

This Is Lincoln.

A guide to branding our Lincoln University

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CHAPTER 1-BRANDING

1.1 Lincoln University-This is Lincoln

Per its mission, Lincoln University is a historically black, 1890 land-grant, public, comprehensive institution that provides excellent educational opportunities including theoretical and applied learning experiences to a diverse population within a nurturing, student-centered environment.

More personally, Lincoln University is SCHOOL to the more than 3,100 students who are enrolled in coursework. It is HOME to those who reside in the residence halls. For alumni across the world, it is their ALMA MATER, a place where memories were made. It is a JOB and CALLING for the faculty and staff who play a role in providing the complete collegiate experience. To everyone whose lives have been touched, for every story, This is Lincoln.

1.2 Brand Development

In the Spring of 2015, Lincoln University began a rebranding process, after more than two decades with the previous brand. High 5 Communications, a Jefferson City-based marketing firm, was selected to lead the brand analysis and subsequent development of the branding tools. Over a period of five months, the firm conducted various interviews of administrators, alumni and foundation leadership, alumni, faculty, staff, students and community members. The findings of the interviews were used to determine the best way to rebrand a university that has survived 150 years and is positioning itself for the next century and a half. One of the key elements of the brand, the logos and positioning statement are addressed in Chapter 2.

1.2 Rebranding Timeline

- Spring-Summer 2015: Brand analysis (COMPLETE)
- Fall 2016-Winter 2016: Internal (including alumni/Foundation leadership) brand tease introduction (COMPLETE)
- May 2016: Licensing/trademarking process begins (COMPLETE)
- June 2016-August 2016: Small group meetings to familiarize the university family with the new brand. A full internal introduction will take place during the Fall Institute in August 2016
- July 31, 2016: Licensing and trademark process complete
- August 31, 2016: Last date to order materials featuring former brand elements
- September 1, 2016: All future orders will feature new brand elements
- September 1, 2016: External brand launch
- Fall 2016-Spring 2016: Phase out of materials featuring former brand elements
- June 2017: Sale or collection of materials featuring former brand elements
- July 1, 2017: New brand fully implemented

CHAPTER 2-ELEMENTS OF THE LINCOLN UNIVERSITY BRAND

2.1 The Logos

The Lincoln University logos serve as the visual element of the university image. Used in all traditional, social and emerging media with a visual component, the logos serve as the mechanism to create a feeling of familiarity. Through consistency and persistency, the logos are key to creating a lasting image for the Lincoln University brand. With the exception of The University Seal, files for these elements are available by contacting the Office of University Relations (OUR) (ur@lincolnu.edu). In Fall 2016, the elements will also be available for easy download from the Lincoln University website (www.lincolnu.edu).

- **The Institutional Logo**



The institutional logo may be used by all colleges, schools, departments and organizations of the university. The institutional logo should be used on most business documents, letterhead and business cards.

- **The Athletic Logo**



The athletic logo is primarily for use by Blue Tiger Athletics, but may be used by other units. The athletic logo will be used on athletic uniforms, merchandise and those materials targeting students, fans and alumni.

- **The Wordmarks**

LINCOLN



The wordmarks are the textual tools of Lincoln University branding. A wordmark is used in special cases when use of the university logo is not suitable. The wordmarks may be used by all colleges, schools, departments and organizations.

- **The University Seal**



The University Seal is reserved for use by the Office of the President of Lincoln University. No college, school, department or organization has approval to use the university seal without written permission from the Office of the President.

2.2 Additional Branding Elements

- **The Positioning Statement**

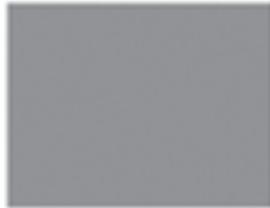
**This is Lincoln.
#ThisisLincolnU**

A positioning statement is used to communicate the uniqueness of a brand. The positioning statement, “This is Lincoln.” may be used on materials in tandem with the logo. #ThisisLincolnU may be used in social media.

