

Brand Standards

DATE:
July / 2026

NAME:
Fort Hays State University

ADDRESS:
600 Park Street, Hays, Kansas 67601

YEAR EST:
1902



**FORT HAYS STATE
UNIVERSITY**

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This is the approved Visual Identity Standards Manual for
Fort Hays State University.
All logos and symbols in this manual are the property of Fort Hays State University
and may not be reproduced without permission.

The color palette in this manual is for reference only. For color accuracy, use the PANTONE® color system.
PANTONE® is the property of Pantone, Inc.

Reproduction of any logos or symbols is prohibited without the approval of
Fort Hays State University.

For licensing information, please see page 59 in the FHSU Brand Guidelines
For questions about this manual, please visit fhsu.edu/marketing
or contact the University Marketing Department at (785) 628-4631.
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Brand Identity



Who We Are

Located in HAYS, KANSAS. We EDUCATE the young & old. We prepare students to succeed in LIFE and in their chosen career path. We offer exceptional, proven academic quality that empowers the student's future. We have the BEST VALUE in Higher Education Anywhere!



Diversity

Our community of care is only so because of its diverse array of members – of all ages, backgrounds, beliefs and areas of origin. We invite you to experience the world of unique experiences within the campus at Fort Hays State.



Mission

Fort Hays State University provides accessible quality education to Kansas, the nation, and the world through an innovative community of teacher-scholars and professionals to develop engaged global citizen-leaders.



Values

Knowledge & Scholarship.

Knowledge transforms the human experience. We value inquiry, discovery, and the dissemination of knowledge that leads to intellectual, social and economic advancements.

Innovation & Entrepreneurship.

We think big. We solve problems. We seek and confront challenges, and embrace strategic risks that turn great ideas into exceptional pathways.

Global Engagement.

We transcend geographic and cultural boundaries. We build partnerships and opportunities that connect our students to the world.



Vision

We will be accessible to those who seek higher education, unlocking potential aligned with the democratic, economic, and social needs of our communities, our region, and our world.

Brand Execution

Logos



FHSU PRIMARY VICTOR LOCKDOWN LOGOS

The Fort Hays State University logo instantly identifies the university wherever it appears. It deserves to be treated with respect and used in a manner that doesn't alter or diminish its value.

FHSU's logo is the graphic representation of Fort Hays State University. This is the only logo used to represent the university as a whole. Departments, offices, colleges, and campus organizations have been provided with versions of the logo for their specific uses.

Artwork for all official university marks and individual departmental logos are available for download through the University Marketing and Strategic Communications website.



fhsu.edu/um

2-color lockdown
left logo



FORT HAYS STATE UNIVERSITY

2-color lockdown
centered logo



FORT HAYS STATE UNIVERSITY

USAGE OF THE FHSU PRIMARY VICTOR LOCKDOWN LOGO

The space around the logo, as reflected by the height of the U (shown here to the right), allows the FHSU lockdown logo to stand apart from any competing graphic elements or text.

2-color lockdown
left logo



2-color lockdown
centered logo



FHSU PRIMARY
VICTOR LOCKDOWN
LEFT LOGO VARIATIONS

When using the FHSU lockdown left logo on a background color that is dark, use white as the text color. If the background color is light, use black as the text color.

WHITE BACKGROUND



2-color lockdown left logo



1-color lockdown left logo

COLORED BACKGROUND



FHSU PRIMARY VICTOR
LOCKDOWN CENTERED
LOGO VARIATIONS

When using the FHSU lockdown centered logo on a background color that is dark, use white as the text color. If the background color is light, use black as the text color.

WHITE BACKGROUND



2-color lockdown centered logo



1-color lockdown centered logo

COLORED BACKGROUND



FHSU SECONDARY
VICTOR LOCKDOWN LOGOS

When using the FHSU lockdown centered or left logo on a background color that is dark, use white or gold as the text color. If the background color is light, use black as the text color.

WHITE BACKGROUND



2-color centered collegiate abbreviated lockdown logo



2-color stacked collegiate centered logo



2-color left collegiate lockdown logo

COLORED BACKGROUND



2-color centered collegiate abbreviated lockdown logo



2-color stacked collegiate centered logo



2-color left collegiate lockdown logo

FHSU LOCKDOWN
LOGOTYPE

When using the FHSU lockdown logotype logo on a background color that is dark, use white or gold as the text color. If the background color is light, use black as the text color.

WHITE BACKGROUND

FORT HAYS STATE UNIVERSITY

1-color long logotype

**FORT HAYS STATE
UNIVERSITY**

1-color stacked centered logotype

**FORT HAYS STATE
UNIVERSITY**

1-color stacked flush left logotype

COLORED BACKGROUND

FORT HAYS STATE UNIVERSITY

FORT HAYS STATE UNIVERSITY

**FORT HAYS STATE
UNIVERSITY**

**FORT HAYS STATE
UNIVERSITY**

**FORT HAYS STATE
UNIVERSITY**

**FORT HAYS STATE
UNIVERSITY**

FHSU SECONDARY
LOCKDOWN LOGOTYPE

When using the FHSU lockdown logotype on a background color that is dark, use white or gold as the text color. If the background color is light, use black as the text color.

WHITE BACKGROUND

FORT HAYS
STATE UNIVERSITY

1-color justified collegiate logotype

**FORT
HAYS
STATE
UNIVERSITY**

1-color stacked collegiate logotype

FHSU

1-color collegiate abbreviated logotype

**FORT HAYS
STATE**

1-color collegiate mixed logotype

**FORT HAYS STATE UNIVERSITY
TIGERS**

1-color collegiate mixed logotype

COLORED BACKGROUND

FORT HAYS
STATE UNIVERSITY

FORT HAYS
STATE UNIVERSITY

FORT HAYS
STATE UNIVERSITY

**FORT
HAYS
STATE
UNIVERSITY**

**FORT
HAYS
STATE
UNIVERSITY**

**FORT
HAYS
STATE
UNIVERSITY**

FHSU

FHSU

FHSU

**FORT HAYS
STATE**

**FORT HAYS
STATE**

**FORT HAYS
STATE**

**FORT HAYS STATE UNIVERSITY
TIGERS**

**FORT HAYS STATE UNIVERSITY
TIGERS**

**FORT HAYS STATE UNIVERSITY
TIGERS**

FHSU SECONDARY LOCKDOWN SCRIPT LOGOTYPE

When using the FHSU lockdown script logotype logo on a background color that is dark, use white or gold as the text color. If the background color is light, use black as the text color.

WHITE BACKGROUND

*Fort Hays State
University*
1-color centered stacked script logotype
Fort Hays State University

*Fort Hays
State*
1-color centered stacked script logotype
Fort Hays State

Fort Hays State University
1-color script logotype
Fort Hays State University

Fort Hays State
1-color script logotype
Fort Hays State

COLORED BACKGROUND

*Fort Hays State
University*
1-color centered stacked script logotype
Fort Hays State University

*Fort Hays State
University*
1-color centered stacked script logotype
Fort Hays State University

*Fort Hays
State*
1-color centered stacked script logotype
Fort Hays State

*Fort Hays
State*
1-color centered stacked script logotype
Fort Hays State

Fort Hays State University
1-color script logotype
Fort Hays State University

Fort Hays State University
1-color script logotype
Fort Hays State University

Fort Hays State
1-color script logotype
Fort Hays State

Fort Hays State
1-color script logotype
Fort Hays State

FHSU PRIMARY

VICTOR E. TIGER SPIRIT MARK

When using the 2-color Victor E. Tiger spirit mark with a colored background, make sure you always have a white background around the tiger head.

In some circumstances when using the 1-color black Victor E. Tiger mark, a white outline is not necessary.

WHITE BACKGROUND



2-color Victor E. Tiger



1-color Victor E. Tiger



Grayscale Victor E. Tiger

COLORED BACKGROUND



2-color Victor E. Tiger
Victor E. Tiger placed on a color background with a white outline.



1-color black Victor E. Tiger
Black Victor E. Tiger placed on a colored background with a white outline.



1-color black Victor E. Tiger
Black Victor E. Tiger placed on a colored background with no white outline.



Incorrect way
1-color Victor E. Tiger to be placed onto a color background

FHSU LOCKDOWN COLLEGE LOGOS

When using the FHSU lockdown college logos with a dark color such as black, make sure the text is white. When using the FHSU lockdown college logos with a white or light color, make sure the text is black.

Artwork for all official university marks and individual departmental logos are available for download through the University Marketing and Strategic Communications website.



LONG VERSION



STACKED VERSION



2-COLOR ON BLACK BACKGROUND



2-COLOR ON GOLD BACKGROUND



WHITE ON BLACK BACKGROUND



BLACK ON GOLD BACKGROUND



FHSU LOCKDOWN DEPARTMENTAL LOGOS

When using the FHSU lockdown departmental logos with a background color that is dark, use white as the text color. If the background color is light, use black as the text color.

LONG VERSION



STACKED VERSION



2-COLOR ON BLACK BACKGROUND



2-COLOR ON GOLD BACKGROUND



WHITE ON BLACK BACKGROUND



BLACK ON GOLD BACKGROUND



FHSU LOGO VARIATIONS FOR DEPARTMENT IMPRINTED PRODUCTS

While we have individual logos for colleges, departments, and clubs available to download, we realize that they may not work well for t-shirts, sportswear, embroidery, and some other imprinted items.

