One University. One Brand.

VISUAL IDENTITY AND STYLE GUIDE for TUSKEGEE UNIVERSITY
To the Tuskegee University Campus Community:

The Tuskegee brand, or personality, is one known worldwide. It is synonymous with excellence, pride and prestige. However, the brand’s effectiveness is only as strong as its direct communicators — the campus community.

The Tuskegee University Visual Identity and Style Guide is an essential tool to ensure the promotion and communication of this institution are conveyed appropriately. From stationery to international programs and conferences, the Tuskegee brand is displayed consistently to several audiences.

This manual will guide you from conception to production in regards to promotional materials, media relations, advertising, publishing material on the university’s website, requesting marketing services, and more. It also includes the correct logos and other visual identity components that are formally a part of the Tuskegee brand.

Day in and day out, you — a part of this powerful campus community — continue to portray what Tuskegee University is all about: knowledge, leadership and service. With a more effective brand, the possibilities and opportunities are endless. Thank you for your support and adherence to all university policies that aid in the growth of this great institution.
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How to Use This Guide

The purpose of this guide is to establish guidelines for how Tuskegee University communicates and presents itself as a premier university.

The guidelines are an important component to maintaining a consistent brand as we communicate with all of our various audiences. Thus, it is vital that every school, department and division of Tuskegee University follows basic publication guidelines for printed and electronic communications, promotional items or any other material.

An in-depth understanding of the components within this guide is critical. Deviation from these guidelines may create confusion and dilute the brand identity of the university. Thank you for your commitment to ensuring that we maintain the Tuskegee University brand that displays the commitment to excellence that we all represent. If you have any questions regarding this guide, please contact the Office of Communications, Public Relations and Marketing.

This guide is also available online at www.tuskegee.edu/styleguide. Updates to print editions will be available online as well.
Brand Identity Usage Guidelines

Why Tuskegee University Has Identity Standards

Tuskegee University's historic and rich history is recognized throughout the U.S. and the world. Therefore, it is critical that the visual elements that represent this university are done consistently and with integrity. Consistency in the university's visual identity protects the institution's patents, licenses and trademarks.

By following the standards set forth, we continue to enhance the historic legacy and tradition of our most precious asset — Tuskegee University.

Minimal Design Standards

1. Tuskegee University should be clearly and prominently identified on the cover or front panel of each publication. As a general rule of thumb, the wordmark portion of the logo should be no smaller than one half an inch high (\( \frac{1}{2} \)) on a standard 4" x 9" brochure, and proportionally larger for bigger publications.

2. To promote a consistent visual identity and protect trademark licensing agreements, Tuskegee University logos and marks may vary in size, but cannot otherwise be altered, tampered with, modified or overprinted, as described in further detail in this manual. No independent or conflicting logos should be used.

3. In a four-color publication, the full color version of Tuskegee logos/marks/symbols is preferred in official, approved Tuskegee red and gold colors (see section on color in this manual). In one- or two-color publications, only approved two-color or single-color (red, gold, black, or reverse white) versions of the logos/symbols may be used. OCPRM is happy to help and to answer questions regarding alternatives.

4. The university seal is only for use on official or ceremonial documents only. It should not be used in marketing or promotional publications or promotional merchandise.

5. A link to a website should be listed on the front or back of all pieces. This includes the main Tuskegee University URL (www.tuskegee.edu) and/or any other applicable links.

6. The following SACS accreditation statement must be included on the back or inside back of all printed recruitment materials:
   “Tuskegee University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award doctoral, professional, master’s and bachelor’s degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, GA 30033-4097 or call 404-679-4500 for questions about the accreditation of Tuskegee University.”

7. Any special circumstances which may require a deviation from the standards outlined in this guide must be approved by the Office of Communications, Public Relations and Marketing.
Graphic and Visual Elements

Tuskegee University Name, Wordmark and Other Identity Marks
Our name is the primary means by which we are recognized; therefore, the Tuskegee name, in the appropriate font that constitutes our wordmark, must appear on the front or back of all forms of communication. Only approved visual elements or icons may be paired with the wordmark to form the logo. The wordmark may not be visually altered, overprinted, paired with unapproved images, bordered, changed proportionally, or otherwise tampered with in any way.