- **The University Colors**



Pantone (PMS) 289



Pantone (PMS) Cool Grey 8 C



Pantone (PMS) 877 C
(Metallic Only)

The official colors for Lincoln University are Navy Blue and White, with grey as an accent color. Pantone (PMS) 289 is the official Lincoln University Blue. Cool Grey 8C and 877C(metallic) are the grey/silver options.

- **The Complementary Color Palette**



In addition to the official school colors, the brand includes a complementary color palette. The colors are a combination of warm and bright variations to reflect the legacy of the university, as well as its vitality and energy. These colors are not meant to replace the official colors and should be use to add to the aesthetics of the design.

CHAPTER 3-THE LINCOLN UNIVERSITY IMAGE

3.1 Maintaining the University Image within a Project

Creating and maintaining a consistent and persistent image of the university sounds like a monumental task. On the contrary, it can be quite easy through teamwork and the understanding that regardless of your role within the university, we are all owners and keepers of the brand.

During Summer 2016, the Office of University Relations will develop templates for materials such as flyers, brochures, print and online advertisements, and other such marketing collateral. The goal of the templates to create consistency, but in no way are they meant to stifle creativity.

3.2 Guidelines for Logo/The University Seal* Usage

1. Both the institutional and athletic logos should be used in their entirety. Elements of the logo may not be separated or reproduced.
2. The logos should never be stretched, condensed or reshaped in any way. While the logo may be resized for project needs, the proportions of the elements should remain the same.
3. The logos should never be displayed as blurred, distorted or illegible in any way.
4. The logos may be used as presented, in black and white or reversed. No other re-coloring of the logos is allowed.
5. The logos should always have ¼ inch of negative space on all sides to prevent any part of the element being cut off in the printing process.
6. Logos should not be used on a background that is too busy and/or distracting.

*Please note, The University Seal is reserved for use by the Office of the President, unless written permission is granted. In the event The Seal is approved for use, the standards set for logo usage apply.

3.3 Guidelines for Wordmark Usage

1. The wordmarks should be used in their entirety.
2. The wordmarks should never be stretched, condensed or reshaped in any way. While the wordmarks may be resized for project needs, the proportions of the elements should remain the same.
3. The wordmarks should never be displayed as blurred, distorted or illegible in any way.
4. The wordmarks may be used as presented, in black and white or reversed. No other re-coloring of the logos is allowed.
5. The wordmarks should always have ¼ inch of negative space on all sides to prevent any part of the element being cut off in the printing process.
6. The wordmarks should not be used on a background that is too busy and/or distracting.

CHAPTER 4-THE CREATIVE PROCESS

The following steps and deadlines should be followed for all creative materials:

1. Secure preliminary/budget project approval through your reporting structure.
2. The Office of University Relations offers various services to assist in the creative process. Publication, photography and photo archive request forms are available online at <http://www.lincolnu.edu/web/advancement/services>. In addition, a list of outside graphic designers and photographers is available at <http://www.lincolnu.edu/web/advancement/services>.
3. Information should be submitted electronically to the OUR through email or on disk depending on the size of the file. Neither phone calls nor hand delivered hard copies will be accepted. Please compose the information you would like to be released and it will be edited by the OUR staff. Information will be proofread and edited for content and grammatical accuracy. Revisions will be presented back to the submitting department or organization to ensure the desired message of the project has not been altered through the editing process.
4. Information for press releases should be submitted at least ONE working day in advance of desired release. If a release contains time sensitive material, please contact the OUR via email (ur@lincolnu.edu).
5. Those desiring photos from the OUR archives for must complete a **Photo Request Form**. Forms should be submitted to the OUR front desk. Requested photos will be presented via a Dropbox link. Please allow TWO working days for delivery of the link.
6. Those desiring photography services from the OUR must complete a **Photography Request Form**. Forms should be submitted to the OUR front desk. Requests for photography must be made at least FIVE working days prior to date of service. Same day requests generally cannot be honored. Photos will be presented via Dropbox link within in five working days.
7. Those desiring any other work from the OUR must complete a **Publication Request Form** in addition to a **Photo Request Form** or **Photography Request Form** if either service is necessary to the project.
Submission deadlines are as follows:
Flyers and other single-page works- 5 working days
Billboards/Print ads/Brochures and up to 4 pages- 10 working days
Annual reports and other works with 5 or more pages- 1 month
8. Print ads, brochures and any other works not created by the OUR must still be approved by the OUR before being produced. Please allow five working days for approval.

