



FERRUM  
COLLEGE

## GRAPHIC STANDARDS & STYLE GUIDE





# GRAPHIC STANDARDS & STYLE GUIDE

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## INTRODUCTION

The Ferrum College brand identity is unique to our school and includes the College, Ferrum Athletics, and the Blue Ridge Institute & Museum. Our brand identity is supported by graphic standards that include official colors, logos and fonts, as well as specific guidelines for their use. The consistent use of these graphic standards, as well as current taglines and themes, allows us to present a strong, unified, and professional message in our communications with potential and current students and their families, alumni, donors, and other College constituencies.

The **Ferrum College Graphic Standards & Style Guide** is intended to help College staff, faculty, students, and vendors maintain the College identity in print, on the web, and through merchandising. Subjects include approved usage for logos, colors, fonts, and style guidelines and policies for use on the College's website and official social media communications.

Ferrum College, Ferrum Athletics, and Blue Ridge Institute & Museum logos and seals are registered and trademarked to ensure the College brand identity is properly represented. The use of official College graphics is controlled and administered by Ferrum College and requires approval from the Office of Marketing & Communications, which works to:

- Manage and approve College logo artwork and other official graphics.
- Ensure products and product designs are consistent with the goals and image of Ferrum College.
- Approve the use of Ferrum College intellectual property by outside companies.

If there is a usage needed that is not covered by the **Ferrum College Graphic Standards & Style Guide**, contact the Office of Marketing & Communications for approval of the application before proceeding with its production. Always consider the use of the Ferrum College brand identity and how it might affect the image of the College. Any use of the Ferrum College brand identity that will represent the College in a negative or unfavorable way is strictly prohibited.

Adherence to the **Ferrum College Graphic Standards & Style Guide** is mandatory for all official printed or electronic College communications. The proper use of official College graphics and other messaging elements reinforces our professional reputation and gives value to the Ferrum College brand, which in turn gives value to our academic, athletic, and student life programs.

**OFFICIAL FERRUM COLLEGE MESSAGING****NEWS AND EVENTS PROMOTION**

The Office of Marketing and Communications shares news and events with the community through official news releases and social media promotions. For assistance, email [marcomm@ferrum.edu](mailto:marcomm@ferrum.edu).

**BOILERPLATE DESCRIPTION**

Founded in 1913, Ferrum College provides lifelong learning and outstanding career and graduate school preparation in a setting of rich natural beauty. A four-year, private, co-educational, liberal arts college related to the United Methodist Church, Ferrum offers nationally recognized bachelor's degree programs ranging from business and environmental science to teacher education and criminal justice, small classes, and a dedicated faculty. Surrounded by mountains, lakes, rivers and state parks, and numerous small towns brimming with regional heritage, Ferrum College also boasts a wide variety of venues for outdoor recreation and cultural enrichment.

**THE FERRUM COLLEGE MISSION**

Ferrum College is a dynamic learning community where students enter with promise and leave with purpose.

**THE FERRUM COLLEGE EXPERIENCE**

We provide unique opportunities and an excellent educational experience that will transform our students' lives within a welcoming, supportive community. We want our students, from all walks of life, to be empowered to discover their potential, achieve their goals, and make a difference in their communities. The Ferrum experience is rich with opportunities for internships, hands-on learning, international and domestic travel, scholars programs, personal development, and service to the community.

**CAMPUS LIFE**

We offer a wide range of extracurricular activities and amenities comprising an array of student clubs and organizations, as well as nineteen NCAA Division III athletic sports for men and women, plus women's wrestling, an equestrian program, and cheerleading. Our Ferrum Outdoors program allows students to experience adventures in nearby mountains and state parks and on lakes and rivers. The 30,000 square foot Hank Norton Center is home to most of our outdoor athletic programs. Our on-campus YMCA welcomes both the College and the community, with YMCA membership available to all students.



## FERRUM COLLEGE NAME

Whenever possible, the full name “Ferrum College” should be used. When writing, “the College” is preferred for secondary references instead of the word “Ferrum.”

## FERRUM COLLEGE MOTTO

The Ferrum College motto should appear as “Not Self, But Others” in English or “Non Sibi Sed Aliis” in Latin.

## FERRUM COLLEGE LOGOS

Official Ferrum College logos may not be altered or manipulated in any way except for proportionally scaling. There are to be no substitutions of fonts or words or inclusion of other fonts or graphics. The Ferrum College Office of Marketing & Communications oversees the use of the official College logos.

### PRIMARY LOGO

The primary Ferrum College logo is horizontal, with the seal to the left of the words “Ferrum College.”

#### 4-COLOR, 3-D SEAL



#### GOLD AND BLACK



#### BLACK



**STACKED LOGO**

Ferrum College also utilizes a stacked logo, which places the seal above the “RUM” of Ferrum College. The stacked logo should be used in cases when the primary logo cannot be used due to design constraints.

**4-COLOR, 3-D SEAL****GOLD AND BLACK****BLACK****OFFICIAL LOGO ARTWORK**

Ferrum College logos must be reproduced from original authorized artwork and may not be redrawn or modified in any way. Logo proportions may not be altered. Official logo artwork is available for download at [www.ferrum.edu/marcomm](http://www.ferrum.edu/marcomm) or may be obtained by emailing the Office of Marketing & Communications at [marcomm@ferrum.edu](mailto:marcomm@ferrum.edu).



## ACCEPTABLE LOGO COLOR VARIATIONS

Ferrum College logos may be reproduced in one-, two- (Ferrum College gold and black), four- and five-color variations based on printing colors available. Each version of the logo is available in College gold, black, white, College gold and black, and Pantone® PMS 872 metallic gold.

### GOLD AND BLACK



### BLACK



### GOLD AND WHITE



### WHITE



### GOLD



### GOLD



### GOLD AND BLACK



### BLACK



### GOLD AND WHITE



### WHITE



**FERRUM COLLEGE WORDMARK**

Ferrum College also uses a wordmark, which consists of the words “FERRUM COLLEGE” without the flourish F or the seal. The wordmark may not be altered in any way. It may be printed in the same colors as the logo.

**OFFICIAL WORDMARK**

**FERRUM**  
**C O L L E G E**

**FERRUM COLLEGE “FC” WORDMARK**

Ferrum College also uses a “FC” wordmark, which consists of the letters “F” and “C” in capital letters. Like the full logo and the full wordmark, the official “FC” wordmark may not be altered in any way. It may be printed in the same colors as the logo.

**OFFICIAL “FC” WORDMARK**

**FC**

**OFFICIAL WORDMARK ARTWORK**

Ferrum College wordmarks must be reproduced from original authorized artwork and may not be redrawn or modified in any way. Wordmark proportions may not be altered. Official wordmark artwork is available for download at [www.ferrum.edu/marcomm](http://www.ferrum.edu/marcomm) or may be obtained by emailing the Office of Marketing & Communications at [marcomm@ferrum.edu](mailto:marcomm@ferrum.edu).





