketing Office.

FONT STANDARD

Letterhead Primary Identity and Address
Upper Case & Bold (Montserrat).

Envelope Primary Identity Upper Case &
Bold (Montserrat) Address Regular
Capitalization & Weight



FISK
UNIVERSITY

**OFFICE OF
DEPARTMENT OF**

**1000 17th Ave. North,
Nashville, TN, 37208**



OFFICE OF

1000 17th Ave. North
Nashville, TN, 37208



615.329.0000 | www.fisk.edu

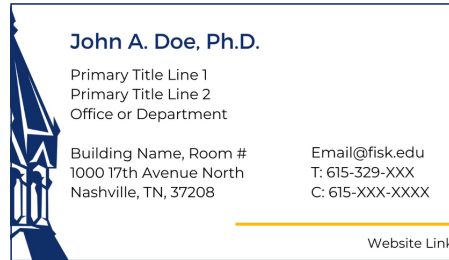
OUR AESTHETIC

BUSINESS CARDS

Fisk University business cards can be requested via the Office of Marketing and Public Relations.

FONT STANDARD

Title: Regular Capitalization, Montserrat
Medium in Collegiate Navy
All other lines Regular Capitalization &
Weight (Montserrat) in Black



Front



Back

EMAIL SIGNATURE

All Faculty and Staff should be using the official University email signature. All University email signatures should look like the example to the right.

Use the link below for instructions on how to create and add to your Microsoft Outlook:





<https://bit.ly/2S4aaVs>



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