CHAPTER 5-THE UNIVERSITY IMAGE IN WRITING

5.1 Writing Standards

As a quality institution of higher learning, Lincoln University must maintain certain standards in all printed materials including correspondences, brochures, annual reports and other documents. Materials such as these serve as significant tools to reiterate the University's image of excellence.

Many of the standards presented are based on the *Associated Press Stylebook*. AP style is most commonly used in writing for the general public. Some standards have also been pulled from the *Chicago Manual of Style*. This set of guidelines is most often used for publications with an audience of academic professionals.

Through the efforts of every member of the administration, faculty and staff working together to utilize these writing standards, we can maintain Lincoln University's image of excellence within our printed materials.

5.2 Punctuation

Apostrophe '

1. Use 's to make singular nouns possessive.
Example: The student's backpack was full of books.
2. Use ' to make plural nouns possessive.
Example: The students' backpacks were piled in the corner.
3. Use ' to abbreviate the year of graduation.
Example: Class of '50
Example: John Doe '50

NOTE: Alumni names in publications should always include year of graduation.

Commas ,

1. Use , to divide items in a list.
Example: Students are expected to bring their textbook, a pen and paper to every lecture period.
2. Use , when writing dates.
Example: The University will be closed on Friday, November 25, 2005 for the Thanksgiving holiday.
3. Use , when writing cities and states.
Example: There are several students from Denver, Colorado attending Lincoln University.

Hyphens –

1. Use - to connect two adjectives preceding a noun.
Example: She is a full-time student.

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2. Use - to separate numbers indicating scores, vote tabulations, etc...
Example: The Blue Tigers won by a score of 94-72.
3. Use - when writing phrases with the prefixes “all”, “half” and “self”.
Example: He self-motivated when it came to succeeding at Lincoln University.
4. Use - with the prefix “like”.
Example: Organizations on campus bring together like-minded individuals.
5. Use - with “co” to indicate status or occupation
Example: She served as co-chair of the committee.

Periods .

1. Use . to abbreviate degrees.
Example: B.A., B.S., M.A., M.S., Ph.D
 2. Use . when writing the time of day.
Example: Class begins at 9:25 a.m.
- NOTE: Avoid writing 12 p.m. or a.m. Use noon or midnight.

5.3 Capitalization

Apply capitalization in the following cases:

1. Boards
Example: Board of Curators
 2. Colleges
Example: College of Business and Professional Studies
 3. Committees
Example: Inaugural Planning Committee
 4. Course Titles
Example: Fundamentals of Speech
 5. Degrees
Example: Bachelor of Arts in English
- NOTE: Do not capitalize degrees when they stand alone such as bachelor of science, master’s or doctorate.
6. Divisions
Example: Division of Continuing Education
 7. Geographical Regions
Example: the Southwest
 8. Offices
Example: Office of Public Information and University Affairs
 9. Programs
Example: Honors Program
 10. Rooms
Example: Scruggs University Center Ballroom
 11. Titles
Example: Homecoming

Example: Professor Emeritus Charles Jackson

5.4 Numbers

1. Spell out whole numbers one through nine. Use numerals for 10 and above.
NOTE: Always spell out numbers at the beginning of a sentence.
2. Use a hyphen to connect words ending in “y”.
Example: ninety-nine
Example: three hundred ninety-nine
3. Spell out first through ninth when representing order or location.
4. Use 1st, 5th, etc... when representing geographic, political or military sequences.
Example: 2nd Lieutenant
Example: 18th President of Lincoln University
5. Spell out percentages.
NOTE: Use “%” for scientific or statistical data, mostly in graphs or charts.
6. When writing a quantity with an abbreviation, use numerals.
Example: 11 in. x 17 in.
7. Use a comma in four-digit and higher numbers.
Example: 1,234
Example: 999,999
NOTE: For larger numbers use both numerals and words.
Example: 1.5 million

5.5 Ethnic Origins

The following are acceptable terms of ethnic origin:

1. African American
2. Asian Pacific American OR Asian American OR Pacific American as appropriate
NOTE: Never use Oriental when referring to people
3. Latino OR Hispanic American
NOTE: Regional designations may also be used as appropriate
Example: Latin American, Columbian
4. American Indian
5. Alaskan Native

5.6 Gender

Use general-neutral language whenever possible.

