

STYLE SHEET:

PHOTOGRAPHY & VIDEOGRAPHY



FAIRMONT STATE
UNIVERSITY™
University Relations & Marketing

Follow these guidelines to create vibrant marketing collateral that upholds and strengthens Fairmont State brand and identity. It is vital that all Fairmont State University-focused advertising and marketing demonstrates – through quality content and execution – the university’s achievements and excellence.

FAILURE TO FOLLOW THESE GUIDELINES MAY RESULT IN PRODUCED COLLATERAL BEING REJECTED FOR APPROVAL BY UNIVERSITY RELATIONS & MARKETING.

PROMOTE BRAND PERSONALITY

Our **brand personality** is:

Unbound by limitations, hard-working, and welcoming, we passionately empower people, partners, and communities to take wing and soar.

This personality is embodied through our five **brand characteristics**:

- **EMPOWERING** inspirational, strengthening, transformational engine
- **LIMITLESS** optimistic, “can-do” attitude, unbound
- **RESPONSIVE** action-oriented, community-minded, helpful
- **HARDWORKING** goal-oriented, roll-up-your-sleeves, resourceful, tenacious
- **GENUINE** caring, supportive, warm, friendly, unpretentious, honest, informal

Photography and videography must strive to promote one or more of those characteristics and accurately reflect who we are.

SO, WHO ARE WE?

Fairmont State University is an unpretentious, authentic school where people roll up their sleeves and get to work. We’re friendly and happy to lend a hand, and we optimistically take on challenges (and have fun overcoming them).

We have more than our share of expert teacher-mentors and top-notch academic programs, but being the “biggest” or “most exclusive” school has never been our goal. We just want to be the school that prepares hard-working, passionate students for a lifetime of success.

All video and photography should reflect this spirit.



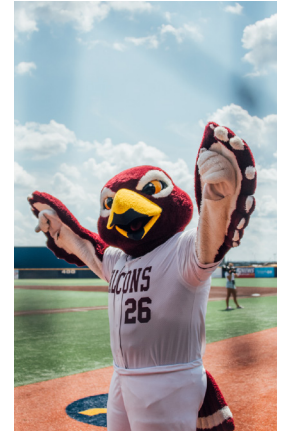
USE PROPER IDENTITY MARKS, FONTS AND COLORS

Approved identity marks, fonts, and colors may be found at FAIRMONTSTATE.EDU/university-brand.

Please note: If the publication, print piece or digital communication promotes an academic program, you must include this Fairmont State University non-discrimination statement (without the quotation marks):

“Fairmont State University is an equal opportunity, affirmative action institution.”

ART DIRECTION



Imagery should capture Fairmont State’s unique personality, conveying optimism, friendship, and opportunity. To that end, photos and videos should feel bright and inspirational, with teamwork and ‘getting something done’ often playing central roles. Falcons soar. That’s what they were born to do. And they do so in the trees and the sky, so feel free to make nature prominent. Natural light is essential, and plentiful sunshine, natural washouts and sun flares are welcome.

Falcons are unpretentious, hard-working, and they laugh freely and often. Family, friendship, and nature all play key roles in Fairmont State’s imagery — they convey feelings of togetherness and warmth.

THINGS TO AVOID

- No other school’s identity marks may appear in marketing collateral.
- No ‘negative’ statements or images involving Fairmont State are allowed, nor are images that show us in an unflattering light. Examples would include a student disparaging the University (“My professors never return emails...”), a student wearing an offensive T-shirt, a half-eaten sandwich on a professor’s table, or a pile of trash in the background.
- Do not use colorizing or other dramatic filters.
- Do not use flash photography to supplement or replace natural light.
- Do not stage portraits in a studio. Capture your subject in his or her natural surroundings.
- Do not use overly staged photography.

CONTACT US

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BRAND GUIDELINES

FAIRMONTSTATE.EDU/university-brand



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