## THE FERRUM COLLEGE SEAL

Ferrum College utilizes two distinctly different official seals: a date-only seal is used in conjunction with the words “Ferrum College” in the official logo and a formal seal used on building placards and ceremonial documents.

### LOGO SEAL

With permission, this version of the seal may only be used as a separate piece of artwork if it is screened in the background as part of a design. In that instance, the complete official College logo or the name of the College must appear elsewhere as part of the same design, identifying the College’s ownership of the seal artwork. It is also acceptable to use the seal screened in the background and placed at a 35 degree angle to the left.



### FORMAL SEAL

The formal seal is a trademarked image utilizing the words “Ferrum College”, the motto, and “founded 1913” and is used for academic and ceremonial documents as well as building placards.



The seal graphic is essentially a coat of arms or insignia which is unique to the College and originally devised for use on official documents. Each element has an heraldic interpretation which is meaningful to the history of Ferrum College. For example, the Latin wording on the banner in the center depicts the College motto, “Not Self, But Others.” The oil lamp portrays our ongoing search for knowledge, the hand illustrates our motto as in “lending a hand”, the cross signifies our founding by and connection to the United Methodist Church, and the laurel wreath is a symbol of victory, in this case, over ignorance.

**The formal seal is not a logo and should not be used on publications or for merchandise.**

### OFFICIAL SEAL ARTWORK

Ferrum College seals must be reproduced from original authorized artwork and may not be redrawn or modified in any way. The proportions of the seals may not be altered. Official seals artwork is available for download at [www.ferrum.edu/marcomm](http://www.ferrum.edu/marcomm) or may be obtained by emailing the Office of Marketing & Communications at [marcomm@ferrum.edu](mailto:marcomm@ferrum.edu).

## SUB-IDENTITY

The only approved Ferrum College sub-identity is the College Athletics Panther logo.

Individual departments, programs, special groups, or other Ferrum College initiatives are prohibited from representing the College in ways inconsistent with defined standards. Faculty, students, and staff cannot create their own representations of Ferrum College, the College logo, or College programs.

## LOGO EXTENSIONS

The official logo procedure for individual departments includes the official name of the department, office, or program in plain text placed below the Ferrum College logo or Ferrum College wordmark, dependent upon what is preferred by the requesting department or unit. These logos are created and approved by the Office of Marketing & Communications. Such logos may be used on merchandise or print materials. However, they should not be used on stationery, websites, or electronic newsletters. Examples of approved logo extensions include:





## LOGO, WORDMARK, AND SEAL USAGE GUIDELINES

Official Ferrum College publications must display the official College logo or wordmark. Logo, seal and wordmark usage must comply with the following guidelines:

### COLORS

- The Ferrum College logo, seal, and wordmarks should be printed in the official colors, black and Pantone metallic gold 872, whenever possible.
- When using a one-color logo, use gold, black, or white.
- No other colors may be used in the logo.

### USAGE

- The Ferrum College logo, seal, and wordmarks may not be altered in any way.
- The logo, seal, and wordmarks should be reproduced at least 2" wide whenever possible.
- When used in displays and posters, the logo, seal, and wordmarks should be legible from a reasonable distance.
- The logo, seal, and wordmarks should be printed at a horizontal angle. Exception: It is acceptable to use the logo seal screened in the background and placed at a 35 degree angle to the left.
- The logo, seal, and wordmarks should not be framed by a box.
- Web- and print-version logos should be used appropriately to avoid inaccurate color reproduction and poor resolution.

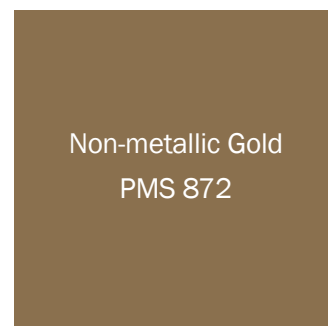
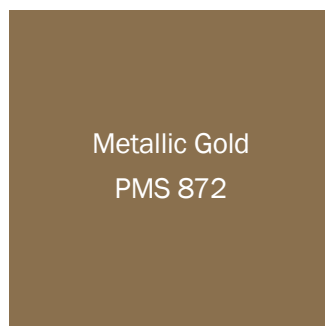
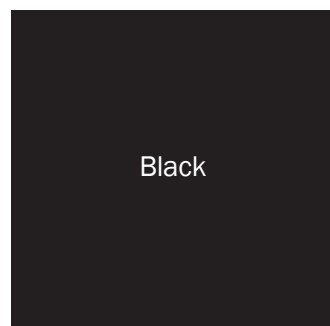
### ENSURING READABILITY

- Allow for at least 1/4" clear space on all sides of the logo, seal, and wordmarks, whenever possible.
- Do not run text up to the edges of the logo, seal or wordmark.
- The black logo, seal or wordmarks may be printed on any color paper with a background value that does not exceed 50 percent gray.
- Unless utilizing metallic gold ink, the gold logo should not be printed on colored paper that will distort the logo color.
- Textured papers that interfere with the clarity of the logo, seal or wordmark reproduction should not be used.
- The logo, seal, and wordmarks should not be screened behind images or text. Exception: It is acceptable to use the logo seal screened in the background and placed at a 35 degree angle to the left.
- The logo, seal, and wordmarks may only be placed on top of a photo or other artwork if readability is not impaired.

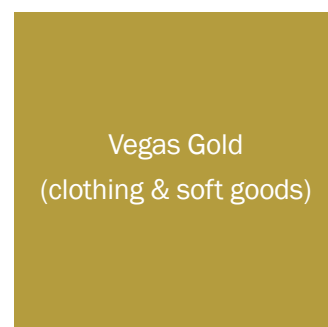
## OFFICIAL FERRUM COLLEGE COLORS

The official Ferrum College colors are black and gold. **PLEASE NOTE:** The representation of Pantone® and PMS colors included in this guide are not an exact match due to digital reproduction process limitations. Please use the appropriate PMS, CMYK, RGB and Hexadecimal color values.

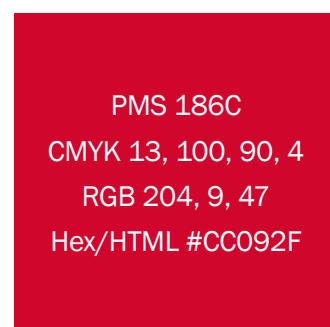
## PRIMARY COLORS



## ALTERNATIVE APPROVED GOLDS



## ACCENT COLORS

SHERWIN-WILLIAMS  
PAINT COLORS

PRIMARY  
SW 6130  
Mannered Gold

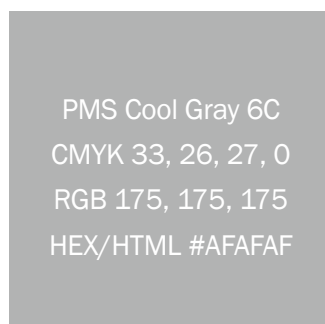


ACCENT  
SW 7674  
Peppercorn



ACCENT  
SW 7066  
Gray Matters

## NEUTRAL COLORS





## OFFICIAL FERRUM COLLEGE TYPOGRAPHY FOR PRINT

These are the official font families Ferrum College utilizes as part of the College's graphic identity.