We have developed secondary logos for each department. Contact University Marketing at creative@fhsu.edu, and we will send your logo to you.

Vendors that provide you with apparel and promotional items must be licensed with FHSU. (To become a licensed vendor scan the code below).



fhsu.edu/university-communicationslicensing

All designs will need to be approved by University Marketing. Email the designs to creative@fhsu.edu, or your licensed vendor will submit designs through our licensing partner, Affinity.

2-color stacked centered block logo



2-color Victor Mark with FHSU and college listed



2-color Victor Mark with college listed



2-color collegiate abbreviated logotype with college listed



2-color Victor Mark with FHSU and department listed



2-color Victor Mark with department listed



2-color collegiate abbreviated lockdown logotype with department listed



2-color lockdown department logo

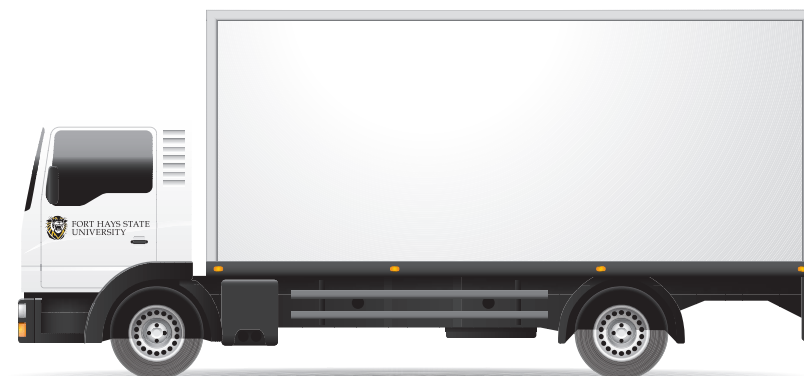
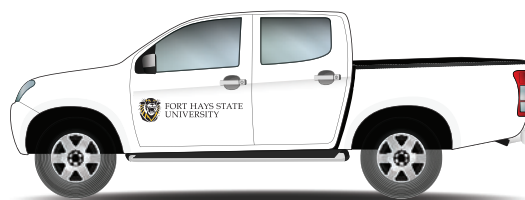


FLEET GRAPHICS

The Fort Hays State University logo translates well to fleet graphics and serves to unite a diverse array of different fleet vehicles while providing an effective exposure for Fort Hays State's identity.

On all vehicles, the primary lockdown FHSU logo is required on the driver and passenger side doors.

Fort Hays State University vehicles should be white with horizontal (preferred) or vertical configurations of the lockdown logo in black or the 2-color black and gold.



UNACCEPTABLE USAGE OF THE FHSU LOCKDOWN LOGOS AND TIGER SPIRIT MARK

The Fort Hays State University logo deserves to be treated with respect and used in a manner that doesn't alter or diminish its value. It is highly important for maintaining a successful and consistent brand.

The examples on this page illustrate unacceptable uses and apply to all of the FHSU family of marks.

Please reach out to University Marketing at creative@fhsu.edu if any questions arise concerning the usage of the FHSU logos.

Artwork for all official university marks and individual departmental logos are available for download through the University Marketing and Strategic Communications website.



DO NOT skew, shear or stretch.

DO NOT take apart the lockdown logo and rearrange the elements.

DO NOT change colors, change typestyle or add elements

DO NOT add a rule between Fort Hays State and University or use old logos with a gray beard **DO NOT** cut Victor vertically and horizontally.

DO NOT use the black or white text version of the lockdown left logo or the center lockdown logo on a dark or light background or a background that is similar to the text.

DO NOT incorporate other animal prints, such as leopard, cheetah, etc., into any aspects of the FHSU brand. If tiger stripes are used, they will need to be approved by University Marketing.

DO NOT incorporate busy designs, textures, or graphics behind the FHSU lockdown logo or Victor E. Tiger. Some textures can be subtle and will need to be approved by University Marketing.

FHSU VINTAGE LOGOS (Restricted Use)

When using the FHSU vintage mascot mark, you cannot alter the image in any way and must include a reference to Fort Hays State University in the design.

On campus usage of the vintage marks is prohibited.

Outside FHSU licenced vendors can access these vintage assets on the Affinity website at affinitylicensing.com



fhsu.edu/um

1969 FHSU K-CLUB MASCOT MARK



2-color Mascot Mark



1-color Mascot Mark



2-color Mascot Mark on a colored background



1 & 2-color Mascot Head Mark

1949 FHSU K-CLUB MASCOT MARK



2-color Mascot Mark



1-color Mascot Mark



2-color Mascot Mark on a colored background

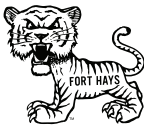


1 & 2-color Mascot Head Mark

1961 FHSU MASCOT MARK



2-color Mascot Mark



1-color Mascot Mark



2-color Mascot Mark on a colored background



1 & 2-color Mascot Head Mark

VINTAGE MASCOT MARK USAGE

APPAREL



FRONT



FRONT



FRONT



BACK

STICKER



UNACCEPTABLE USAGE



FORT HAYS STATE UNIVERSITY SEAL & PARTNER LOGOS

THE SEAL

The university seal is used to prove authenticity on FHSU documents. It is reserved for official documents such as diplomas, transcripts, certificates, and ceremonial recognition gifts.

At the discretion of University Marketing and Strategic Communications, the seal may be used for promotional items, t-shirts, or general use.



PARTNER LOGOS

Access these approved partner logos on the University Marketing website.



Typography

PRIMARY TYPEFACE

Typography is an important element in how we present our brand. Our logo font is highly distinctive and instantly recognizable.

Both are print-and digital-friendly typefaces, to be used across all communications.

- Barlow

SANS SERIF TYPEFACE (BARLOW)

Barlow Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Barlow Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Barlow Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Barlow Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Barlow Semi Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Barlow Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Barlow Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Barlow Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Barlow Condensed Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Barlow Condensed Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Barlow Condensed Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Barlow Condensed Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Barlow Condensed Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Barlow Condensed Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Barlow Condensed Extra Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Barlow Condensed Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

PRIMARY TYPEFACE

These fonts are used for headlines, body copy and typography subheads.

- Book Antiqua
- Avenir

SERIF TYPEFACE (ANTIQUA)

Book Antiqua Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Book Antiqua Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

SANS SERIF TYPEFACE (AVENIR)

Avenir Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Avenir Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Avenir Book Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Avenir Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Avenir Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Avenir Heavy Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Avenir Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

COLLEGIATE TYPEFACE

The collegiate font can be used for headings, subheadings, and body copy.

- Factoria

SLAB SERIF TYPEFACE (FACTORIA)

Factoria Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Factoria Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Factoria Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Factoria Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Factoria Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Factoria Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Factoria Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Factoria Ultra
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

Factoria Ultra Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

SCRIPT TYPEFACE

The script font can be used for headings, subheadings, and other means of promotional items.

- Thirsty

SCRIPT TYPEFACE (THIRSTY)

Thirsty Light
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9

Thirsty Regular
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9

Thirsty Medium
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9

Thirsty Bold
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9

Thirsty Extra Bold
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9

Thirsty Black
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9

Color Palette

FHSU COLOR PALETTE

These are the official colors of FHSU. They are applied to FHSU's official logo identity marks and should be used on all print and digital FHSU communications.

The highlight colors have been carefully selected and are to be used only as accent colors. The use of these colors will need to be approved by University Marketing and Strategic Communications.

The fine printing colors can only be used with offset printing, engraving, and letterpress. The use of these colors will need to be approved by University Marketing and Strategic Communications.

PRIMARY BRAND COLORS

TIGER GOLD



CMYK: **Pantone: 7408**
C 0 / M 30 / Y 100 / K 0
HEX: #FDB913

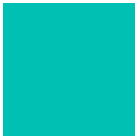
TIGER BLACK



CMYK: **Pantone: Black**
C 0 / M 0 / Y 0 / K 100
HEX: #000000

HIGHLIGHT BRAND COLORS

SEAWAY



CMYK: **Pantone: 3262 C**
C 72 / M 0 / Y 38 / K 0
HEX: #1FB8B0

BLUELIGHT



CMYK: **Pantone: 316 C**
C 93 / M 57 / Y 53 / K 38
HEX: #064851

FRONTIER



CMYK: **Pantone: 5763 C**
C 56 / M 31 / Y 77 / K 10
HEX: #768A58

KANSAS SUNRISE



CMYK: **Pantone: 2339 C**
C 2 / M 50 / Y 42 / K 0
HEX: #F09585

DOWNTOWN



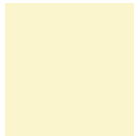
CMYK: **Pantone: 7584 C**
C 20 / M 73 / Y 100 / K 7
HEX: #BE5E28

BISON



CMYK: **Pantone: 732 C**
C 41 / M 86 / Y 86 / K 65
HEX: #4B180E

LIMESTONE



CMYK: **Pantone: 7499 C**
C 0 / M 2 / Y 15 / K 0
HEX: #FFF6DC

FINE PRINTING COLORS



CMYK: **Pantone: 872**
C 40 / M 48 / Y 77 / K 17
HEX: #8D7249



CMYK: **Pantone: Cool Gray 6**
C 00 / M 00 / Y 00 / K 31
HEX: #A7A8AA



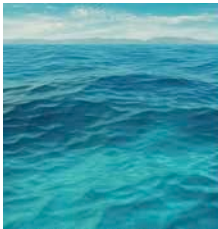
CMYK: **Pantone: Cool Gray 10**
C 00 / M 00 / Y 00 / K 60
HEX: #63666A

FHSU COLOR PALETTE

Integrating in a fresh palette of highlight colors into the Fort Hays State University brand sets us apart from other Universities, and helps with accessibility and compliance, and adds a level of sophistication while still staying true to the traditional Black and Gold.