Clear Space Required
No other graphic may encroach within a unit of “x” on the top, sides and bottom of the wordmark.

Minimum size for standard brochure:

Size and Appearance: At minimum, the wordmark should appear no smaller than one-half an inch high on a standard 4” x 9” brochure, and larger on larger publications. In busy or complex designs, it should be surrounded by appropriate white space to set it apart. It should be combined with a graphic element (see next section) to constitute a university logo, except in specified situations.

The wordmark should appear in an official Tuskegee University color (see page 13). Solid black can be used in materials reproduced in black and white (including facsimile cover pages, memorandums, newsletters, or newspapers) or all white for reverses on a dark background. In special circumstances, if a printed piece is two-color but not red or gold, an alternate color may be used.

Request wordmarks and visual elements at:
www.tuskegee.edu/artwork
Examples of What NOT to Do

The following are a few examples of inappropriate usage of identity elements. When there is a question, please contact OCPRM for assistance.

- Never hyphenate the name Tuskegee or Tuskegee University in the text of a logo or in copy.
- Never alter the wordmark or any visual elements

Do not rotate or place the logo or wordmark at an angle.

Do not “squeeze” or “stretch” the logo.

Do not place in any shapes or have white space around logo image.

Do not allow images or text to encroach upon the required clear space around the logo (see page 6).
Approved Graphic Elements Paired With the Wordmark

The Tuskegee wordmark may be accompanied by the interlocking TU and tiger, preferably for promotional, informal, or athletic use. The stylized Lifting the Veil statue is preferable for use on academic materials, college/school publications, and other non-athletic or formal promotional materials. The Lifting the Veil statue icon is intended to visually symbolize the tradition and history of the university.

Both the interlocking TU and tiger and Lifting the Veil statue icons may appear separately from the wordmark when used as graphic support in a publication, provided that standards for use of the wordmark are already met in the design. Also, the icons may be used without the wordmark for internal university communication, or community projects where the audience is already highly familiar with the symbols.
Unit marks for Schools, Colleges and Departments

Independent logos for university-supported units, departments, colleges and schools are not approved for publication or merchandise use. The official Tuskegee University logo is the ONLY image to represent ANY unit, college or department that operates under the auspice of Tuskegee University. Independent logos are strictly prohibited. Symbols representing professional affiliations or external agencies may be used when necessary, but separately from the university, school or college, or department name.

Example: CDC (Centers for Disease Control and Prevention); USDA (United States Department of Agriculture); AIA (American Institutes of Architects)

Colleges and schools should align their areas to the university visually. OCPRM can offer assistance with publications and materials that are graphically complex, but by simply aligning the appropriate university name and icon with the college name in the correct university typeface, colleges will be able to visually show the relationship between the two entities.

To integrate university units, departments, and schools/colleges with the university more effectively, the university wordmark (with the Lifting the Veil statue in most situations) should appear prominently on all college and departmental communications, even when it is necessary to separate the unit name from the university logo.

Also, for a more compact logo effect, the school or college name can replace the “University” in the wordmark; this works best with shorter college or school names. Longer names fit well when the words “Tuskegee” and “University” go above the gold line.

* Please note: If you are using artwork that does not resemble exactly what is shown in this guide, please contact OCPRM to obtain the approved files to use.
Example of longer college or school name with “Tuskegee” and “University” placed above the gold line.

Example of longer college or school name and department or center, if needed.

Example of college/school name listed with department.

A horizontal option for combining the university logo with academic units.

Horizontal and vertical treatment samples on red background.
Official University Seal

The Tuskegee University seal is used to authenticate the highest official university documents (e.g., diplomas and legal documents). The seal has sometimes been used as a default means of communication. Under the new branding standards, the seal is reserved for specific ceremonial and executive level applications. The university seal should never be substituted for the Tuskegee University logo or wordmark.