## FOR PRINT

Adobe Jenson Pro Regular  
*Adobe Jenson Pro Italic*  
Adobe Jenson Pro Bold  
***Adobe Jenson Pro Bold Italic***  
(Other variations within the Adobe Jenson and Jenson Pro font families are also acceptable.)

Adobe Garamond Pro Regular  
*Adobe Garamond Pro Italic*  
Adobe Garamond Pro Bold  
***Adobe Garamond Pro Bold Italic***  
(Other variations within the Adobe Garamond and Garamond Pro font families are also acceptable.)

Times New Roman  
*Times New Roman Italic*  
Times New Roman Bold  
***Times New Roman Bold Italic***

Gotham Thin  
Gotham Light  
Gotham Book  
**Gotham Medium**  
**Gotham Bold**

Franklin Gothic Book  
**Franklin Gothic Demi**  
**Franklin Gothic Demi Cond**  
Franklin Gothic Medium  
Franklin Gothic Medium Cond  
**Franklin Gothic Heavy**

## SPECIAL PROJECT FONTS

## INFORMAL

GFY Jeanna

## FORMAL

*Edwardian Script*

## WEB /OPEN SOURCE FONT ALTERNATIVES

## SANS SERIF FONTS

Open Sans  
Montserrat

## SERIF FONT

EB Garamond

## WEBSITE & INTERACTIVE MEDIA DESIGN

### WEBSITE GRAPHIC STYLES

Ferrum College uses a WordPress content management system to maintain its website. Ferrum College styles and standards are incorporated into its content management system in order to maintain a consistent visual feel throughout the entire website.

Training regarding the use of the content management system is available through the Office of Marketing & Communications. New pages must be reviewed and approved for proper standards by the Office of Marketing & Communications.

### EMAIL MARKETING CAMPAIGNS

Ferrum College utilizes Constant Contact to create, send, and track bulk email campaigns. Customizable templates are available for large batch, personalized email messages. Should you require these services, please contact the Office of Marketing & Communications to request assistance.

### POWERPOINT TEMPLATES

Customizable Powerpoint templates are available that feature official College graphics and colors. Contact the Office of Marketing & Communications to request assistance.

## PHOTOGRAPHS

Photographs often enhance the look of printed and digital publications. The Office of Marketing & Communications maintains a library of thousands of photographs on the College Flickr site. These include images taken by official photographers and College representatives and include campus and area scenery, events, students, classes, professors, staff, etc.

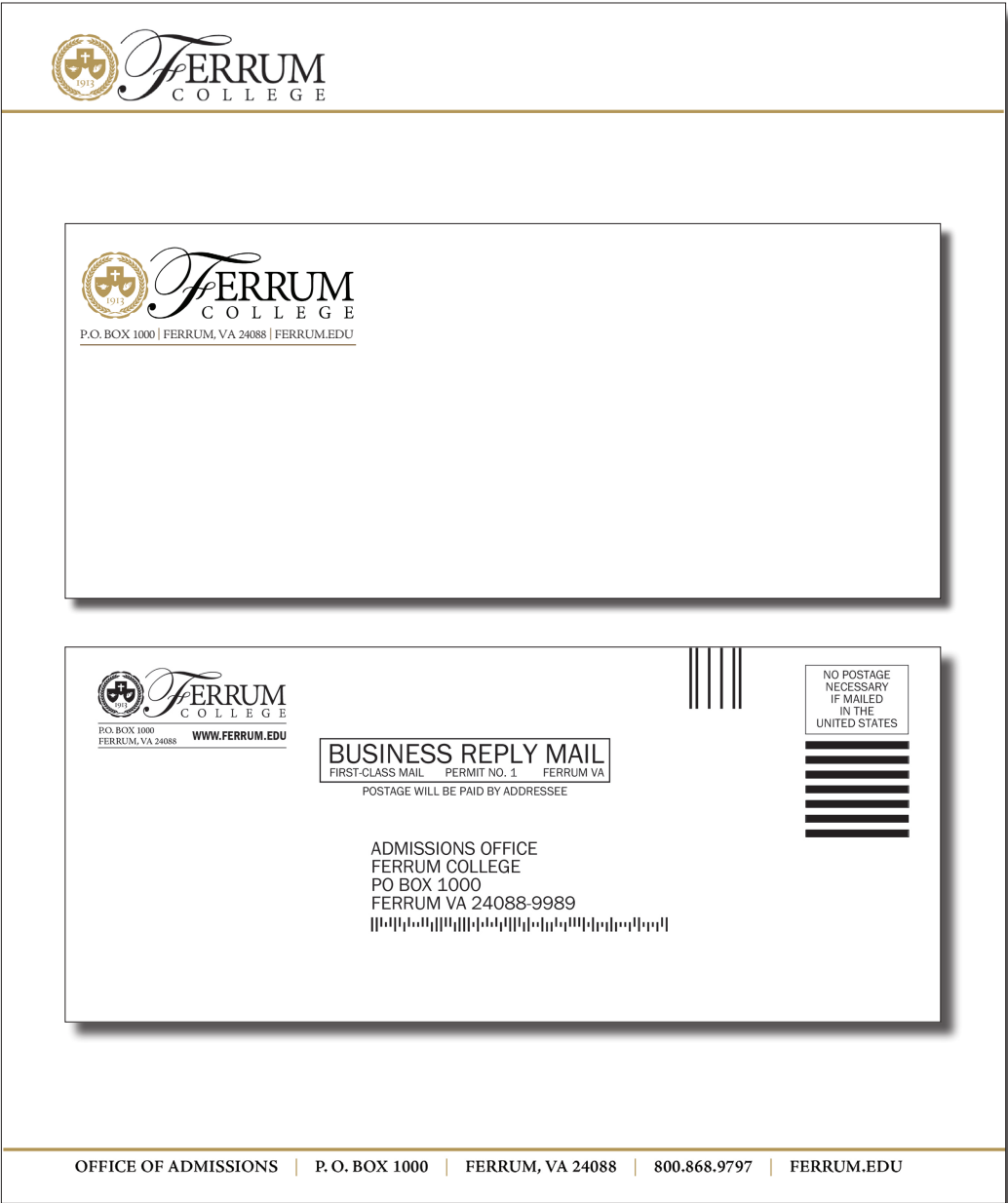
The Office of Marketing & Communications also maintains a subscription to online stock photography and can provide a wide range of images suitable for various needs.

Photographs should be 300 dpi at 100% of the size needed for print materials. Either .tif or .jpeg file formats are acceptable. Photographs should be in CMYK format.

For use on the website or another digital application, photos should be in RGB format. File formats that are acceptable include .jpeg, .gif, or .png and should be at least 72 dpi.