Bringing in a palette rich in colors that span light to dark gives our brand more of a contrast overall. This will help our in-house designers and different departments make more attractive digital and print pieces that will stay compliant, functional, and accessible.

FHSU has used Black and Gold for most of our 124 years. This is a tradition that we will never let go of. Other universities have similar colors to ours, so adding these unique complementary secondary colors increases the likelihood of looking distinct.

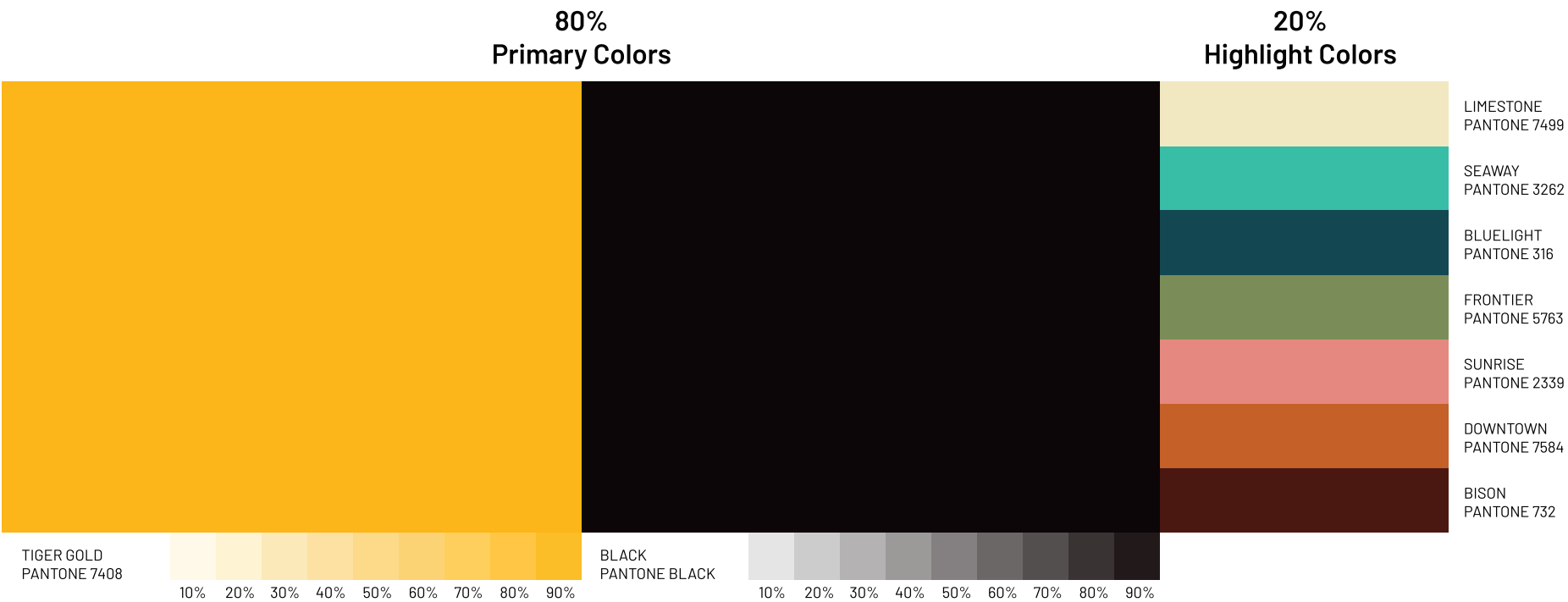
						
SEAWAY	BLUELIGHT	FRONTIER	KANSAS SUNRISE	DOWNTOWN	BISON	LIMESTONE
Pantone 3262 C This name is derived from the land we live on today. During the Late Cretaceous Period our area was known as The Western Interior Seaway or the Cretaceous Seaway. The Teal color resembles the water we once had, and also the water that you can find in the fountains across campus.	Pantone 316 C We all know about the Legend of the Blue Light Lady here in Hays. Elisabeth Poly still today has been seen crossing the fields, just pass the Historical Fort.	Pantone 5763 C Frontier Historical Park is located just south of Lewis Field. Frontier Park is one of Hays's staple recreational areas that supplies the community and travelers with Frisbee golf, walking trails, playgrounds, and our great bison herd.	Pantone 2339 C On any given evening at dusk, or early morning you will find this color in the sky as the sun sets and rises over the FHSU campus.	Pantone 7584 C Straight from the bricks in the Chestnut District in Downtown Hays you will find this color on the buildings and on the streets.	Pantone 732 The Bison herd at Frontier Park was established in 1953 with a bull named Wild Bill and a cow named Calamity Jane. The Bison herd is one of Hays's attractions which brings in hundreds of visitors year after year.	Pantone 7499 C Fort Hays Limestone is named for the bluffs near Historical Fort Hays. Limestone posts are a common in this area as you travel the dirt roads outside of Hays, and most of our buildings on campus are built with limestone. Looking across campus you will see the color of limestone, and how it unifies Fort Hays State University as one.

Our intention in bringing in highlight colors is so they complement our brand's personality and culture while adding a level of sophistication that will elevate the FHSU brand to the next level. First-contact recruitment is our number one focus here at the University Marketing Department, and integrating the new color palette into our brand system makes it attractive for incoming students to identify with FHSU.

FHSU COLOR 80/20 rule

When using the Fort Hays State University color palette please ensure that at least 80% of the colors used are black, gold, or a mix of both. How you incorporate these colors is up to your discretion.

The use of these colors will need to be approved by University Marketing and Strategic Communications.



When designing marketing materials, ensure that at least 80% of the colors used are black, gold, or a mix of both. How you incorporate these colors is up to you.

Internal Communications

FHSU LETTERHEAD

FHSU's Printing Services is the only authorized manufacturer of university stationery.

FHSU Letterhead

Printing Services will prepare either letterhead (8 1/2 x 11) or half-sheets (5 1/2 x 8 1/2). These formats are the only acceptable formats for letterhead to represent FHSU.

FHSU Digital Letterhead

University Marketing and Strategic Communications can provide digital letterhead that can be used for emailing official letters. The digital letterhead is set up as a Microsoft Word template.



**FORT HAYS STATE
UNIVERSITY**

TEBO LIBRARY

600 Park Street • Hays, KS 67601-4099 • (785) 628-4096

FHSU BUSINESS CARDS

Business Cards

Examples on the right are the only acceptable formats for FHSU business cards.

Business cards are to be printed only by University Printing Services.



FORT HAYS STATE UNIVERSITY

ATHLETICS DEPARTMENT

VICTOR E. TIGER
EXECUTIVE MASCOT

Sheridan Hall 300
600 Park Street
Hays, KS 67601-4099 USA
785-628-FHSU

vetiger@fhsu.edu
www.fhsu.edu/athletics



FORT HAYS STATE UNIVERSITY

DOCKING INSTITUTE
OF PUBLIC AFFAIRS

BRETT ZOLLINGER, Ph.D
DIRECTOR

Rarick Hall 160
600 Park Street
Hays, KS 67601-4099 USA
785-628-1234
bazollinger@fhsu.edu

Cell: 785-628-1234
Home: 785-628-1234
www.fhsu.edu/docking


FORT HAYS STATE UNIVERSITY

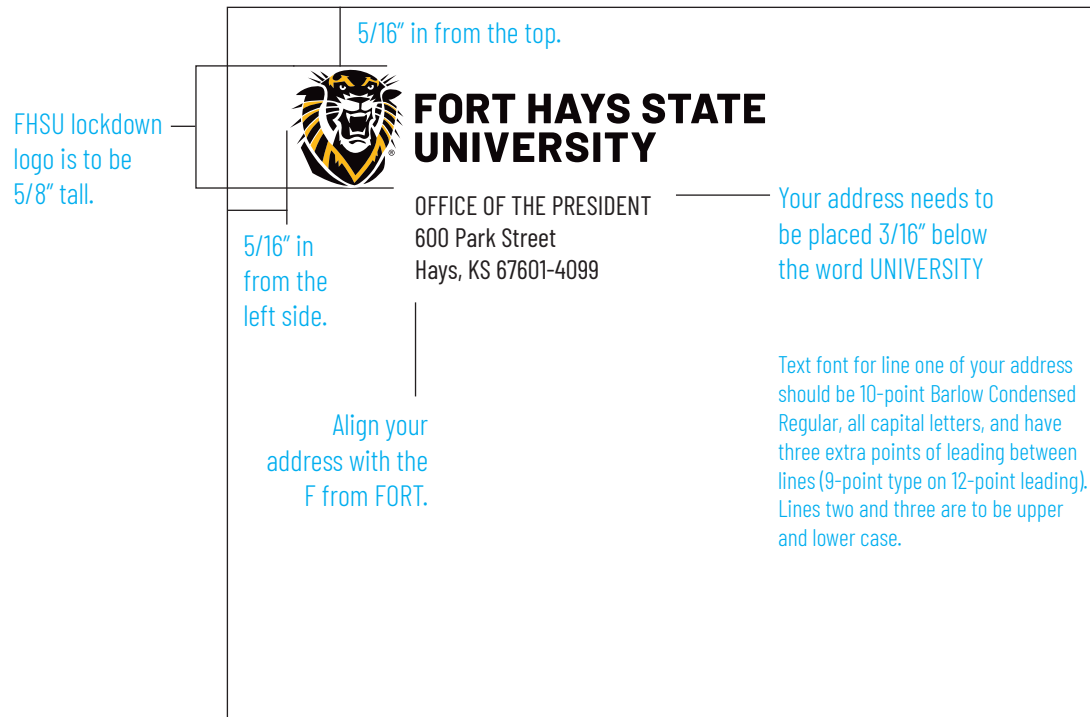
RETURN ADDRESSES /ENVELOPES

Please use white paper and envelopes for university communications. Doing so provides consistency across the university's branding efforts.

