
ALABAMA A&M UNIVERSITY

STYLE MANUAL



Alabama A&M University Style Manual*

This edition is published by the Office of Marketing and Public Relations, with prior important editorial and advisory input from the Public Relations Council. Any comments or suggestions for future revisions should be mailed to: Style Manual, Office of Marketing and Public Relations, Alabama A&M University, P. O. Box 1027, Normal, AL 35762 or e-mail jerome.saintjones@aamu.edu.

***IMPORTANT NOTICE!**

Any printed materials bearing the University logo, brand or name must receive approval by the Office of Marketing and Public Relations prior to publication. Therefore, all campus publication coordinators, designers and editors of said materials for general public consumption must plan their publication schedules with this mandate in mind and with ample time allotted for review and/or editing, as necessary. This does not apply to classroom materials.

All publications and materials produced by the University must be forwarded to the Office of Marketing and Public Relations, 303 Patton Hall, or to public.relations@aamu.edu, three weeks to one month before date of intended publication. Periodicals (e.g., student newspaper, etc.) should be submitted two weeks prior to submission to printing entity or online posting.

Alabama A&M University Style Manual

The Alabama A&M University *Style Manual* was first penned in 2007. Developed to foster consistency in University publications, the *Style Manual* simply will serve as a guide to the University community on the institution's graphic standards and publication policies, and it is not intended to be all-encompassing. However, should this style manual fail to address a particular situation, please call the Office of Marketing and Public Relations at (256) 372-5607.

NAME:

Alabama Agricultural and Mechanical University
(Alabama A&M University)

LOCATION:

Normal, Alabama

MASCOT:

Bulldogs

MASCOT NICKNAME:

"Butch"

ESTABLISHED DATE:

1875

CONFERENCE:

Southwestern Athletic Conference (SWAC)

The Office of Marketing and Public Relations, in conjunction with the AAMU Public Relations Council, developed this Style Manual for Alabama A&M University to foster a professional and consistent image for the university. The Style Manual offers guidelines for university communications and publications targeted toward diverse audiences, both internally and externally.

The Office of Marketing and Public Relations models the *Associated Press Stylebook* and Libel Manual for all major university publications and news releases disseminated to the news media.

Use of the Institution's Official Name

The official name of the institution is Alabama Agricultural and Mechanical University. However, the institution may also be referred to as, most commonly, **Alabama A&M University**. On second and subsequent written reference, use "AAMU." For the sake of variance in news releases issued from the Office of Marketing and Public Relations, the institution may be referred to on an informal basis (particularly with athletics and alumni groups and publications) as "A&M" or the "Bulldogs."

Use of AAMU Symbols

The Symbols



The Alabama A&M University symbols include the official seal, the AAMU logo and the Bulldog logo. Since these are the official trademarks of AAMU, clear, consistent use of these symbols is vital. **NOTE: All AAMU publications must display the University's website address: www.aamu.edu.**

The Seal

The Alabama A&M University seal must be used for formal, academic, and ceremonial publications directly related to the literary, scholastic and technical aspects of Academe, including university catalogues, Founder's Day programs, commencement programs, convocations, special correspondence from the President, etc. The seal should appear on the front or the back cover of an official, formal or academic publication.



The Logo

The AAMU logo may be used for publications not listed under "The Seal." These publications may include viewbooks, brochures, CD-ROMs, media guides, newsletters, magazines, departmental publications, and association and organization conventions. The logo is particularly applicable to informal publications and other items primarily produced by the Athletics Department, Alumni Affairs, Student Affairs and the University Book Store.

NOTE: The Alabama A&M University seal should not be used within the same publication as the AAMU logo.



ALABAMA A&M UNIVERSITY

PRIMARY MARK		SECONDARY MARKS											
1		2		3		4		5		6		7	

SECONDARY MARK		WORD MARK		FOOTBALL MARK		SCHOOL SEAL							
8		9		10		11		12		13		14	

LOUIS CREWS CLASSIC MARKS			
15		16	
17		17	

All information relevant to this entity is available on the last page of this style guide. / Digital art distributed by J. Patton • Phone: 770-612-0400 • Fax: 770-612-0439 • Web: www.jpattontdemand.com

The marks of Alabama A&M University are controlled under a licensing program administered by Strategic Marketing Affiliates. Any use of these marks will require written approval from Strategic Marketing Affiliates.