Other Marks

At times, there may be a need for a less formal presentation of the university. The TU and Tuskegee paw logo are less formal and may be used on non-academic programs and promotional items.
Official University Colors

Primary Color Palette
The university’s official colors are PMS 201 (crimson and PMS 124 (gold) and PMS 873 (metallic gold). We strive to reproduce the university’s official colors as accurately and consistently as possible. The numbers and formulas listed are to be used when specifying the university colors for print or Web reproduction. If you have questions about how to achieve or specify the university colors for other methods of reproduction, please contact OCPRM for help.

Special Note to Designers and Printers
In their latest color guides, Pantone® has changed their recommended CMYK formulas for matching PMS-201 and PMS-124. Please use the CMYK values shown here for these specific colors instead of Pantone’s new recommendations. Also be aware that as software programs begin to use Pantone’s new color specifications in upgrades, it will be necessary to create these CMYK formulas within a document rather than relying upon the program’s built-in conversion from spot color to process color.
Typography

Tuskegee allows creative flexibility in selection of body text/body copy fonts for publications, although selections should be easy to read and complement the official font. Trajan is the primary typeface for the university wordmark. Because the type elements in the wordmark are enhanced, they should never be reset. OCPRM can provide a vector file of the logo.

With current technology, thousands of typefaces are available for desktop publishers and Web page designers. However, not all typefaces reflect the preferred, professional visual image of Tuskegee University. For your convenience a list of typefaces, both serif and sans serif, classic and contemporary have been identified.

Adobe Garamond: ABC abc 123

*Garamond may be used if Adobe Garamond is unavailable.

Palatino: ABC abc 123

Swiss 721: ABC abc 123

NimbusSansNovT: ABC abc 123

Frutiger: ABC abc 123

The goal is to establish a continuity of appearance that supports the university’s brand while promoting a cohesive, professional look to printed communications products.

The consistent use of these typeface families establishes an image for the university that is instantly recognizable and increasingly memorable. The use of novelty and script fonts is discouraged in most cases; contact the Director of Publications and Design at 334-724-4649 if you have a question about the use of typefaces.
Entities That May be Exceptions for Regular Tuskegee University Branding Standards

Exceptions to the regular Tuskegee University Identity and Graphic Standards must be approved by OCPRM and are available only to non-academic, public-facing entities. Exceptions are not available to a college, a degree program, an official business department, or any other established unit of the university. External funds can come from other public organizations, private organizations, private individuals, or from services rendered.

Specifically, entities eligible for exceptions must be one of the following:

- Funded 51 percent or more by entities outside of Tuskegee University
- Registered as 501c3/Nonprofits
- Public-facing units with a transactional relationship to the community
- Not a college, degree program, official business department or any other established unit of Tuskegee University approved as exceptions by OCPRM

What it means to be an exception:

Being an exempt entity does not mean that the Tuskegee University identity and graphic standards are eliminated entirely, it means:

- TU Graphic Standards may be slightly modified to allow for the inclusion of the other funding source's branding and logos.
- An official Tuskegee University logo must appear on the piece.
- It is preferred that Tuskegee University approved fonts, colors and branding be used as much as possible in promotional materials.
- Any university logos, fonts and branding used in said materials will be subject to TU graphic standards.

If you have questions, please contact OCPRM at 334-727-8349.
University Stationery

Only administrative offices, academic departments and established centers that have been approved through appropriate administrative channels are authorized to use university stationery. Neither students nor student organizations may order stationery, promotional products (including postcards, fliers etc.) bearing any official trademarked university logo, wordmark or icon.

Because desk printers typically cannot reproduce the university colors accurately, they should not be used to print full-color letterhead. For informal, electronic or internal correspondence, a one-color (black) template provided by OCPRM may be an option.

Letterheads & Envelopes
Two versions of the letterhead are shown in this guide. One primarily intended for departments associated with central administrative units (Tuskegee logo in center/area name beneath); and the other for colleges and schools to allow prominent display of the college/school name (Tuskegee logo at left). The letterhead is printed on stock approved by the university; computerized templates should not be used for external or official university communication. Official letterhead should not be personalized. An official matching envelope is available for ordering as well.