OFFICIAL FERRUM COLLEGE STATIONERY

Ferrum College utilizes official letterhead and envelopes. Letterhead and envelopes are designed by the Office of Marketing & Communications and may be ordered by contacting Vernese Smith at [vsmith@ferrum.edu](mailto:vsmith@ferrum.edu).



Electronic letterhead templates may be customized for individual departments or schools. Contact the Office of Marketing & Communications to request assistance.

**PLEASE NOTE: Official College stationery should not include personalized photographs, graphics, slogans, quotes, etc.**



## PROFESSIONAL IDENTIFICATION

## BUSINESS CARDS

Ferrum College business cards are printed in full color and may be ordered through Collinsville Printing. Card information should include:

- Name
- Title
- Office phone number
- Employee's college email address
- Ferrum College website
- Mobile and fax numbers (optional)



## ELECTRONIC SIGNATURES

The branded email signature is important to the professional image of Ferrum College. Faculty and staff should comply **without alteration** to the following official email signature format using the Sans Serif font. The logo should be sized so that the logo proportion relative to the text matches the following example.

Your Name  
Your Title

FERRUM COLLEGE  
Your Department (optional)  
P.O. Box 1000 | Ferrum, VA 24088-9000  
p 540.365.XXXX | c 540.365.XXXX  
youremail@ferrum.edu



## NAME BADGES

A branded name badge may be purchased from Roanoke Stamp and Seal by emailing orders@roanokecp.com. The preferred style is rectangular and sized at 3 3/16" w x 2 3/4" h. It should include the horizontal logo, your name and your title.



**PLEASE NOTE: Official College business cards and email signatures should not include personalized photographs, graphics, slogans, quotes, etc.**

## STUDENT CLUBS & ORGANIZATIONS

Student organizations that would like to use the Ferrum College logo in a project should follow these steps to secure approval:

- Create artwork according to the Ferrum College Graphic Standards Guide.
- Send an email to [marcomm@ferrum.edu](mailto:marcomm@ferrum.edu) and briefly describe what will be made and submit the artwork for approval.
- Proceed with production once artwork is approved.

To ensure artwork is approved, **do NOT:**

- **Use offensive language, references to alcohol, drugs, or sex.** These are never acceptable and may not be used on any product with any Ferrum College logo or wordmark under any circumstances.
- **Change or obscure the logo.** Any Ferrum College logo or wordmark must be unaltered if used in your artwork.
- **Use a Ferrum College logo or wordmark without asking.** Always ask first! The Office of Marketing & Communications is here to assist student organizations with their projects. Before starting production on t-shirts or other products, please send an email to [marcomm@ferrum.edu](mailto:marcomm@ferrum.edu) and briefly describe what is being made and submit your artwork for approval.

## EXTERIOR CAMPUS GRAPHICS

Any exterior decoration, such as banners, flags, graphic tents, awnings, vehicles, etc. must follow Ferrum College guidelines as to color, logo usage, and style. For questions or assistance, please contact the Office of Marketing & Communications.

Building signs on the Ferrum College campus must follow this template:



## FERRUM COLLEGE ATHLETICS



Ferrum College contracts with Nike for official athletic uniforms, shoes and equipment. The following guidelines will help the Ferrum College Panther community promote athletics with consistency and pride when producing uniforms, t-shirts, hats, sweatshirts, and other spirit wear.

The Ferrum College athletics graphic identity includes specific logos, colors and fonts, which should be used on all athletic-related communications, uniforms, equipment, and spirit wear for varsity, junior varsity, and club sports.

Intramural sports and items created for wellness events and activities may also use athletics graphics, but are not required to do so.

If there is an athletics-related graphic usage needed that is not covered by the **Ferrum College Graphic Standards & Style Guide**, contact the Office of Marketing & Communications for approval of the application before proceeding with its production. Always consider the use of the Ferrum College brand identity and how it might affect the image of the College. Any use of the Ferrum College brand identity that will represent the College in a negative or unfavorable way is strictly prohibited.





## THE FERRUM COLLEGE PANTHER LOGO

In addition to official Ferrum College logos, Ferrum College Athletics utilizes an official Ferrum Panthers logo, which is available in multi-color and single-color formats.



## FERRUM COLLEGE ATHLETICS WORDMARK

An alternative to the Ferrum College Panther logo is the athletics wordmark, which consists of the words “FERRUM COLLEGE” without the Panther in an athletics-styled font. Like the Panther logo, the wordmark may not be altered in any way.

### OFFICIAL ATHLETICS WORDMARK



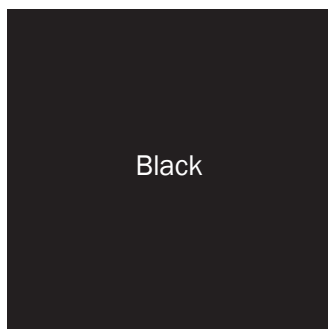
### OFFICIAL LOGO AND WORDMARK ARTWORK

Ferrum College Athletics logos and the athletics wordmark must be reproduced from original authorized artwork and may not be redrawn or modified in any way. Logo and wordmark proportions may not be altered. Official logo artwork is available for download at [www.ferrum.edu/marcomm](http://www.ferrum.edu/marcomm) or may be obtained by emailing the Office of Marketing & Communications at [marcomm@ferrum.edu](mailto:marcomm@ferrum.edu).

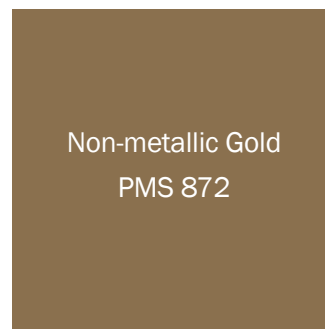
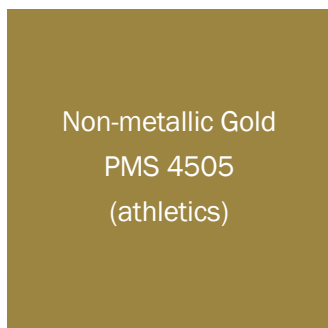
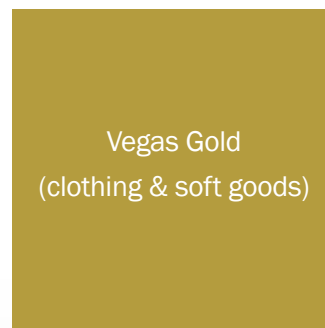


**OFFICIAL FERRUM COLLEGE ATHLETICS COLORS**

The official Ferrum College colors are black and gold. **PLEASE NOTE:** The representation of Pantone® and PMS colors included in this guide are not an exact match due to digital reproduction process limitations. Please use the appropriate PMS, CMYK, RGB and Hexadecimal color values.