COLOR INFORMATION

MAROON
PANTONE 202
MADEIRA 1182
ROBISON ANTON 2497

CATEGORY INFORMATION

VERBIAGE

Alabama A&M™
Alabama A&M University™
Alabama Agricultural & Mechanical University™
Alabama A&M Bulldogs™
Bulldogs™
AAMU™

GENERAL INFORMATION

Location: Normal, AL
Mascot: Bulldogs
Mascot Nickname: Bulldogs, Lady Bulldogs
Established Date: 1875
Conference: Southwestern Athletic Conference - NCAA Div. I

ADDITIONAL PERTINENT INFORMATION

University seal permitted on products for resale: TBD
Alterations to seal permitted: TBD
Overlaying / intersecting graphics permitted with seal: TBD
University licenses consumables: TBD
University licenses health & beauty products: TBD
University permits numbers on products for resale: TBD
Mascot caricatures permitted: TBD
Cross licensing with other marks permitted: TBD
NO USE of current player's name, image, or likeness is permitted on commercial products in violation of NCAA rules and regulations.
NO REFERENCES to alcohol, drugs, or tobacco related products may be used in conjunction with University marks.

You must use the approved *PANTONE colors listed on this page. The colors on this page are not intended to match the PANTONE color standards.
For the PANTONE color standards, refer to the current editions of the PANTONE color publications. *PANTONE® is a registered trademark of PANTONE, Inc.

BLACK
PANTONE PROCESS BLACK
MADEIRA 1000
ROBISON ANTON 2296

The Resolution Seal

The resolution seal is similar to the official University Seal except that the word “resolution” appears in the middle portion of the graphic. The resolution seal is affixed to resolutions requiring the signature of the University President and/or the President Pro Tempore of the Board of Trustees.

The Bulldog Logo

Like the AAMU logo, the Bulldog logo is intended for informal use or for athletic publications with a more casual appeal, such as may be produced by the Athletics Department, Sports Information Director, Alumni Affairs, Student Affairs and the University Book Store (i.e., posters, T-shirts, visors, cups, pens, decals, signs, athletic activities and incidental events).



The only “dog” logo to be used must be the Bulldog logo. Please note that Alabama A&M University symbols cannot be altered or modified in any way, although they may be enlarged or reduced proportionally. The Office of Marketing and Public Relations will provide the symbols in various digital versions.



Use of AAMU Mascot Photographs

Permission for the use of official photographs of the Bulldog in publications and specialty items can be obtained through the Sports Information Director’s Office at (256) 372-4005 or the Office of Marketing and Public Relations (256) 372-5607. Do not use a substitute bulldog!



Official University Colors

The official University colors are maroon and white. The code for the AAMU maroon is PMS 202. Samples of the “true” maroon are readily available in Printing Services (256.372-5640). Other than maroon, University symbols may be only printed in black, gray, silver or gold; however, the symbols may be raised from items or fabrics of various backgrounds, as well as in landscaping.

Additional Information about AAMU Symbols

The smallest size the symbols may be reproduced is 3/4 inch.

Preferably, the symbols should be printed on one solid color background or on a white background. The symbols may be printed in a reverse form on a dark background.

The symbols should not be printed within or on top of another logo. Use good judgment when printing type over the symbols, but a 20 percent screen of symbols is recommended. Moreover, use good judgment when printing symbols on top of a photograph, an illustration or screening behind words of type.

Never outline the symbols or any part of the symbols. Do not place type, words or illustrations inside the symbols. Never make changes to the symbols or configurations.

Typefaces

The recommended typefaces for publications are Arial, Helvetica, Times New Roman and University Roman. The use of other typefaces must be approved by the Office of Marketing and Public Relations.

Arial

Helvetica

Times New Roman

University Roman

Licensing

Alabama A&M University's licensing program is designed to protect the symbols that communicate the tradition of academic excellence associated with its reputation and existence. The University strives to protect, enforce and benefit from all communications of and commercial usage of University trademarks. A trademark (including service marks) includes any word, name, symbol or device or combination of them, used to associate goods (or services) with a particular entity and to distinguish them from the goods and services of others. A trademark may be used only by or with the consent of the owner. For additional information, contact the General Counsel at (256) 372-8889.