University Marketing and Strategic Communications, or University Printing Services will prepare business envelopes with return addresses. If you wish to format your own return addresses on envelopes, refer to the guidelines in this manual.

Remember, only the FHSU lockdown logo is to be used on return addresses for university business.

Also note: The U.S. Postal Service's automated equipment has specific "clear space" requirements for envelopes. Adding extra lines of text to your address, or other graphics that don't comply with federal postal regulations (or FHSU Identity Standards), may delay delivery and/or nullify any mailing discount to which you would otherwise be entitled.



FHSU POWERPOINT TEMPLATES

Powerpoint Presentations
Official FHSU PowerPoint
templates are available through
Adobe Express.

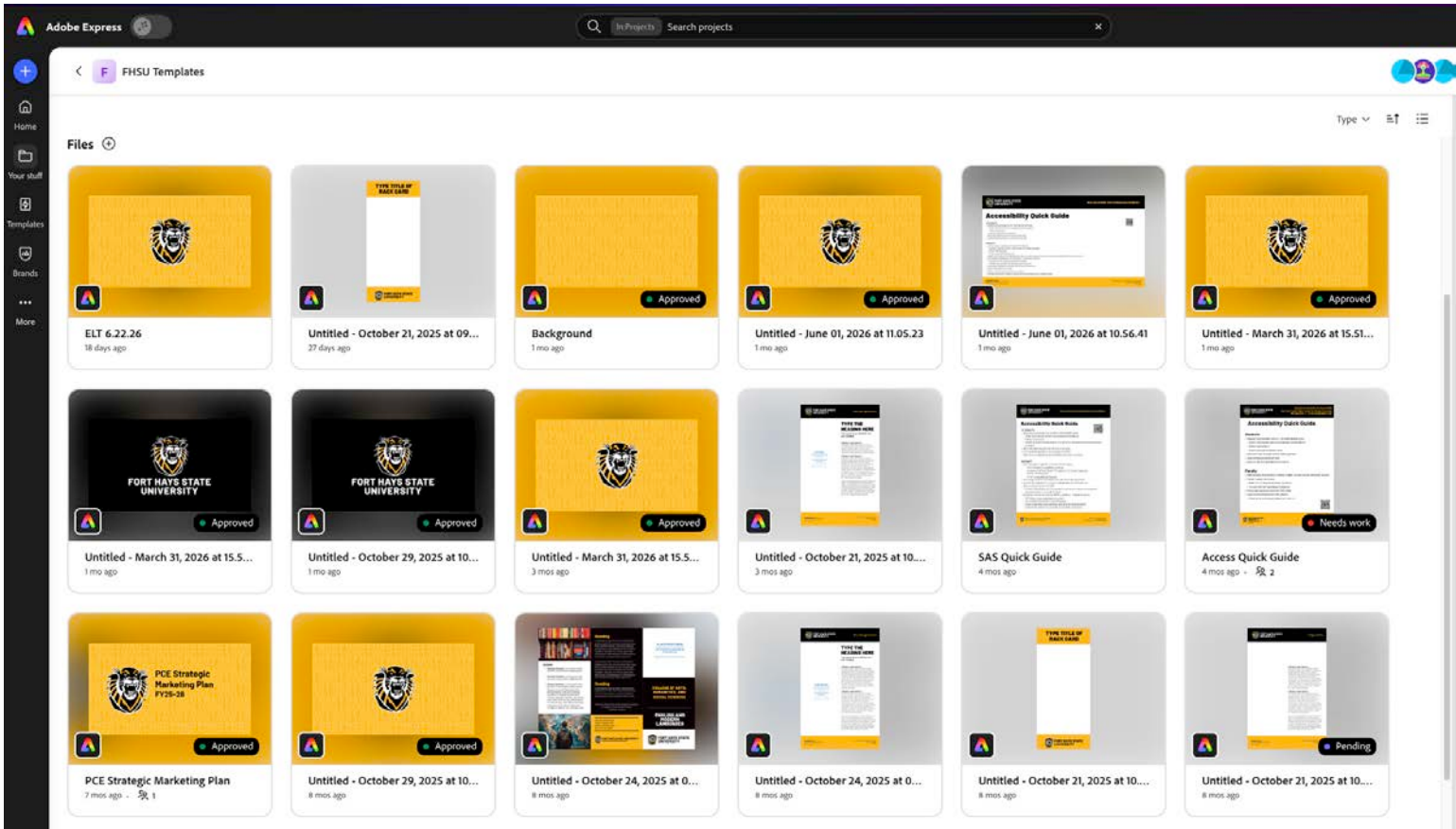
If Power Point templates are
made by individuals, they must
be approved by the University
Marketing and Strategic
Communications Department.



FHSU ADOBE EXPRESS TEMPLATES

You will find various versions of flyers, postcards, brochures, posters, rack cards, powerpoint slides, retractable table tents, and much more with your access to Adobe Express.

Contact the University Marketing and Strategic Communications Department to get started.



OTHER FHSU PRINT MATERIALS

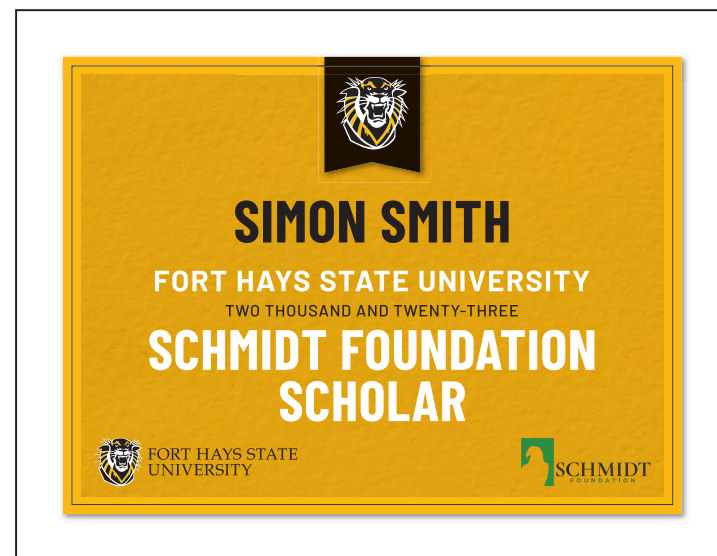
Academic Certificates

Fort Hays State provides a specially designed certificate and presentation folder to be used for academic recognition.

Forms

Whenever possible, put the university logo at the top left of the page, one inch tall.

Printing Services exclusively produces all academic certificates at a modest cost to departments. Please contact Printing Services for guidelines on how to order academic certificates.



NAMETAGS

Acrylic or metal nametags can be ordered through licensed vendors.

For non-title nametags



silver



white



black

For title nametags



silver



white



black

Imagery

VIDEOGRAPHY

Videos are beneficial in showcasing the university's mission, values, and vision.

Regardless of the type of video, it is important to follow some basic guidelines to ensure quality and consistency throughout the university's video content.

Consider the goals of the video before production starts. Ensure all parties share the same vision for the deliverables.

Technical goals

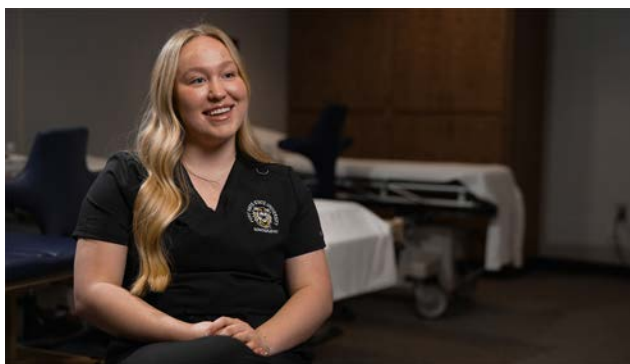
- All footage should be shot at 4K, 4:2:2 10-bit. Use native ISO when shooting in LOG or RAW formats.
- Please do not shoot video with a phone, GoPro, or 360 cam unless the footage is used intentionally to push the narrative.
- If using a drone, ensure that you are certified by the FAA to fly commercially under Part 107.
- For b-roll, a mixture of handheld and stabilized footage is fine as long as it's utilized purposefully.
- For YouTube, export final videos at 3840 x 2160 resolution. For Facebook and Instagram, export final videos that will be regular posts 1920 x 1080, 1080 x 1080, or 1080 x 1350. For videos that will be utilized as stories/reels, export size should be 1080 x 1920.
- Avoid overexposing any part of the image.
- Deliverables should always be in 24 fps. Shooting in higher frame rates are okay if the footage is slowed down to 24 fps, but never export a video higher than 24fps.