**PRIMARY COLORS**

Black

Metallic Gold  
PMS 872Non-metallic Gold  
PMS 872**ALTERNATIVE APPROVED GOLDS**Non-metallic Gold  
PMS 4505  
(athletics)CMYK 20, 30, 70, 15  
RGB 180, 151, 90  
HEX/HTML B4975AVegas Gold  
(clothing & soft goods)**ACCENT COLOR**PMS 186C  
CMYK 13, 100, 90, 4  
RGB 204, 9, 47  
Hex/HTML #CC092F

## OFFICIAL FERRUM COLLEGE ATHLETICS FONTS

These are the official font families Ferrum College Athletics utilizes as part of its graphic identity.

**COLLEGIATE HEAVY OUTLINE**

**ATHLETIC**

CALIBRI REGULAR

*CALIBRI ITALIC*

**CALIBRI BOLD**

***CALIBRI BOLD ITALIC***

Franklin Gothic Book

**Franklin Gothic Demi**

**Franklin Gothic Demi Cond**

Franklin Gothic Medium

Franklin Gothic Medium Cond

**Franklin Gothic Heavy**

## FERRUM COLLEGE ATHLETICS GRAPHIC SAMPLES

The Office of Marketing & Communications often develops athletics related graphics for use in College branding efforts. Please contact the Office of Marketing & Communications if you need assistance. Examples include:



FERRUM  
COLLEGE  
EQUESTRIAN



FERRUM  
LACROSSE

FERRUM  
LACROSSE





**PANTHER LOGO AND ATHLETICS WORDMARK USAGE GUIDELINES****COLORS**

- The Ferrum College Panther logo and athletics wordmark should be reproduced in the official College colors of black and PMS 872 metallic gold, whenever possible.
- The full-color Panther logo also uses the College's official red in the panther's tongue (PMS 186, CMYK: 13, 100, 90, 4, RGB: 204, 9, 47, Hex/HTML: #CC092F)
- When using a one-color athletic logo, use gold, black, or white.
- No other colors may be used in the logo.
- Many spirit wear and gift items are available only in standard colors. Where a match to the College gold is not available, use Vegas Gold, white or black.
- The use of any other gold color must be approved by the Office of Marketing & Communications.

**USAGE**

- The Panther logo and athletics wordmark may not be altered in any way.
- When used in displays and posters, the Panther logo and athletics wordmark should be legible from a reasonable distance.
- The Panther logo and athletics wordmark should not be framed by a box.
- Web- and print-version logos should be used appropriately to avoid inaccurate color reproduction and poor resolution.

**ENSURING READABILITY**

- Allow at least 1/4" clear space on all sides of the Panther logo and athletics wordmark, whenever possible.
- Do not run text up to the edges of the Panther logo and athletics wordmark.
- The black Panther logo and wordmark may be printed on any color paper with a background value that does not exceed 50 percent gray.
- Unless utilizing metallic gold ink, the gold logo should not be printed on colored paper that will distort the logo color.
- Textured papers that interfere with the clarity of the logo or wordmark reproduction should not be used.
- The Panther logo and athletics wordmark should not be screened behind images or text.
- The Panther logo and athletics wordmark may only be placed on top of a photo or other artwork if readability is not impaired.

## INTRODUCTION

Ferrum College created the Blue Ridge Institute & Museum (BRI&M) in the early 1970s to document, interpret, and present the folk heritage of the Blue Ridge region. Graphic representation of the BRI includes the logo, and red, yellow and blue colors, along with specific fonts. All other standards appropriate to Ferrum College are also applicable.

## BLUE RIDGE INSTITUTE & MUSEUM LOGO

The Blue Ridge Institute & Museum utilizes an official logo, which is available in full-color and single-color formats.



## OFFICIAL LOGO ARTWORK

Blue Ridge Institute logos must be reproduced from original authorized artwork and may not be redrawn or modified in any way. The proportions of the logos may not be altered. Official logo artwork is available for download at [www.ferrum.edu/marcomm](http://www.ferrum.edu/marcomm) or may be obtained by emailing the Office of Marketing & Communications at [marcomm@ferrum.edu](mailto:marcomm@ferrum.edu).

## OFFICIAL BLUE RIDGE INSTITUTE & MUSEUM COLORS

The Blue Ridge Institute & Museum utilizes the official Ferrum College gold and red colors, as well as official blue and yellow colors as part of its graphic identity.

PMS 300C

CMYK 100, 58, 5, 0

RGB 0, 99, 190

Hex/HTML #0063BE

PMS 7405

CMYK 7, 31, 100, 0

RGB 237, 194, 0

HEX/HTML #EDC200

PMS 872C

CMYK 20, 30, 70, 15

RGB 180, 151, 90

HEX/HTML B4975A

PMS 186C

CMYK 13, 100, 90, 4

RGB 204, 9, 47

Hex/HTML #CC092F

## TRADEMARKS

Ferrum College, Ferrum Athletics, and Blue Ridge Institute & Museum logos, seals, and taglines are the **PROPERTY** of Ferrum College and are **REGISTERED** to prevent infringement or unauthorized use.

It is an infringement of Ferrum College property for any person, department or agency to use any Ferrum College, Ferrum College Athletics, or Blue Ridge Institute & Museum logo or seal in a manner inconsistent with the policies set forth in the **Ferrum College Graphic Standards & Style Guide**.

Ferrum College, Ferrum Athletics, and Blue Ridge Institute & Museum logos and seals may not be modified in any way. No outside vendor or other third party may utilize Ferrum College-owned logos, seals, or graphics without the express written permission of the Office of Marketing & Communications.

## COMPLIANCE

Individual departments, programs, special groups, or other Ferrum College constituencies may utilize Ferrum College-owned logos, seals, or graphics without written permission but are required to represent Ferrum College, Ferrum Athletics, and the Blue Ridge Institute & Museum in ways consistent with the standards defined in the **Ferrum College Graphic Standards & Style Guide**.

No person, department or agency may use any altered form of any Ferrum College-owned logos, seals, or taglines.

No person, department, or agency may supply any Ferrum College-owned logos, seals, or graphics to an outside vendor or other third party without the express permission of the Office of Marketing & Communications.

No person, department, or agency may create recruitment and marketing materials that fail to tie into established institution-wide themes.

No person, department, or agency may create their own graphic representations of Ferrum College or official College programs without the express permission of the Office of Marketing & Communications.

Please contact the Office of Marketing & Communications if you need assistance to comply with the **Ferrum College Graphic Standards & Style Guide**.



## NONDISCRIMINATION STATEMENT

Ferrum College does not discriminate on the basis of race, religion, color, national origin, age, veteran status, sex or handicap in admission to, access to, treatment in or employment in its programs and activities. Ferrum College affirms the dignity and worth of every individual regardless of sexual orientation or gender identity and will not tolerate harassment or discrimination toward any individual. This institution is an equal opportunity provider and employer.

If you wish to file a Civil Corrects program complaint of discrimination, complete the USDA Program Discrimination Complaint Form, found online at [ascr.usda.gov](http://ascr.usda.gov), or at any USDA office, or call (866) 632-9992 to request the form. You may also write a letter containing all of the information requested in the form. Send your completed complaint form or letter to us by mail at U.S. Department of Agriculture, Director, Office of Adjudication, 1400 Independence Avenue, S.W. Washington D.C. 20250-9410, by fax (202) 690-7442 or email at [program.intake@usda.gov](mailto:program.intake@usda.gov).