Example: She will serve as chair of the committee.

5.6 Former Students

The following defines the proper usage when describing former students:

1. Alumnus: Use when describing one former male student.
2. Alumna: Use when describing one former female student.
3. Alumni: Use when describing multiple former male and female students.
4. Alumnae: Use when describing multiple former female students.

5.7 School Name

The full name of the university is Lincoln University of Missouri. It is acceptable to refer to it as Lincoln, but only after the initial reference. Make every attempt not hyphenate neither Lincoln or University in writing.

CHAPTER 6-THE UNIVERSITY IMAGE AND THE MEDIA

6.1 The University in the News

The Office of University Relations has the task of overseeing University related communications, including those dealing with the news media. While a majority of the news concerning the University is of a positive nature, there are also times of crises and other difficult situations. It is important not only for the image, but also for the overall well-being of the University, that guidelines are in place for communicating with the media.

The University must maintain a proactive approach in dealing with the news media, especially in times of crisis. Information released during these times has a lasting effect on the image of the institution. It is those impressions that influence the public's future opinions about the University. This makes it extremely important that stories delivered through the news media are accurate and complete, with no speculation or editorializing.

In an effort to maintain the integrity of the University in all situations, the OUR should be the point of contact for the media.

6.2 Media Interview Guide

While the Office of University Relations should be the initial point of contact, our faculty, staff and students are the experts on the areas where they work and those points that affect them the most. Whenever possible,

When a reporter calls

- It is perfectly acceptable to tell the reporter you want to take time to gather appropriate information and are not in a position to discuss it right now.
- Get the reporter's name, newspaper / station / publication, phone number, subject to be discussed and deadline.
- Return the call as soon as possible.

Preparation

- Write down likely questions and appropriate answers.
- Know the points you wish to make. Develop appropriate messages.
- Anticipate questions such as: Why are you doing this? What is the cost? Why do I care? What are other universities/businesses doing?
- Practice response out loud.
- Know the reporter's medium and point of view.
- Be familiar with the reporter's audience and why they care about the topic.
- Call the reporter back, as promised.

Crafting your message

- Your goal is to get your message/point of view to the audience.
- Reporters are skilled generalists; you need to provide appropriate context.
- Reporters look for “news value” – stories that contain at least one of these: proximity, local angle to a national story, human interest, money, public interest, conflict, controversy, novelty, tragedy, irony, secrets, humor or sex.

The Interview

- Be yourself.
- Tell the truth.
- Make your points at the beginning. Repeat them at the end.
- Be positive about the situation, but be realistic.
- Always support your point with facts, statistics or personal experience.
- Don't repeat negative language or inaccurate information.
- Be calm. Don't allow the reporter to aggravate you.
- The tougher the question, the shorter the answer, and the calmer the demeanor.
- Don't accept the reporter's facts as true or answer hypothetical questions.
- There is no such thing as “off the record.”
- Be prepared for questions about errors and mistakes.
- State succinctly when you can release information and why.
- If you don't know, say so and find someone who does.
- Interviews are short. The reporter will only need a few minutes to get your point of view for the story.
- Don't ask to approve the story before it is published or broadcast.
- If a reporter ambushes you with a hostile interview or unexpected line of questioning, refer back to original topic. “I'm prepared for topic A, not topic B at this time.”
- Sum up. Be concise. Be quotable.

The television interview

- Darker clothes look best.
- The setting of the interview should be appropriate for the topic.
- When interviewing outdoors, do not wear sunglasses.
- Look directly at the reporter, not at the camera.
- Mind your facial expressions; smile and nod at only the appropriate moments.
- Speak at a normal volume.
- Be natural. Don't fidget or swivel in your chair.
- Don't gesture near your face.
- Don't chew gum.