- Use the official Fort Hays State University Motion Graphics Template to export any lower thirds/logos (After Effects file and individual video files coming soon)

SHOOTING INTERVIEWS

- For interviews, have at least a key and back light
- Use soft lights and avoid harsh lighting when possible
- Two cameras minimum (medium and tight shot preferred)
- Shoot in quiet area and avoid places with lots of noises (fans, refrigerators, etc.)
- For audio, ensure boom mic is close as possible to the subject and/or lav mic is not seen on screen
- Use shallow depth of field to focus more on subject
- Use the rule of thirds to frame subjects

Any questions, please contact Andrew McGinnis, Multimedia Specialist at 785-628-4202 or email ajmcginnis2@fhsu.edu



PHOTOGRAPHY

Photography is a powerful form of communication that can inspire, educate, and drive action. Compelling photography plays a crucial role in conveying our brand identity.

Whether it's showcasing our vibrant campus life, academic excellence, or community engagement, our visual content should consistently reflect the FHSU spirit.

Our photographs should authentically represent life at FHSU. Capture genuine moments, real interactions, and the diverse experiences of our students, faculty, and staff.

Maintain a consistent visual style across all photography. This includes color tones, framing, and overall mood. Avoid oversaturating photos.

Pay attention to both foreground and background elements. Utilize leading lines to guide the viewer's eye through the image.

Whenever feasible, shoot during the golden hours (early morning or evening) for warm, flattering light.

Absolutely never use AI Generated images. Please avoid using Generative AI in Photoshop to add things to your image – using it to get rid of distracting objects within your composition is generally acceptable.

TECHNICAL REQUIREMENTS

Please use mirrorless/DSLR cameras for photography. Film photography should be used. It's best to be shooting at least 20 megapixel images.

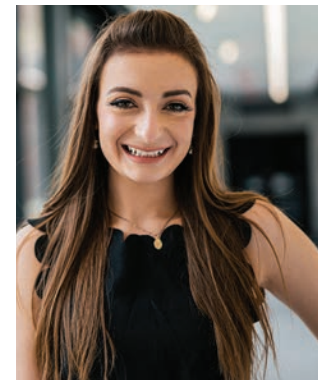
For social media use, phone photography is fine, but absolutely no phone photography for print.

Always shoot uncompressed, RAW in the highest megapixel count.

For print, ensure you are submitting the correct photo format, using the correct color profile, and the image has a DPI of 300 or above.

For social media usage, ensure your photos aren't longer than 1920 pixels on the longest side of the image to avoid compression from social media.

For web, export smallest file size that balances image quality but optimizes size on the website. Bigger images means longer load times, so keep these photos small sizes to avoid a slow webpage.



SOURCED PHOTOGRAPHY

Any Fort Hays State University department, staff/faculty member or student facing creative concepts that require use of stock images/ photography need to be vetted and approved by University Marketing and Strategic Communications.

It is important to fully understand the terms and conditions when selecting and using stock imagery.

A few sites we suggest sourcing from include:

Getty Images
[gettyimages.com](https://www.gettyimages.com)

Adobe Stock
stock.adobe.com



Digital

EMAIL SIGNATURES

Email messages sent from university accounts must be professional in appearance. The following is to be observed when sending email:

- The message should NOT carry a background image.
- Signature lines should be limited to name, title, address, phone numbers, web address, social media links, and university and professional affiliation logos. Literary quotations, emoticons or other statements that are a reflection of the individual rather than the university are discouraged.
- Decorative or "handwriting" fonts should be avoided.
- All messages should be in black or the default color of your email text. Color (preferably blue or red) can be used to highlight important information.

- It's important to keep email signatures simple and easy to read.
- Use a sans serif typestyle such as Avenir or something similar.

On the right you will see three formats to follow.

FULL LOGO VERSION



**FORT HAYS STATE
UNIVERSITY**

Scott Gross | Art Director
University Marketing and Communications | Hammond Hall 108
785-628-4631
sjgross@fhsu.edu



**FORT HAYS STATE
UNIVERSITY**

Scott Gross | Art Director
Hammond Hall 108
785-628-4631
sjgross@fhsu.edu

DEPARTMENTAL LOGO VERSION



**FORT HAYS STATE
UNIVERSITY**
UNIVERSITY MARKETING AND
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**FORT HAYS STATE
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UNIVERSITY MARKETING AND
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TEXT ONLY VERSION

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Fort Hays State University
University Marketing and Communications
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785-628-4631 • sjgross@fhsu.edu

FHSU LOGO USAGE FOR SOCIAL MEDIA

You can use only the Victor E. Tiger Mark for your social media profile picture which is available for download through the University Marketing and Strategic Communications website.

If you are wanting to have your department name or initials tied to your profile picture, please contact University Marketing and Strategic Communications at creative@fhsu.edu, and we will send you your logo.



SOCIAL MEDIA GENERAL GUIDELINES

SOCIAL MEDIA STANDARDS PURPOSE

Social media is essential to engage and build relationships with Fort Hays State University students, alumni, faculty, staff, and the Hays community. Social media platforms allow FHSU to share updates and achievements, foster community growth, and attract potential students. Fort Hays State University is currently active on Facebook, Instagram, LinkedIn, TikTok, X, and YouTube. University Marketing developed the Social Media Standards, and they will be used to maintain a consistent brand image across social media. Our current and prospective students are more digitally literate than ever before, so it is important that every post affiliated with FHSU is held to a high standard. This document outlines expectations and best practices for managing social media accounts that are affiliated with Fort Hays State University to ensure a professional and respectful online presence. The Social Media Standards apply to all FHSU departments, colleges, organizations, and individuals responsible for FHSU-branded social media accounts. Content will be asked to be removed if it does not meet the standards.

General

All crisis management and emergency notices will only be handled through the official FHSU social media pages (@forthaysstate) in collaboration with University Communications. Any crisis situations should be reported to University Communications immediately. The Crisis Management Plan can be found here. Alt Text should be added to content to improve accessibility. Alt text is a brief description that describes a photo, graphic, or GIF that is used by screen readers to describe an image. It is not directly visible on a post.

- Closed captions should be turned on when posting video content. Social media platforms will use speech recognition to generate captions automatically.
- Notify University Marketing if your department/college/organization creates a new account
- Student workers must have their content approved by a full-time employee prior to posting to a department/college account
- University Marketing is currently recommending that departments/colleges do not make an individual TikTok account

Comments

- Like positive comments and respond when appropriate.
- Generally, do not engage with negative comments. Irrelevant, derogatory, and inappropriate comments can be hidden or deleted. If a comment is deleted, document it prior to deleting.
- Spam comments can be deleted.

Messages

- Reply to positive messages by liking and/or messaging back.
- Answer requests and provide users with a way to get more information when appropriate (i.e. links and email addresses), as well as encourage the user to reach out with any other questions.
- For negative messages, address the initial complaint and provide a way for them to get more information regarding their concerns. Handle it like any other inquiry rather than focusing on the negativity.
- Report and then ignore and/or delete derogatory messages.

SOCIAL MEDIA GENERAL GUIDELINES

Posts

- Posts should contain high-quality images / videos that showcase the department/program/organization. Phone cameras can be sufficient, but camera quality for photos is preferred.
- Users can be added to the FHSU Adobe Express account to access approved brand logos, colors, fonts, and templates. All graphics should be made with these approved elements.
- All photos and videos must be properly formatted to fit the dimensions of the platform. Find information about formatting for each platform **here**.
- Each platform should have 1-3 feed posts per week. Having fewer high-quality, intentional posts is better than posting every day.
- Post captions should be adjusted for each platform to reach the audience better. The same photos can be used across platforms.

Back-to-school event example:

- **Instagram:** "Our back-to-school ice cream social is always a hit 🍦🍦"
- **Facebook:** "We had a great start to our semester with students attending our annual back-to-school ice cream social! It's great having students back on campus!"
- **LinkedIn:** "Thank you to @event organizer for helping to plan our back-to-school ice cream social! It was great seeing old faces and connecting with new ones! We are excited to see where this school year takes us!"
- **X:** "We hosted our back-to-school ice cream social today! Thank you to everyone who stopped by!"

Account Access

Each account affiliated with FHSU will be registered with University Marketing and Strategic Communications since these accounts actively promote the FHSU brand, which is monitored and maintained by the UM team. All accounts affiliated with FHSU are partners in maintaining the FHSU brand online. This includes providing a username, password, and primary contact for documentation purposes. University Marketing and Strategic Communications will not log into the affiliated accounts or interfere with their work unless content that is inappropriate or puts FHSU in a negative light

in any way is posted. In this case, the UM team will remove the content immediately and communicate with the primary contact and any other relevant parties about why the content was removed.

- Every account should be made with a neutral email that does not belong to one specific individual.
- Every password should be stored in a place where individuals with access to the account are knowledgeable and where, if someone were to leave their position, the password could be passed along.
 - **Password manager information** from Tiger Tech
 - If it is changed, a password should be shared with each appropriate individual and the University Marketing team.