Licensing Approval

Persons desiring usage of the name or trademarks of Alabama A&M University for a commercial purpose must obtain permission from the University prior to use, manufacture, or retail of any item. Royalties to the University must be paid for all items produced for public sale or any commercial purpose. The University Counsel serves as the University's liaison and information source for licensing approval and selection of Licensing Agent.

University Trademarks

VERBIAGE:

Alabama A&M University™

AAMU™

Bulldogs™

Licensing Agent

Alabama A&M University forms a partnership with a licensing agent through the General Counsel, (256) 372.8889. No use of AAMU trademarks is permitted without written consent of the University Counsel. Any inquiries regarding the use of trademarks or licensing opportunities should be directed to the licensing office or the university's authorized licensing agent at the appropriate address. The Agent will provide all of the necessary information and forms for licensing and artwork approval.

Internal Use

For University use of trademarks on letterhead, brochures, reports, etc., there is no licensing approval required. However, all users must reference the university's style manual.

Departments

University departments may, with permission of the University Counsel, use the University trademarks to raise funds for their organization's charitable support. Items acquired for such purposes must be acquired from approved licensees and must have the design artwork approved by the University's licensing office. The licensee or organization will be required to pay royalties on the produce in such cases. The trademarks should not be changed or combined.

Students

Student organizations that have items bearing University trademarks are required to buy such items from licensed vendors and have the design artwork approved by the licensing office. The licensed vendors will submit the artwork for the student. If the items are for public sale, the licensee or organization will also be required to pay royalties.

Letterhead, Envelopes & Business Cards



All University departments will follow the guidelines outlined by the Office of Marketing and Public Relations and provided through Printing Services. The templates for university letterhead, envelopes and business cards are available in Printing Services. Please consult with the Director of Printing Services at 256.372.5607.

The letterhead will be printed on 24-pound bond paper with 24 percent cotton, seal watermark. Ink color is PMS 202 maroon. The template reveals the exact location of the logo, the university's name and the name of the individual department or department head at the top of the letterhead. Most recent letterhead could include the land-grant status, the department's address, telephone number and fax number. E-mail addresses are optional. In the case of letterheads with joint names or an external agency or funding source, place the AAMU logo first and/or to the left of any other symbol, except the Great Seal of Alabama. Blank letterhead for page 2 and beyond will be consistent with the official letterhead on 24-pound bond paper with 24 percent cotton, through Printing Services. All stationery should include as last text line the University website: "www.aamu.edu"

The #10 envelopes will be printed on 24-pound bond paper with 24 percent cotton, white or paper of equal or greater quality. Again, ink colors are PMS 202 maroon. The template describes the exact location of the

seal, the university's name, the name of the individual department or department head and the department's address.

The business cards will be printed by AAMU's Printing Services and according to established criteria. Ink colors are PMS 202 maroon and white. The template describes the exact location of the logo, the university's name, the name of the individual department or department head, the department's address, and telephone number. Email addresses at the bottom are optional, but the website--"www.aamu.edu"--is mandatory. In the case of joint names or an external agency or funding source, please see Paragraph 2 under this subheading.

Stationery will be designed according to the University Style Manual for other University-affiliated organizations, such as the Board of Trustees, Student Government Association, Staff Senate and Faculty Senate.

Questions concerning the AAMU Style Manual and use of symbols should be directed to the Director, Office of Marketing and Public Relations at (256) 372-5607.

Use of State-Appropriated Funds & Nonstate Funds

All Alabama A&M University publications produced with state-appropriated and nonstate funds must follow specific guidelines in the university's style manual. The Office of Marketing and Public Relations will systematically review publications and materials produced by the University to ensure that departments adhere to the Style Manual. Managers will be held responsible and accountable for stationery, publications and materials produced within their departments that do not adhere to the Style Manual.

IMPORTANT NOTICE!

Any publications or printed materials bearing the University logo, brand or name must receive approval by the Office of Marketing and Public Relations. Therefore, all publication designers and editors of said materials must plan their publication schedules with this mandate in mind and with ample time allotted for review and/ or editing, as necessary. All publications and materials produced by the University must be forwarded to the Office of Marketing and Public Relations, 303 Patton Hall, or to public.relations@aamu.edu, two weeks (only if time-sensitive) to one month before date of intended publication. Periodicals (e.g., student newspaper, etc.) should be submitted two weeks prior to submission to printing entity or online posting.