Business Cards
A business card format approved for official university use is shown in this guide. The standard business card accommodates up to 10 lines of text, an option to include a cell phone number, and the ability to include country code and USA for departments with international contacts.

How to Order Business Cards/Letterhead/Stationery Items
OCPRM has established a preferred vendor for the printing of university stationery. Please visit our website at www.tuskegee.edu/stationery; to place your order through our preferred vendor. If you choose to use another vendor, please contact OCPRM for the necessary files for printing.

Facsimile Cover Sheets and Memorandums
Since memos and facsimile cover sheets are frequent methods of communication internally and externally, they, too, present an opportunity to convey a consistent image for Tuskegee University. The templates shown in this manual are available via download at www.tuskegee.edu/templates. They can be printed and photocopied, customized by department, or be used directly in Microsoft Word as templates.
Standard #10 envelopes and business cards
(not shown to scale)

Example of personalized note card
(not shown to scale)
Letterhead primarily for administrative units (not shown to scale). Margin settings provided here ensure material will fit and print easily.

May 17, 2011

Booker T. Washington
1234 Tuskegee Ave.
Tuskegee, AL 36088

Dear Mr. Washington,

Dolor, vero dolore nulla ea delenit in eum, enim lobortis, aliquip autem ea ut praesent duis at dolore? Vero facilisi dolore eum nulla praesent nostrud, molestie vulputate dolore eu quis laoreet adipiscing? Ut illum dolore erat, augue odio vulputate voluptat duis esse dolore in luptatum in. M M olestie, eu dignissim enim tincidunt dolore augue tation ad et vulputate iusto luptatum sit aliquip, ex facilisi consequat suscipit wisi. Suscipit qui nisl vel velit ipsum nostrud crasare, amet lobortis luptatum. Q Q ui, duis vero esse eros nostrud, autem ut, ipsum duis ex accumsan.


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Sincerely,

Your Name
Letterhead primarily for academic and other units (not shown to scale). Margin settings provided here ensure material will fit and print easily. *

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May 17, 2011

Booker T. Washington
1234 Tuskegee Ave.
Tuskegee, AL 36088

Dear Mr. Washington,

Dolor, vero dolore nulla ea delenit in eum, enim lobortis, aliquip autem ea ut praesent duis at dolore? Vero facilisi dolore eum nulla praesent nostrud, molestie vulputate dolore eu quis laoreet adipiscing? Ut illum dolore erat, augue odio vulputate volutpat duis esse dolore in luptatum in. M M olestie, eu dignissim enim tincidunt dolore augue tation ad et vulputate iusto luptatum sit aliquip, ex facilisi consequat suscipit wisi. Suscipit qui nisl vel velit ipsum nostrud crisare, amet lobortis luptatum. Q Q ui, duis vero esse eros nostrud, autem ut, ipsum duis ex accumsan.


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Sincerely,
Your Name

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* Athletics department will use the same format with exception of the interlocking TU and Tiger logo will replace the Lifting the Veil statue.
Example of Downloadable Memo and Fax Templates

While it is acceptable to print memorandums on letterhead, here is an example of an inexpensive, alternative design for internal use (not shown to scale). Downloadable at www.tuskegee.edu/styleguide, you can easily customize for your department or area.

Example of facsimile transmittal sheet (not shown to scale) downloadable at www.tuskegee.edu/templates
Example of News Release template

FOR IMMEDIATE RELEASE
Contact: Janene Tate, Communications Specialist
334-724-4552
jtate@tuskegee.edu
Secondary Contact (if needed)

Title of News Story Goes Here, Align Center & Bold

Tuskegee, Ala. (Month xx, xxxx) - Body of news release goes here. Body of news release goes here.


###

About Tuskegee University
Founded in 1881 by Booker T. Washington, Tuskegee University is home to approximately 3,000 students from the U.S. and 30 foreign countries. The institution is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (SACS), and all of its professional programs are accredited by their respective agencies.