Instagram

Primary Audience: Current and Potential Students

Access through Meta Business Suite

- This allows personal accounts to be linked to the respective page and helps reduce password sharing and lockout.

What should be posted:

- Student-based content
- Events
- Images
- Promotions
- Spotlights

SOCIAL MEDIA GENERAL GUIDELINES

When posting on Instagram, student-based content performs best. Using a carousel post (a post with up to 20 photos) is a great way to showcase students from a specific event and student life in general. Avoid text-heavy posts and frequently posting graphics to the feed. Graphics perform well on stories. Stories appear at the top of users' feeds and showcase 10-second photos or video clips. They can also be used to reshare content. Stories can be posted on Instagram and Facebook and are active for 24 hours. It is recommended to use stories for announcements and sharing about events. After the story is posted, it can be added to a highlight, which gives the story a permanent home underneath the account's bio (until the account manager removes it), allowing users to view it any time they view the profile. Links cannot be clicked in an Instagram caption, so it is best practice to direct the user to your bio to click the link. Hashtags are typically used as vanity on Instagram due to increased search capabilities within the platform, but simple ones that are relevant to the post can still be added.

When posting:

- Remove all TikTok watermarks when posting reels
- No links in captions
- High quality photo/ video (Is the quality high enough that if you saw the picture without any knowledge, would you stop scrolling?)

Facebook

Primary Audience: Alumni, Parents, and Community Members

Access through Meta Business Suite

- This allows personal accounts to be linked to the respective page and helps reduce password sharing and lockout.

What should be posted:

- Major accomplishments & events
- Donations
- Student success stories

Facebook is a great platform to share the detailed success of a program/event/student. While the word count allowed is higher on Facebook, keeping your text around a few sentences is best. Links can be added and are a good way to have users read more or take further action. Digital flyers and graphics can be posted to the main feed but should be used in moderation. Posts can be boosted to reach more people. This is a paid method to reach more users. In Meta Business Suite, you can see all your active posts in the "Content" tab. Each post has a "Boost" button next to it. If you click on this, Meta will walk you through the steps of boosting a post, including pricing, timeline, and target audience.

When Posting:

- Limit the amount of text per post
- Tag any relevant accounts to increase reach
- Maintain high-quality photos and videos

LinkedIn

Primary Audience: Professionals, Alumni, Potential Grad Students

Access through a LinkedIn business page built under the FHSU business page

- Contact University Marketing to add your page under the FHSU business page. Individual users can then be added to the department/college page and will have access without needing to log in and out of their personal accounts.

SOCIAL MEDIA GENERAL GUIDELINES

What should be posted:

- Major accomplishments & events
- Donations
- Student success stories
- Professional development stories/ resources
- Grad program promotions

LinkedIn is good for connecting with Alumni and potential students, especially graduate students. Like Facebook, sharing success stories, including links, and keeping text within a few sentences will boost performance. Departments can build their account under the FHSU LinkedIn account. Also, employees posting and reposting organizations' posts will help increase the page's reach. Encourage department members to post about their role, opportunities, and any personal or department accomplishments. Hashtags can be added that are relevant to the post, but are more for the look rather than searching based on how the platform has evolved.

X (Formerly Twitter)

Primary Audience: Students, Alumni, and Community Members

Access by logging in with the account username and password. Due to updates on the platform, multiuser login is only available with an Ad Account.

What should be posted:

- Major accomplishments & events
- Donations
- Student success stories
- Press releases

X posts should be short and include an image and a link if it is available. It is best for announcements and updates. Individuals and departments should repost posts to help increase engagement and help more users to see the post. Include 2-5 hashtags with each post to help increase engagement. These should be in lowercase, short and include keywords. For example, for a nursing post, hashtags could be something like this: #nursing#nursingstudents#college

Assistance

- Forgot your Facebook/ Instagram password? Start here for help.
- Forgot your LinkedIn password? Start here for help.
- Forgot your X password? Start here for help.
- Setting up Meta Business Suite? Create a Business Portfolio here by logging into your existing business page.
- HubSpot offers a free Social Media Marketing Certification to help you learn about creating engaging content, expanding your reach, and tracking analytics.
- Guidance for creating content from Hootsuite Create Engaging and Effective Social Media Content

Step-by-Step Guides

- Adding users to Meta Business Suite
- Adding users to LinkedIn
- Managing comments
- Instagram Highlights
- Scheduling/ posting from Meta Business Suite
- Accessing analytics in Meta Business Suite
- Adding Alt Text to Instagram photos
- Turning on closed captions
- TikTok watermark removal

Please reach out to Liz at egstoeck@fhsu.edu with any additional account/ social media questions.

WEB GENERAL GUIDELINES

WEB PRESENCE

FHSU's main website (www.fhsu.edu) is one of the most prominent, public-facing sources of information for the university and serves a wide variety of audiences.

GENERAL GUIDELINES

When creating webpages focus on the needs of your intended audience(s). What are they trying to accomplish? How can you best help them?

Web users are typically looking quickly for information to complete their intended task, help them by removing barriers.

- Be concise.
- Don't use jargon, words, or concepts that are difficult to understand.
- Create content that is easy to scan.
- Break up content with varying paragraph lengths, headings, lists, and images.
- Each link should be descriptive and stand on its own (do not use "click here").
- Check links to ensure they function correctly.
- Check content on a regular basis to ensure it's accurate and up to date.
- Avoid opening links in new windows.
- Resources on the web should support the mission of the university and the needs of the users.
- Resources should be evaluated for authority and accuracy.

- Copyrighted resources should be identified and properly cited.
- Follow all accessibility, branding, and content standards.

ACCESSIBILITY

FHSU is required to follow a variety of state and federal policies and laws related to accessibility. All web content (including documents) is required to meet [Web Content Accessibility Guidelines \(WCAG\) 2.0 AA](#) level conformance.

CMS ACCESS

Access is granted to the CMS on an as-needed basis. CMS editors are responsible for the content of pages they publish and are expected to abide by university standards. Each page on the FHSU website must:

- Contain accurate and up-to-date information
- Follow a clear and cohesive style
- Comply with accessibility standards
- Reflect positively on the university

Failure to follow these policies can result in revocation of CMS access.

QR CODES

QR codes can be a valuable resource in printed materials but often does not make sense in the context of the web. Avoid including them on web pages or social media.

SOCIAL MEDIA

FHSU encourages the use of social media as a necessary form of communication and engagement. Keep in mind:

- FHSU's branding standards apply to social media.
- You are directly representing the university. Use good judgment and compose posts that are free from grammatical and spelling errors and that are respectful and responsible.
- Do not post confidential information as found in HIPPA, FERPA, or other applicable law.

DIGITAL SIGNAGE FOR XIBO USERS

These Digital Signage Standards was established to provide a set of required settings and guidelines to ensure consistent and effective use of physical digital signage displays across the FHSU campus, while assuring accuracy, consistency, integrity, and protection of the identity and image of the University.

- The use of Xibo digital signage software is encouraged to enhance communication and engagement throughout the university.
- Digital signage can help Fort Hays State University departments share information, promote events, provide reminders, and promote activities across campus to FHSU students, faculty, staff, and visitors.

BACKGROUND AND SCOPE:

Digital signage has been used in the Memorial Union, residence halls, and other buildings for many years to provide space for digital promotions. As digital signage opportunities on campus continue to increase, this document should be referred to and refined as necessary.

These standards apply to FHSU faculty, staff, student, and temporary employees who are authorized to create or manage any and all content for Xibo digital signage displays visible on campus.

CONTENT SPECIFICATIONS:

- Landscape (horizontal) 16:9 display: 1920 x 1080 px
- Portrait (vertical) 9:16 display: 1080 x 1920 px
- Videos: Widescreen specifications of 1080i or 1080p

CONTENT GUIDELINES:

The creation of content for digital displays requires consideration of technical, legal, and aesthetic factors for video and audio delivery.

- Content should promote University activities, events, and educational opportunities in a time-sensitive manner.
- Material should be informative and of interest to students, faculty, and staff.
- Content and/or photos should not overlap into multiple pages, as viewers may miss individual ads.
- All copyright and trademark laws must be observed and upheld for any content created.

University Marketing provides assistance with logos, other identity marks, and brand standards.

All digital signage must comply with established brand guidelines from University Marketing.

FOCUS:

- Keep it simple and concise. Communicate only 1-2 points of information per slide, instead of 1-2 paragraphs.
- Include concise date, time, and location information for an event.
- Use QR codes, website URLs, social media symbols, or recognizable icons to direct viewers to view additional details.

LEGIBILITY:

- Audience should be able to easily read, see, and understand the content message up close, as well as from a distance.
- The resolution limitations require a simple, bold text or font.
- Avoid light, ornate, or decorative fonts with fine thin lines or fonts with delicate serifs (even in larger sizes); they are difficult to read.
- Limit the number of characters (letters, spaces, etc) in a line AND the number of lines on a graphic. Forty characters or less is a preferable line length, and a maximum of 10 lines per graphic is a good target.

DIGITAL SIGNAGE FOR XIBO USERS

- The simpler the graphic, the better the communication will appear. A good rule of thumb is ***when in doubt, leave it out.***
- When the maximum amount of text is being used, a thick, simple font is recommended (such as Arial Bold). If text is not legible, it not only fails to achieve the goal of communication but could also offend the viewer.
- Limit content so that the viewer has sufficient time to read it during the brief display time.
- Remember, most people are walking by the displays and are not captive audiences.