## TITLE IX STATEMENT

Title IX of the Education Amendments of 1972 states: No person in the United States shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any education program or activity receiving federal financial assistance.

## SUBMIT A TITLE IX COMPLAINT/REPORT

The College's Title IX Coordinator has ultimate oversight responsibility for handling Title IX-related complaints and for identifying and addressing any patterns or systemic problems involving Sexual Misconduct. The Title IX Coordinator is available to meet with individuals who are involved with or concerned about issues or College processes, incidents, patterns or problems related to sexual misconduct on campus or in College programs. All allegations involving sexual misconduct should be directed to the Title IX Coordinator or other designated College individuals or offices as outlined in the Sexual Misconduct Policy and Procedures.



## INTRODUCTION

The **Ferrum College Graphic Standards & Style Guide** is intended to help College staff, faculty, students, and vendors maintain consistency in Ferrum College print and online publications and communications.

Included in this style guide are specific rules and usages that should be followed by Ferrum College authors and editors. In general, writers should use the primary style guide that pertains to the publication they are writing such as the *Associated Press Stylebook* and *The Chicago Manual of Style*. When a conflict exists between the **Ferrum College Graphic Standards & Style Guide** and other guides, this style guide takes precedence in documents that represent the College.

## PRINT PUBLICATIONS & COMMUNICATIONS

### ABOUT OUR NAME

Our official name is Ferrum College. “Ferrum” (the town) should not be used to describe Ferrum College in formal writing. Similarly, “FC”, “Fe”, or “FE” should never be used in referencing Ferrum College in formal writing. “Ferrum” and “FC” are acceptable for informal communications (such as spirit wear). Out of respect, the “College” (with capital C) is acceptable after first use of Ferrum College. The use of “college” (with lowercase c) is unacceptable for describing Ferrum College.

### ABBREVIATIONS

While abbreviations or acronyms are appropriate in some situations, particularly when dealing with a title, please refrain from overusing acronyms. Attempt to find other ways to identify and describe the subject matter.

### ACADEMIC DEGREES

- B.A., B.S. (no space after first period) bachelor of arts, bachelor of science
- M.A., M.S. master of arts, master of science
- Ed.D., Ph.D. doctor of education, doctor of philosophy
- M.B.A. (or MBA) master of business administration
- Do not add the word “degree” after an abbreviation of the degree
  - Incorrect: She’ll receive her Ph.D. degree this fall.
  - Correct: She’ll receive her Ph.D. this fall.
  - Incorrect: She has a B.A. degree in chemistry.
  - Correct: She has a bachelor’s degree in chemistry.
  - Correct: She has a bachelor of science in environmental science.

**ACADEMIC DEGREES (CONTINUED)**

When referring to degrees in general, downcase and use the possessive for bachelor's and master's. Examples:

- More than 1,000 students earned bachelor's degrees.
- Fewer than a dozen people hold doctorates in this field.

Do not capitalize formal names of degrees. Examples:

- He was the first of the Smiths to earn a bachelor of science in environmental science at Ferrum College.

**ACADEMIC TITLES**

Use the full names and capitalize professorships, chairs, and scholarships. Examples:

- the Williams Professor of Biology
- the Clements Family Endowed Scholarship

**ACRONYMS**

Spell out on first use of all acronyms. Such as:

- Council of Independent Colleges in Virginia (CICV)
- National Association of Independent Colleges and Universities (NAICU)
- Southern Association of Colleges and Schools (SACS)
- State Council of Higher Education for Virginia (SCHEV)

**ALUMNUS, ALUMNI, ALUMNAE**

Proper usage is as follows:

- Alumnus: one male graduate
- Alumni: more than one male graduate or a mixture of male and female graduates
- Alumna: one female graduate
- Alumnae: more than one female graduate

**APOSTROPHES**

- M.S.'s, Ph.D.'s (plurals)
- Plural of a single letter: A's, B's
- Decade as a noun: The 1990s were a profitable time. The '90s saw a rise in enrollment.
- Decade as a possessive: His thesis discusses the 1990s' cultural changes.
- Do not add apostrophes to plurals that are not possessive.

**ARTICLES AND CHAPTERS**

Use quotation marks for short stories, essays, articles, poems, songs, or radio and television episodes. Example: “Eutrophication at Claytor and Smith Mountain Lakes”

**BOARD OF TRUSTEES**

The Board of Trustees of Ferrum College; Ferrum College Board of Trustees; the board of trustees; the board; members of the board.

**BOOKS AND VIDEOS**

The names of books, newspapers, magazines, newsletters, reports, and videos should be italicized. If italic is not available, use underline.

**CAMPUS NAMES**

Aim for consistency when referring to the names of programs, buildings, and locations on the Ferrum College campus. Examples:

- Academic Resources Center or ARC
- Experiential Term or E-Term
- Founders Conference Room
- Panthers Den
- Presidents Conference Room

**CLASSES**

First-year student (avoid “freshman” when possible), sophomore, junior, senior, entering class, sophomore class, etc. Class of 2018 (as graduating year).

**COLLEGE**

Always use uppercase “College” when referring to Ferrum College in text.

**COLLEGES/SCHOOLS/DEPARTMENTS/DIVISIONS**

Capitalize formal names of schools and departments in the College. Lowercase informal references. Examples:

- School of Natural Sciences and Mathematics
- Department of History (but history department, English department).

**COMMAS**

Do not use a comma before Jr., Sr., or Inc. Do not put commas between complete sentences. Example: “The concert begins at 6 p.m., admissions is free.” should read “The concert begins at 6 p.m. Admission is free.”



**COMMONWEALTH OF VIRGINIA**

Capitalize commonwealth only when using the full proper name Commonwealth of Virginia. Lowercase when using alone. State is always lowercase except when used as part of the official name of another state, e.g., the State of Maryland.

**COMPUTING TERMS**

Email does not use a hyphen, but a hyphen should be used in other situations such as e-book or e-commerce. The “e” should be lowercase unless at the beginning of a sentence. Other examples:

- home page – two words
- internet – no longer required to capitalize
- logon, log on – logon is used as a noun or modifier; log on is a verb.
- online – italicize online publications as you would print publications.
- web – no longer required to capitalize
- website – this has evolved from Web site to web site to website. Consistent with this, use webpage, not Web page.

**COURSES/PROGRAMS**

Lowercase when describing courses in general; uppercase the specific course or program. Examples:

- I took Biochemistry, Appalachian Literature, Plant Propagation, and Two-dimensional Design.
- I was enrolled in a biology course, a literature course, a horticulture class, and an art class.

**DEPARTMENTS**

Some departments have cumbersome official titles. Spell out the official name on first reference and revert to abbreviations afterward if desired.

**DOUBLE SPACES**

Ferrum College does NOT use double spaces between sentences in print and online publications.