The academic programs are organized into six Colleges/Schools: 1.) College of Agriculture, Environmental and Natural Sciences; 2.) School of Architecture and Construction Science 3.) College of Business and Information Science; 4.) College of Engineering and Physical Sciences; 5.) College of Liberal Arts and Education; and 6.) College of Veterinary Medicine, Nursing and Allied Health.

Boilerplate tag sample, changes when information is updated, and can be put at the end after the ### if preferred.
Publication Planning

For the benefit of the university and individual campus units, print materials should:

• Be necessary.
• Adhere to a consistent style.
• Clearly reflect that they are part of the Tuskegee University family of publications.

Carefully consider your department’s needs and:

• Avoid producing too large of a quantity.
• Avoid having too many publications by combining materials when possible.
• Adhere to a consistent standard of design instead of producing materials that are visually dissimilar.
• Follow the minimal design standards in this guide to help ensure smooth, efficient approval processes for your materials.

Before you begin, consider the following questions to ensure you effectively and efficiently reach your goal for a publication. By establishing targets and appropriate messages, communications become more effective. Ask:

• Is there a better way to reach our audience?
• What is the available budget?
• How many people do we need to reach (quantity)?
• Who is or who are your target audience(s)?
• What is the most important thing you want the audience to know after reading your publication?
• What response or action do you want from the audience?

When you work with OCPRM in publication production, the process begins with you completing a Graphic Design Job Request form and meeting with the OCPRM staff to determine the best way to meet your needs and goals. Forms are available in the OCPRM section of the Website.

To Print or Not to Print?
With the advent of electronic communications, the Internet it is often more effective than traditional print publications. To ensure the best use of university funds, always first ask:

• Is this publication absolutely necessary?
• Is there an alternative to a print publication that is more economical and just as effective?

As a general rule, intradepartmental communications and messages delivered to a small audience (less than 100 people) should be disseminated electronically.
Editorial Style

NOTE: All written materials that will be disseminated to media or other public entities, media appearances and communication, and other communication materials must be approved by the Office of Communications, Public Relations and Marketing. No exceptions.

Editorial consistency and care is critical in creating a positive university impression. Preferred editorial style for news releases, Web news stories and other content, newsletters, and brochures is Associated Press style. Printed programs for events do not always adhere to Associated Press Style; this is determined on a case-by-case basis. The OCPRM will decide such. The purchase of Associated Press stylebooks is recommended for any department on campus that prepares news articles.

In order for a news release to be distributed through OCPRM to media outlets, OCPRM reserves the right to edit or rewrite releases as needed to ensure they meet editorial/style guidelines and provide credible, current, and meaningful information.

The items in this section are intended to assist communicators at Tuskegee University in providing consistent style for written releases and are not intended to be inclusive of all editorial style.

Continue to use The Associated Press Stylebook or Webster’s New World College Dictionary, Fourth Edition, as reference materials.

Common AP Style References

Academic degrees — Use only to establish someone’s credentials (B.A., B.S., Ph.D., etc.) However, the preferred style is to spell out the degrees (bachelor’s, master’s, doctorate). Degrees should always be abbreviated when they follow a name.

Acronyms — Avoid on first reference and use sparingly throughout the remainder of the story. Note: when using acronyms, do not place in parentheses after the name, even on first use. ACT, SAT, LSAT, GMAT, GRE, MAT, MCAT and other entrance examination titles usually don’t need to be spelled out, even on first reference.

Acting/Interim — Use “acting” when someone is temporarily doing the duties of another person. Use “interim” when someone is doing a job for an intervening or provisional period. Always lowercase, but capitalize any formal title that may follow before a name. The panel includes acting Mayor Peter Barry.

African-American — To be used only in a quote or as part of an organization’s name. The correct term is “black.”

Alternate spellings — Go with the preferred spelling, which is listed first in the dictionary, unless it is spelled a certain way for a reason, e.g., internally. (ex. Tompkins Hall.)

Alumni — Use “alumna” when referring to a woman who has attended a school; use “alumnae” to describe a group of such women. “Alumnius” refers to a man who has attended a school; “alumni” describes a group of such men, or a group of men and women.
**Ampersand** — Use only in charts, tables, or lists of companies, where the ampersand is part of the company’s official name, and where it is part of a title, such as *U.S. News & World Report*. Otherwise, in text, use “and.”