TEXT STYLES:

- Be consistent and keep the number of font selections on the screen at one time to a minimum.
- Ensure your message is concise and impactful by avoiding excessive text.

USAGE GUIDELINES:

Access and Authorization:

- Only authorized users shall have access to the Xibo software.
- All content uploaded should comply with the [FHSU's Digital Signage Policy](#).

Scheduling Content:

- Content should be displayed during appropriate times and on appropriate displays to maximize visibility.
- Xibo users should update and refresh content regularly to keep information up to date.

TRAINING:

- Initial training of users who will be responsible for the creation and management of Xibo displays shall be provided upon setup.
- Xibo training resources are available on the Technical Training website (www.fhsu.edu/technology/training) and upon request.

ADDITIONAL RESOURCES:

- [University Brand Standards](#)
- [Xibo Basic Guide](#)
- [Xibo Helpful Tips](#)

Editorial

EDITORIAL

EDITORIAL STYLE

University Marketing and Strategic Communications uses Associated Press style as the basis for its news releases because it provides guidelines most commonly used by newspapers, magazines, and public relations offices across the U.S. Although your discipline may use a different professional writing style manual (Chicago Manual of Style, the MLA, APA, etc.), for news releases and for the news section of FHSU's website, your content will be modified using the AP style.

DISTRIBUTING NEWS

University Communications can deliver news to media outlets throughout Kansas and beyond and make photos available to the media through the university website.

HOW TO SUBMIT NEWS

You can submit news, events, and achievements by filling out the form at fhsu.edu/submit-news/

Tiger Weekly is an internal newsletter delivered each week via email to the campus community. Its goal is to highlight recent news stories.

TIPS FOR SUBMITTING NEWS

- Fort Hays State news can cover a wide range of topics: student, faculty or staff accomplishments;

events and activities; research; personal stories; professional stories; even, in some cases, what-I-did-last-summer/spring break.

- University Communications can distribute news to any newspaper or broadcast outlet in Kansas and beyond and can provide guidance on what news outlets are most appropriate for a given story.
- Tiger Media Network (TMN) is an FHSU student publication and not a news distribution outlet. Submit your news to University Communications, and we'll distribute it to news organizations, including TMN.
- University Communications can provide counseling on how to work effectively with the media. We are also happy to assist in preparing news releases.
- University Communications can help create discipline - or profession-specific distribution lists.
- You can contact the chief communication officer to share your news via FHSU social media platforms.
- You're encouraged to develop contacts with news media, but we urge you to work with and through University Communications - from the earliest possible stages - to get maximum distribution coverage and timely distribution dates.
- Working through University Communications ensures that your news will become part of the university's searchable archives, and it prevents the possible duplication of news releases, which can create confusion and ill will at news agencies.
- The news you send to University Communications does not have to be in final form. We can edit and format it for optimal success in distribution to news outlets.

- Any pertinent or interesting information should be provided - background on the people and organizations involved; quotes regarding the significance of the event; the hometowns and classifications of any students involved; any special requests for distribution; and anything else you think adds to the story.
- Double-check names, dates, times, and places when providing information.
- Provide correctly spelled names and, in the form, preferred by those named.
- The full proper name of any organization involved should be included and designated as such.
- With students, it is also vital to have complete information: hometown, classification, and home ZIP code, at a minimum. The ZIP code ensures that we can find all the papers that cover any student's news and deliver that news to them. Where possible, give the student's graduating high school and year and parents' names. Local papers want this information. We can also post photos online and, if they are high enough resolution, can make them available for print outlets.
- Allow enough time for publication. Up to two or three weeks of lead time will be necessary, depending on the nature of the news.

The more lead time, the better, so contact University Communications as far in advance as possible to determine the optimum timing.

FHSU Licensing Program

FHSU LICENSING PROGRAM

FHSU'S COLLEGIATE LICENSING PROGRAM

This university's brand identity and marks are distinctive and hold great value for the thousands of people over the decades who built this great institution and its strong reputation. Simply put, our brand is a valuable asset—one we must protect. Fort Hays State University has implemented a program that establishes ownership and regulates the use of its name and other identity marks to protect the university's brand and the university from liability.

The university partners with Affinity Licensing to administer, advance, and protect our brand in the marketplace.

JOIN OUR COLLEGIATE LICENSING PROGRAM

To become a Fort Hays State University licensed partner visit Affinity's website, affinitylicensing.com, and complete the registration form.

All university departments and organizations are required to purchase branded items from licensed vendors. Visit affinitylicensing.com/products to find a list of FHSU licensed vendors.

For more information, contact Sarah Munoz at sara@affinitylicensing.com.

USE OF FHSU BRAND MARKS

All use of university brand marks must be approved by University Marketing at creative@fhsu.edu.

The overarching goal of our review process is not to criticize design concepts. It is to ensure the proper presentation and integrity of the university's brand marks. To do this, we consider several things in our review, including:

- Any references or use of FHSU brand elements must reflect positively on the institution.
- Any reproduction of the university name must use an approved configuration of the name.
- Any reproduction of the university logos and/or other symbols in the design must be accurate and must be marked with a "TM" next to FHSU identifiers.
- No design that violates copyright laws or conflicts with the university's missions or policies will receive approval.

APPROVED NAMES AND RELATED ORGANIZATIONS

The following is a partial list of the protected names, initials, and slogans of the university and its related organizations:

- Fort Hays State University
- FHSU
- FHS
- Fort Hays State
- Ft. Hays State University
- Ft. Hays State
- The Sternberg Museum
- Kansas Wetlands Education Center
- Docking Institute of Public Affairs or Docking Institute
- Use the official names of all campus buildings, landmarks, and associated icons

Note: The words "Fort Hays" by themselves refer to the historic military fort and are not an acceptable identifier for the university.

Promoting FHSU

BEST PRACTICES FOR PROMOTING FHSU

Brochures, Printed Publications and Other Communications

Each communication or publication piece represents the university, so it's important that every promotional item appears to be a part of the same "family" by sharing FHSU brand elements. The tips below forward that goal while striving to allow creative freedom.

All university publications and communications must include:

- The words "Fort Hays State University" and/or the university logo conspicuously placed on the front cover
- Substantive contact information

If the publication, print piece or digital communication promotes an academic program, you must include:

- The FHSU non-discrimination statement
- The Kansas Degree Stats logo (contact University Marketing at creative@fhsu.edu)

All university publications and communications should:

- Be audience-focused; create engaging, well-written and useful content
- Focus on a clear message and desired user behavior
- Include talking points based on one or more of the five brand drivers (see below)
- Include brand colors and elements
- Use professional photos and images that support FHSU's personality

APPROVALS

All marketing materials such as (posters, flyers, brochures, etc.) must be approved by University Marketing. Email files, artwork and questions to creative@fhsu.edu

FHSU'S 5 BRAND DRIVERS

- Learning opportunities with exceptional depth, inside and outside the classroom, from the beginning of the college experience
- Outstanding faculty and staff who deliver exceptional attention and support
- An expectation of social, civic and professional engagement
- Partnerships and learning experiences that bring together cultures, perspectives and thinking from around the world
- Innovation that drives solutions

ADVERTISING

It is vital that all FHSU-focused advertising demonstrates – through quality content and execution – the university's achievements and excellence.

All advertising must include the full name of the university and/or the university logo and, if possible, may include use of:

- The university or department website address and 800 or department telephone number
- Brand colors and elements
- Images that reinforce the five brand drivers

You should contact University Marketing prior to embarking on a unilateral marketing/advertising campaign. We can provide valuable assistance and help you avoid having to discard unapproved materials.

EMAIL MARKETING

Email marketing is a cost-effective way to market your department or organization. Here are a few tips to help you get the most out of your email marketing efforts:

- The best email subject lines are short, descriptive and provide the reader with a reason to explore your message further.
- The best subject lines tell what's inside; they don't sell what's inside.

BEST PRACTICES FOR PROMOTING FHSU

- In subject lines, avoid words like “Free,” “Help,” and other spam – triggering words.
- Also avoid using characters (\$, #, etc.) and exclamation marks.
- ALL CAPS are also turnoffs.
- Each email should have one clear call to action—the behavior or task you want your reader to undertake.
- For body copy, remember the 5-30 rule
“You basically have 5 seconds to convince your reader to want to read for another 30 seconds. You then have 30 seconds to convince people to take action and to generate the click.”

For more information on maximizing email marketing campaigns, contact University Marketing.

PHOTOGRAPHY

Photos powerfully communicate the essence of the FHSU brand, so it's important to select imagery that reflects the university's personality.

Some dos and don'ts to keep in mind when using photography:

- Choose/compose images that tell a story and illustrate a brand promise.
- Think about your intended audience and create photos that tell a story relevant to them.
- Think about quality of the image – low-resolution, blurry photos don't accurately portray FHSU's quality.
- Consider using stock imagery (say, for an image of a computer) when high-quality images are not available.
- Let University Marketing help you with your photography needs.

VIDEOGRAPHY

Videos can have extraordinary impact – they not only allow you to literally speak your story to the world, but they can also portray dynamic, real world experiences in a way that written copy or a photo sometimes can't.