**EM DASHES**

Em dashes can be used either with or without a space before and after the dash, depending on preference. Usage must, however, be consistent within a document or publication.

**EMAIL AND WEB ADDRESSES**

It is no longer necessary to italicize email and web addresses in print documents. Finish sentences that end with a web address with a period.

**ETHNICITY TERMS**

The following are considered correct usages:

- American Indian or Native American, not Indian; when possible, try to specify the tribe: He is a Navajo commissioner.
- Asian, not Oriental (Oriental is an adjective, i.e., Oriental rug, Oriental furniture, and its use is demeaning when used to describe people.)
- Black or African-American; it is okay to ask for preference. (These are not necessarily interchangeable.)
- Hispanic or Latino are acceptable for those whose origin is a Spanish-speaking nation. Try to be specific, however: a Mexican man, Venezuelan woman, Cuban emigrant, etc.
- White, not Caucasian

**HYPHENS**

Examples:

- On-campus program (As a general rule, all compound modifiers should be hyphenated.)
- Vice president (no hyphen)
- Fundraising, fundraiser (preferred use is without a hyphen or a space)
- Highly developed (no hyphen with adverbs ending in “ly”)
- Nonprofit, postgraduate, preadmission
- No hyphen with “non,” “pre,” “post,” “sub,” etc., compounds.

**HYPHENS EXCEPTIONS**

Examples:

- When the second word in a pair is capitalized; e.g., non-English.
- Numbers; e.g., pre-1970.
- Re-create when used to mean create again; recreate is an awkward verb meaning to take part in recreation.
- When the last letter of a prefix is the same as the first letter in the second word, use a hyphen: anti-intellectual, pre-existing.

**NUMERALS**

Numbers from zero to nine should be spelled out in any text. Numbers from 10 on up should appear as numerals in text. Numbers greater than 10 used at the beginning of a sentence should be spelled out. The same applies to the ordinal use of those numbers. However, numbers referring to the same category in the same sentence should either be all numerals or all spelled out.

- Numerals are acceptable when used from 0 to 9 or 1st to 9th for the following: political or military designations, ratios, clothing sizes, speeds, and appropriate page, chapter, or scene designations.
- Use numerals to indicate ages (as per AP style).
- Avoid constructions in which an age follows a class year in a sentence.
- When referring to a specific date in the month-day date format, use cardinal numbers (one, two, three) rather than ordinal numbers (first, second, third).

**OFFICE OF...**

Using “Office of” is standard for all campus offices unless otherwise noted. Example: Office of Admissions. It is acceptable to use a downcase version when “office” follows name. Examples: registrar’s office or admissions office.

**OLD DOMINION ATHLETIC CONFERENCE (ODAC)**

The acronym “ODAC” may be used after first mention.

**PERCENT**

Spell out the word “percent,” repeating the word if a range is being described. Do not spell out the numbers in percentages; use numerals. Use % in tables and charts. Examples:

- Correct: The tuition increase will be between 5 percent and 10 percent.
- Incorrect: The tuition remission will be between 15 and 40 percent.

**PRESIDENT**

Use the president’s middle initial on first reference. Example: David L. Johns

**PUNCTUATION**

We prefer usage of the serial comma. Examples:

- Correct: “Students study in three areas: natural sciences, humanities, and social sciences.”
- Incorrect: “Students study in three areas: natural sciences, humanities and social sciences.”

**QUOTATION MARKS**

Use double quotation marks in headlines and in the body of text. Single quotation marks should only be used inside double quotation marks.

**REGIONS**

Northern Virginia, Southwest Virginia (and southwestern Virginia), Tidewater, Southside, Eastern Shore, Piedmont, Northern Neck

**ROOM NUMBERS**

Preferred format is to name the building first followed by the room number, as in Britt Hall Room 203

**STATES**

Spell out when state names stand alone. Use AP abbreviations when used with the name of a city in text. Use postal abbreviations in addresses but not in text. AP state abbreviations (states not listed have no abbreviation):

Ala.	Colo.	Ga.	Ky.	Mich.	Mont.	N.J.	N.D.	R.I.	Vt.	Wis.
Ariz.	Conn.	Ill.	La.	Minn.	Neb.	N.M.	Okla.	S.C.	Va.	Wyo.
Ark.	Del.	Ind.	Md.	Miss.	Nev.	N.Y.	Ore.	S.D.	Wash.	
Calif.	Fla.	Kan.	Mass.	Mo.	N.H.	N.C.	Pa.	Tenn.	W.Va.	

**TELEPHONE NUMBERS**

- Preferred: 540.365.2121
- Acceptable: (540) 365-2121 or 540-365-2121
- Unacceptable: 540/365/2121
- Extensions: 540-555-4832 ext. 123

**TITLES**

Titles preceding a personal name are uppercased. The title is lowercased when it stands alone or follows a personal name. Examples:

- President Johns; David Johns, president of Ferrum College; the president
- Jason Powell, associate professor of chemistry and physics

**UNITED STATES**

U.S. (with periods) is acceptable in all uses.

**ZIP CODE**

Use “zip code,” not “ZIP code.”



## WRITING FOR THE WEB

Ferrum College manages the visual display of web content through WordPress. Each department on campus has ownership of its unique web content. Users should adhere to the writing conventions covered in this manual when writing content.

Studies have shown that web users resist reading each line of a large body of text. Instead, they tend to scan web pages quickly for photographs, bulleted items, paragraph titles and short “chunks” of information. When creating web pages, break up long passages of content by consistently using bold titles, bulleted lists, short paragraphs, and photographs.

### SOME KEY CONCEPTS

- Omit nonessential words. Keep in mind that users scan, not read.
- When writing, start with the main point (only one idea per paragraph), and support that point with links, bullets, and other details.
- Position essential content at the top of the page. Users do not necessarily scroll.
- Categorize content according to users’ needs, not by departmental or organizational wants.
- When creating links in body copy, highlight only the words that most accurately describe the destination of the link. Refrain from using “click here.”

### DO

- Use language that is clear and concise.
- Keep in mind that users scan pages and often do not find what they initially looked for.
- Use headers, bullet points, lists, and captions appropriately.
- Provide links to related and additional detail to keep page content to a minimum.
- Use an active voice: “Dr. Brown published her book.”
- Use images to connote meaning. Keep in mind the adage “a picture is worth a thousand words.”

### DO NOT

- Expect your visitors to read everything.
- Put everything on one page. Break up content between pages.
- Use clip art, pixelated, or unprofessional looking images.

## SOCIAL MEDIA GRAPHICS

Ferrum College supports the use of social media by employees, teams, and clubs to connect with students, faculty, staff, alumni, and more. The following pages include the Social Media Policy for guidance on how to do so effectively, safely, and within College guidelines.

Social media include all types of communication shared in an electronic format, including Facebook, Twitter, Instagram, LinkedIn, Flickr, YouTube, Pinterest, blogs, email, social networks, instant messaging and video-hosting sites. Each platform has its own style and privacy options. Review the social platform's guidelines and the Ferrum College Social Media Policy closely before posting information.