Use of Disclaimer

All publications printed using state-appropriated funds must have a disclaimer on the inside front or back cover in small type with the following statement:

(Total number) of copies of this public document were printed at a cost of (total printing cost), or unit cost per copy.

Example: 1,000 copies of this public document were printed at a cost of \$500.00, or \$.50 per copy.

All publications printed using state-appropriated funds must have an Equal Employment Opportunity/ Reasonable Accommodation disclaimer on the inside front or back cover in small type.

Alabama A&M University (AAMU) is committed to equality of educational opportunity and does not discriminate against applicants, students or employees based on race, color, national origin, religion, gender, age, or disability. Moreover, AAMU is open to people of all races and actively seeks to promote diversity. Upon request, reasonable accommodation will be provided to facilitate the participation of covered individuals with disabilities. Call (256) 372-4263.

Publications printed using nonstate funds must have a disclaimer on the inside front or back cover in small type the following statement:

"This publication was not printed with state funds."

The publication printing costs should include printing, design, typesetting, and binding costs.

Diversity

In the aggregate, photographs, electronic presentations, graphics and illustrations used for Alabama A&M University must show a multicultural diversity of male, female, traditional and nontraditional students which comprise the university. Writers are also encouraged to make sure they do not use sexual stereotyping in copy.

Materials printed to publicize activities on campus that are open to the general public must have the following statement:

Persons requiring special accommodation under the Americans with Disabilities Act may call the director of veteran and disability support services at (256) 372-5805 at least 48 hours before the activity.

Use of Bulk Mail Permit

Departments producing publications that need the nonprofit organization bulk mail permit (Permit Number 18) managed by the Office of Marketing and Public Relations (256.372.5607) should contact the office at least two weeks prior to mailing to (1) ensure additional funds are available that cover the proposed mailing and (2) arrange for reimbursement to the postage account. This office reserves the right to discontinue this courtesy service and suggest that departments in frequent use of bulk mailing complete U.S. Postal Services forms to secure their own Permit.

Non-Profit
Organization
US Postage
PAID
Normal, AL
Permit No. 18

Departments should expect to adhere to all guidelines stipulated by the university and the United States Postal Service.

Colors used at www.aamu.edu

The text color on the www.aamu.edu first level pages should be either black, maroon (PMS 202), the background color white. The visited link color should be determined by EITS based on its assessment of web design visibility considerations. Call (256) 372-5953 for details.

Footer of Each Unit's Home Page

There should be a link to the University home page at the end of each unit's homepage, along with the contact information of person responsible for updating the web site.

Simplicity, Consistency and Web Accessibility Principles

Each unit's web site should be consistent and simple. In addition, thought should be given towards Web Accessibility. For more information on Web Accessibility, please call (256) 372-5953.

Web Accessibility Principles

Other important points to remember in making your pages accessible are:

Images. Use the alt attribute to describe the function of all visuals.

Image maps. Use client-side MAP and text for hotspots.

Multimedia. Provide captioning and transcripts of audio, and descriptions of video.

Hypertext links. Use text that makes sense when read out of context.

Page organization. Use headings, lists, and consistent structure.

Graphs & charts. Summarize or use the longdesc attribute.

Scripts, applets, & plug-ins. Provide alternative content in case active features are inaccessible or unsupported.

Frames. Use meaningful titles and no frames.

Length of each web page. It is strongly recommend that excessive scrolling should be avoided. If page needs more than two scroll clicks, divide information into more than one page.

Download time. Avoid use of animation and overloading your page with graphics this contributes to increase the download time.

No Frames Please

Why Frames Are Not Supported at AAMU

Frames, introduced with Netscape version 2.0, divide a page into separate scrollable windows for viewing multiple pages simultaneously. The mission of AAMU web pages, as distinct from personal web pages, is to communicate mission-critical information to the largest targeted audience possible. The use of frames reduces the audience for AAMU information; until the frames feature is better implemented by *www* browsers, we strongly recommend that you do not use frames.

AAMU WWW policy

For additional information on AAMU WWW policy, please contact at (256) 372-5953.

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Office of Marketing and Public Relations
2011 Edition