If you're interested in creating a promotional video, please contact University Marketing.

MOTOR VEHICLES

Motor vehicles are representative of FHSU, both on and off campus. All highly visible official university vehicles, including motor pool, grounds and other university maintenance vehicles, are to have permanent FHSU decals on the left and right door panels.

UNIFORMS AND SPORTSWEAR

Uniforms should indicate a clear connection to FHSU:

- Graphics approved for internal department shirts may not be used for any other purpose.
- All uniforms need to have approved FHSU markings.
- All uniforms need to use school colors.

BILLBOARDS

FHSU leases or owns billboards to keep its brand in the public eye via outdoor advertising. These boards are not available to the university community for use, but if you're interested in using a billboard for your department or organization, University Marketing can help you:

- Find vendors who provide leasable billboards
- Navigate contract agreements
- Prepare artwork

Note that the wrap on a billboard and its installation are often charged separately.

MAPS

FHSU has official maps available for use in publications or as a separate document to provide to visitors. Contact University Marketing for more information. Maps available include the general campus map and a parking map.

- A printable campus map is posted at:
fhsu.edu/visitors/campus-map/
- Driving directions and parking information are located at:
fhsu.edu/visitors/driving-directions-and-parking/

BEST PRACTICES FOR PROMOTING FHSU

FLAGS AND BANNERS

FHSU has flags that are mounted to flag brackets on campus light poles.

The University Bookstore sells FHSU flags for personal use. If you need larger quantities, please contact University Marketing and Strategic Communications – we will help you with a design and finding the right vendor for your needs.

Printing Services can make individual banners, and there are locations inside and outside of campus buildings for these to be hung.

OTHER ADVERTISING OPPORTUNITIES

ATHLETICS (X4050)

- FHSU Athletics sells advertising space via signs, media book/program ads, auctions and several other venues. They also can play video and graphics on the video screens in the coliseum.
- The Tiger mascot, Victor E. Tiger, can make scheduled appearances.

CENTER FOR STUDENT INVOLVEMENT (CSI, X4664)

- Print advertising space is available through the Encore Series program.
- You may submit advertising to CSI to be shown on the TV screens in the Memorial Union and the residence halls.
- If you provide printed cards, CSI will post ads in their plastic table tents for you at no charge.
- There are two oversized poster frames in the Memorial Union that are available for your use on a case-by-case basis.
- There are 42 bulletin boards on campus (known as the “poster route”). Contact CSI for guidelines on making use of these.

TIPS FOR BETTER PUBLICATIONS

DO:

- Tell stories about people, using compelling language and images.
- Use one clean, readable type font with different weights or italics for emphasis where needed.
- Use a standard, easily read, 9-to 12-point type size for body copy of your newsletter or brochure.
- Decide on the hierarchy of the information to emphasize – from the most important to the least important.
- Conclude with a call to action: Specifically state the behavior or task you want the reader to take. For example, “Call us today to schedule a tour of our department and meet our distinguished faculty.”

- For brochures, consider only emphasizing one topic per panel.
- Emphasize main topics through headlines. Headlines look attractive in boldface and slightly larger type sizes than body text.
- Use consistent type sizes for headlines, subheads and body text.
- Use larger type and dull-finished paper for older audiences.
- Leave adequate line, margin and gutter space.
- Be aware of where the fold lines in your printed piece are, and make sure important copy isn’t lost in the folds.
- Limit the number of graphics per page.
- Make sure clip-art styles match.
- Leave a comfortable amount of white (or breathing) space around headlines – add at least a pica of space above a headline to separate it from the previous story.
- Include at least a pica of space around text inside boxes.
- Include the university logo in the approved way.
- Include attractive, action-oriented photos that communicate the message of the nearby text.

BEST PRACTICES FOR PROMOTING FHSU

- Check with Printing Services before you start your publication.

This will:

- Ensure the most appropriate and least expensive method of printing and mailing your publication.
 - Ensure the proper postal indicia appears as is accepted by the U.S. Postal Service.
- Note that the ZIP code for FHSU is 67601-4099.
- Include your department's web address, telephone number, and other relevant contact information.
- Use University Marketing resources to help generate photographic images, custom graphic images and engaging copy.
- Spell-check all copy.

DON'T:

- Plagiarize.
- Use more than three different type families per publication.
- Alter the university's identity marks.
- Use identity marks other than university-approved marks.
- Use poor-quality or inappropriate photographs or graphics.
- Clutter or crowd your pages.
- Use ALL CAPS, underscoring, bold face and exclamation points to show emphasis. In trying to emphasize everything, you emphasize nothing.
- Use the wrong method of mailing for your publication. Refer to Printing Services' manual, Guide to Non-Profit Mail Services.
- Download images from web pages for print reproduction.

Standard Statements

STATEMENTS

The following are approved forms of standard statements that are required, either by law or common sense, in various publications. Check with the general counsel and appropriate offices to be sure you have included legally required statements in your document.

LEGAL STATEMENTS

As a public university, FHSU is required to follow Title IX, Title VI, Section 504, and Americans with Disabilities Act regulations. All statements can be found at: fhsu.edu/policies/administrative

On the resources page “Notice of Non-Discrimination, Notice of Accessibility and Equal Employment Opportunity (Formerly Affirmative Action) Program.” you will find a link to a downloadable PDF document that details FHSU’s Affirmative Action statements for use in official communications.

UNIVERSITY DESCRIPTION AND LOCATION

Founded in 1902, Fort Hays State University is a thriving liberal and applied arts, state-assisted institution with an enrollment of more than 14,000 students. It offers bachelor’s and master’s degrees in many fields and a doctorate of nursing practice, and provides a wide variety of cultural and intellectual resources, not only for its faculty, staff and students but also for the western Kansas region and beyond. Fort Hays State occupies the southwest

corner of Hays, Kan., a city of about 20,000 people located halfway between Kansas City and Denver on Interstate 70. The city and its people make their livings across a wide spectrum of industries – agriculture, education, light manufacturing, medical care, oil, retail and technology.

SHORTER FORMS OF UNIVERSITY DESCRIPTION AND LOCATION

When a Description of the Institution is Needed, Fort Hays State University is a thriving liberal and applied arts, state-assisted institution with an enrollment of more than 14,000 students. It offers bachelor’s and master’s degrees in many fields and a doctorate of nursing practice, and provides a wide variety of cultural and intellectual resources, not only for its faculty, staff and students but also for the western Kansas region and beyond.

When a Description of Only the Physical Location and Setting is Needed, Fort Hays State University occupies the southwest corner of Hays, Kan., a city of about 20,000 people located halfway between Kansas City and Denver on Interstate 70. The city and its people make their livings across a wide spectrum of industries – agriculture, education, light manufacturing, medical care, oil, retail and technology.

When a description of only the physical location is needed, Fort Hays State University occupies the southwest corner of Hays, Kan., a city of about 20,000 people located halfway between Kansas City and Denver on Interstate 70.

STATEMENT OF CONFIDENTIALITY

If including a statement of confidentiality as part of your email signature, please include the following university-approved language:

This message may contain confidential or privileged information. Unless you are the addressee (or authorized to receive the information on behalf of the addressee), you may not use, copy or disclose the information to anyone. If you receive this message in error, please advise the sender by replying to this email, and delete or destroy the message. Thank you.

SUSTAINABILITY LANGUAGE

If including a statement encouraging others to consider the impact of printing of email communications, please use the following language and imagery:

(Recycle symbol) Please consider the environment before printing this email or attached documents.

STATEMENTS

MISSION STATEMENT

The Kansas Board of Regents has approved the following mission statement for FHSU:

Fort Hays State University provides accessible quality education to Kansas, the nation, and the world through an innovative community of teacher-scholars and professionals to develop engaged global citizen-leaders.

KANSAS DEGREE STATS

If you are creating a print piece, publication or digital communication that promotes an academic program, you must include the Kansas Degree Stats logo. Contact University Marketing and Strategic Communications for more information.

Resources

RESOURCES

UNIVERSITY MARKETING AND STRATEGIC COMMUNICATIONS

Hammond Hall, Suite 108
(785) 628-4206
fhsu.edu/um

UNIVERSITY MARKETING AND STRATEGIC COMMUNICATIONS SERVICE REQUEST

To request design, promotion or marketing services from UMSC, please visit our webpage fhsu.edu/um and click the submit job request buttons, Creative Services / Web Services / Social Media, then fill out the form.

APPROVALS

To submit marketing or communication pieces for approval, email file to creative@fhsu.edu.

AFFIRMATIVE ACTION STATEMENTS

fhsu.edu/policies/administrative

CAMPUS MAP

fhsu.edu/visitors/campus-map

DOWNLOADS (FHSU LOGOS, DEPARTMENTAL LOGOS)

fhsu.edu/university-marketing/logos

LICENSING

fhsu.edu/university-communication/licensing

SOCIAL MEDIA GUIDELINES:

fhsu.edu/university-marketing

SUBMIT NEWS

fhsu.edu/submit-news

CAMPUS ADVERTISING OPPORTUNITIES

Athletics (785) 628-4050

DESIGNED BY:

Fort Hays State University Marketing and Strategic Communications Department

CONTACT INFORMATION:

Hammond Hall Suite 108 | 785-628-4206 | creative@fhsu.org | fhsu.edu/um