**Combining buildings/streets** — *Tompkins and White halls.*

**Commencement** — Should be lowercase. *Tuskegee’s commencement will be in the Daniel “Chappie” James Center.*

**Computer terms** — The word “Internet” is always capitalized. The term “e-mail” is always hyphenated. While “website” is one word, lowercase; “Web” is capitalized and the first letter is uppercase.

**Courtesy titles** — DO NOT use “Mr.,” “Mrs.,” “Miss.,” etc., unless it is in a direct quote.

**Daniel “Chappie” James Center for Aerospace Science and Health Education** — Also acceptable: *Daniel “Chappie” James Center; second reference: James Center.*

**Departments/majors** — Official department names are upper case; majors are lower case, except for English and foreign languages.

*She teaches three German classes.*

*The economics major will graduate in 2006.*

*The Department of Economics is hosting a seminar.*

Second reference is “the department” (lowercase). Use only the formal name on first reference. For example, the Department of Entomology, not the Entomology Department.

**Dr.** — Used only when the individual is a medical doctor.

**Faculty** — Treat as plural. When singular use “faculty member.”

**Nondiscriminatory language** — Be aware of language that contains discriminatory connotations. Replace the following terms with suggested alternatives:

- best man for the job — best candidate
- businessmen — business professionals, business leaders
- chairman — chair, chairperson, department chair
- craftsman — artisan
- foreman — supervisor
- mankind — humankind
- man-made — synthetic, manufactured
- manpower — personnel

To avoid the “student-he/she” dilemma, directly address the student (“you”) whenever possible, and, when not possible, use plural references (students/they).

**Numbers** — Use numerals for percentages and ages. Generally, spell numbers one through nine and use numerals for 10 and higher, with the exception of percentages where numerals are preferred.

*The Tuskegee University Board of Trustees approved a 2 percent increase.*
Quotes — It is important to work with the person quoted to ensure that all direct quotes are grammatically and factually correct, and that they accurately convey the intended meaning. Quotes should also be at the appropriate reading level for the intended audience.

Schools/colleges — Full name on first reference and either the school/college or, for example, Human Sciences, Engineering. (Acronyms should be used sparingly, e.g., COSAM, SFWS, CHS and only on second reference.)

The college’s enrollment has risen steadily since 1998.

References to centers, alliances, committees, etc., should be in lowercase.

The alliance has become the clearinghouse for information to the public.

States – Use Associated Press Stylebook forms, not U.S. postal service, unless printing an actual address.

Example: Alabama is “Ala.”, NOT “AL”

Tuskegee University Office of Communications, Public Relations and Marketing
Kresge Center
Tuskegee, AL 36088

Telephone numbers — should always include the area code: 334-xxx-xxx.

Timelines — No need to insert first two digits of second number unless the timeline spans a century mark. 1937-45, 1998-2004.

Titles — Consult AP Stylebook. Second references should always be in lower case.

The dean made the announcement following the board’s meeting on Friday.
The president approved the university policies for immediate implementation.

Tuskegee University — Second reference is Tuskegee or the university (do not capitalize university). Do not use the more casual and sports-related “TU” on second reference.

Tuskegee University Kellogg Hotel and Conference Center — the hotel or the conference center is acceptable on second reference.

The Tuskegee University National Center for Bioethics in Research and Health Care — The Bioethics Center is acceptable on second reference.

United States — when abbreviating, use periods: U.S.

University — lowercase when used alone, even when referring to Tuskegee University.
Who to Contact

Office of Communications, Public Relations and Marketing
334-727-8349
marketing@mytu.tuskegee.edu
www.tuskegee.edu/marketing

Mailing address:
1200 Old Montgomery Road
Kresge Center, Suite 200
Tuskegee, AL 36088

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The colors shown in this guide are for color reference only. Match to PANTONE® color standards for accuracy.

PANTONE® is the property of Pantone Inc.

If you have questions about this document, please refer to www.tuskegee.edu/styleguide.

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