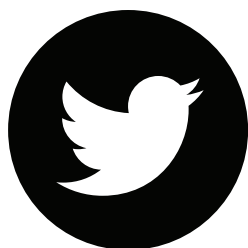
When developing social media site graphics, the Ferrum College Graphic Standards must be followed. If you need assistance with setup, profile images, headers, style, or usage, please contact the Office of Marketing & Communications.

## SOCIAL MEDIA ICONS

Ferrum College uses the following social media icons in publications and on the website.



Facebook



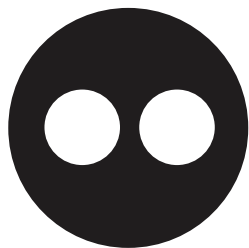
Twitter



Instagram



Blogger



Flickr



Snapchat



YouTube



Pinterest

**SOCIAL MEDIA POLICY****PURPOSE**

As defined by Merriam-Webster, social media are forms of electronic communication (such as websites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos.) Social media tools, including Ferrum College-sponsored social networking sites, blogs, video- or picture-sharing sites, wikis, and other means of communicating online, are an important part of the College's public image and offer new opportunities to communicate directly with College constituents.

Ferrum College developed this policy and suggests best practices to assist those utilizing social media in protecting the College's name and image as well as their personal and professional reputations. This policy applies to all Ferrum College employees, faculty, groups, departments, programs, entities, and others, all of whom are also subject to state, federal and international law, including FERPA and HIPAA, and rules set forth by third-party sites, as well as all existing College policies.

**INDIVIDUALS ARE RESPONSIBLE FOR THEIR POSTS**

Individuals are legally responsible for what they post online, whether on a personal site or a College-sponsored site. They may be held personally liable for defaming others, revealing proprietary information, and copyright infringement, among other things. All postings will be subject to state, federal and international law, including FERPA and HIPAA, and rules set forth by third-party sites. In addition, existing College policies apply to their online posts, including those posted on College-sponsored sites. The same laws, professional expectations, and existing College Community Standards, policies and guidelines for interacting with students, parents, alumni, donors, media, and other College constituents apply to online communications as well.

**INSTITUTIONAL SOCIAL MEDIA SITE POLICIES**

**Obtain President's Cabinet (PC) approval and notify the Office of Marketing & Communications.**

All Ferrum College social media sites must have a clearly identified employee who is accountable for site management and content. Only PC-authorized individuals may set up or post to College-sponsored social media sites. College faculty, groups, departments, programs, entities, individuals, and others who have a College-related social media page or would like to start one should notify and/or seek approval from the PC member responsible for their division. PC members will notify the Office of Marketing & Communications of approved sites and site managers.

**INSTITUTIONAL SOCIAL MEDIA SITE POLICIES (CONTINUED)****Protect confidential and proprietary information.**

Posting confidential or proprietary information about Ferrum College, students, employees, or alumni is prohibited. Applicable state, federal and international law, including FERPA and HIPAA, and all applicable College privacy and confidentiality policies must be adhered to.

**The use of Ferrum College logos or other imagery on personal sites is prohibited.**

Do not use the Ferrum College name, logos or any other College images on personal sites or to promote a product, political party, or other cause.

**Abide by fair use laws.**

Adhere to all state, federal and international laws regarding copyright and intellectual property rights.

**Value Ferrum College time and property.**

On campus electronic communication systems are the property of Ferrum College and should be used for College related business. College computers and time on the job must be used in accordance with the College's Policy on Responsible Use of Computer and Communication Equipment.

**BEST PRACTICES**

In general, individuals should be thoughtful about what they post and respect the purpose of the community in which they are posting. The following guidelines should be followed when communicating online:

**Respect and professionalism.**

Individuals should be professional and respectful when communicating online and remember that they are responsible for everything they post. It is okay to disagree as long as it is done civilly and inoffensively. Individuals should remember that social media sites are open for all to see and search engines can turn up comments and posts for years to come. When in doubt about posting something online, individuals should wait to post questionable content until they consult with their supervisor or the Office of Marketing & Communications.

**Transparency.**

Individuals must identify themselves and clearly state their intentions when blogging or posting on behalf of Ferrum College. It should be clear that an individual's expressed views are not necessarily those of the institution.

**Accuracy.**

Individuals should be accurate and honest when posting to social media sites. Facts and sources should be verified and cited when possible. If a mistake is made, it should be quickly acknowledged and corrected.



**Valuable posting.**

Individuals who join a social network or comment on someone's post or blog should be positive and productive when contributing to the online conversation. They should remember "quality, not quantity" and keep things simple and relevant.

**Liability.**

Individuals are legally responsible for any commentary deemed to be proprietary, defamatory, libelous or obscene (as defined by the courts.)

**Photography and images.**

Photographs and images posted online may be easily appropriated. To protect intellectual property, individuals should consider adding a watermark and/or posting images no larger than 800x600 at 72 dpi resolution so that they are sufficient for viewing online but not suitable for printing.

**HANDLING COMMENTS**

Social media site content may elicit comments or discussion of opposing ideas. Not all reader responses to College social media sites are appropriate to post. Individuals who post entries that elicit reader comments should follow these guidelines when handling responses:

- Do not allow the posting of any comment that is obscene or offensive.
- Do not allow the posting of any comment that reveals proprietary information.
- Do not remove relevant anti-College comments simply because they are negative. Do not engage in online arguments or "flame wars" through social media commenting.
- Do not allow the posting of spam, advertisements, or comments that merely link to another website (unless they are responsive to the original post.)
- If a complaint about the College is made in a social media site posting, immediately notify the Office of Marketing & Communications so it can handle the situation directly.

**HANDLING SOCIAL MEDIA POLICY VIOLATIONS**

Failure to comply with this social media policy may result in disciplinary action, up to and including termination.



The Ferrum College Office of Marketing & Communications within the Office of Institutional Advancement has been tasked with managing the Ferrum College brand. When representing the College on the web, in print, or in any other official way, please keep in mind:

- Our graphic identity is the dominant outward visual expression of our mission and values. Communication materials should express our serious commitment to conveying the authorized brand image and these underlying qualities that it represents.
- All graphics used in the promotion of Ferrum College programs of any sort are the intellectual property of the College and are subject to appropriate regulations.
- When in need of design elements for web, print or other collateral materials, please contact the Office of Marketing & Communications.
- Department staff will also assist in the review or proofing related to your use of the College graphics in any medium. Email your graphic designs to [marcomm@ferrum.edu](mailto:marcomm@ferrum.edu) for review.

This Graphic Standards & Style Guide will be updated regularly. The most current version can be found online at [www.ferrum.edu/marcomm](http://www.ferrum.edu/marcomm). Please contact the Office of Marketing & Communications with any graphic-related questions, comments, or matters you feel should be addressed regarding design and usage.

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Ferrum College  
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215 Ferrum Mountain Road  
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540.365.4300 | [marcomm@ferrum.edu](mailto:marcomm@ferrum.edu)



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