Our Brand Book
Our Story

The Poole College of Management was established in 1992 at NC State University to provide business education for technology oriented students, in keeping with the university's traditional strengths in science and engineering. Prior to that, business education had been taught at NC State since the 1800s as part of the Department of Economics in the College of Humanities and Social Science.

The college was named the Poole College of Management in December 2010, in recognition of a $37 million endowed gift from Lonnie C. Poole Jr., founder of Waste Industries USA, Inc. The college’s Jenkins Graduate School had been named in September 2007, following a significant gift from Benjamin Jenkins, vice-chairman and president of General Bank, Wachovia (retired).

Poole College’s faculty is organized into four departments:
- Accounting (ACC)
- Business Management (BUS), which includes finance, information technology, marketing, and supply chain management/operations
- Economics (ECON)
- Management, Innovation and Entrepreneurship (MIE), which includes entrepreneurship, human resource management, management of technology, organizational behavior and leadership, and strategy.

The college offers graduate programs in economics jointly with the College of Agriculture and Life Sciences. In 2002, our Master of Science in Management was renamed as the Master of Business Administration. In 2008, we began offering the Master of Global Innovation Management in partnership with the Institut d'Administration des Entreprises at Université Paul Cézanne in France.

Our Undergraduate Programs include bachelor’s degrees in accounting, business administration, and economics, each with several concentrations and minors. The college encourages all students to prepare for today’s global marketplace by participating in opportunities to study business abroad and by completing internships. Project-based learning is an integral part of the college’s curriculum, with practicum experiences available for most concentrations. Numerous student organizations provide opportunities for leadership development and community service.

Entrepreneurship is taught at both the undergraduate and graduate levels as concentrations or areas of focus. Students can participate in competitions managed by the college as well as those made available through the university’s Entrepreneurship Initiative and other organizations. The college’s internationally recognized Technology Entrepreneurship Commercialization curriculum is available as a certificate program through NC State’s Graduate School.

Poole College views diversity as central to its academic mission. We are committed to fostering a supportive and inclusive environment that celebrates different human characteristics, backgrounds, experiences and perspectives. We believe that students who actively participate and learn in a diverse and inclusive community will develop critical skills to be successful in a global marketplace.

Our faculty provide extension, consulting and research services individually and through the following units.
- The Center for Innovation Management Studies, based in the MIE department, is an NSF-funded center that supports research in innovation management. Research and student project reports are presented at fall and spring member meetings.
- The Enterprise Risk Management Initiative in the accounting department supports research and curriculum development in the management of risk across the enterprise. ERM presents roundtables and professional development programs throughout the year.
- The Supply Chain Resource Cooperative in the business management department supports research and curriculum development in partnership with business and industry who provide project-based learning experiences for the college’s supply chain management concentration students. Student projects and faculty research are presented at SCRC’s fall and spring partner meetings.
- The BioSciences Management in the MIE department supports the academic curricula in biosciences management by arranging for project-based learning experiences for Jenkins MBA students in the biosciences management concentration. This initiative hosts an annual BioSciences Forum each fall, and collaborates with the college’s Executive Programs to present custom and open enrollment programs.
- The Technology Entrepreneurship Commercialization initiative in the MIE department supports the academic curricula of Jenkins MBA technology commercialization students, teaching its internationally recognized TEC Algorithm that enables students to assess the commercialization potential of evolving technologies. Students present their projects to venture capitalists each spring.
Our Mission, Strategy and Values

In the summer of 2007, the college’s faculty completed a comprehensive review of our Mission, Vision and Goals and prepared a document spelling these out in detail. The document’s highlights follow.

Our Mission
We educate students to lead in a technology rich global marketplace

Our Strategy for Success
Innovation

We Value...
The impact of our research.
The successes of our students.
The excellence of our teaching.
The diversity of cultures, ideas, and insights.
The development of students’ ethical awareness.
Our contribution to local and global economic development.

Our Brand
Research conducted periodically during the development of marketing and communications campaigns, beginning in early 2000, affirmed what we already had come to know: that our students and external constituents who knew of the college saw us as ‘real.’ Our students reported that they felt they were being prepared for the real world by faculty members who embrace an interdisciplinary approach to teaching and research and who bring real world experience to the classroom. We use the terms ‘real’ and ‘real world’ frequently in our communications, when they are part if the natural flow of the message - which occurs often.

We also are recognized as a business school that focuses on the management of technology, particularly in our graduate programs. Indeed, this was our founding mission. Our undergraduate students say that their degree options provide a solid, practical education that is well grounded in the fundamentals of business, with faculty and staff who create a caring, small school environment within a major research university. Our numerous practicum-based courses and emphasis on internships reflect our commitment to providing a real world learning experience that prepares our students for today’s technology driven, global marketplace. Similarly, NC State University’s brand research has identified ‘real world’ as a key message for the university as a whole. Students in both our graduate and undergraduate programs see the NC State College of Management and Jenkins Graduate School as a high value school that yields a strong return on their investment.

A student project in 2007 reaffirmed our brand as being ‘real.’ In fact, the students said we are ‘as real as it gets.’ From that, the above playful mark was born. You will see it in some of our materials.

Research also has shown that our students and alumni identify strongly with NC State University, and our marketing materials are built on the university’s brand guidelines (see http://www.ncsu.edu/brand/) but with a distinctive corporate presentation. See the next sections for guidelines regarding our college-level marketing and communications materials.
Logos

A logo is a simple, clear, easy way to identify an organization, institution, company, or individual. It needs to be easily recognized and capable of being used in various sizes and placements, and should be uncluttered. NC State University is the primary logo for the university and use of individual unit logos is discouraged. That said, the university also recognizes that units do need a way to provide easy recognition for their targeted audiences.

With the naming of the Poole College of Management, the following logos and guidelines were established for the college and the college’s Jenkins Graduate School. The Poole College of Management logo was created by adding the college’s name in text below the NC State University (in text), set off by red bars. This designates brand hierarchy: the university and then the individual college. The Poole College logo is used for communications related to the college as a whole, its undergraduate academic programs and its centers and initiatives. The college’s Jenkins Graduate School logo was created by adding the Jenkins name in text below the bottom bar of the Poole logo, but without the NC State University text above. The Poole-Jenkins logo is used by the college’s graduate academic programs. When using the Jenkins logo, the designed piece must also include the university logo in an approved placement, separate from the Jenkins logo. The college’s logos are available through the college’s Shared (P) Drive or by calling the college’s communications director, 919.513.4478.

The NC State University logo must have prominent placement on the cover of any communications piece related to the university or its units. The preferred location is the top left corner of a communications piece, 1/4 in. to 3/4 in. from the edge. It cannot be centered or anchored to the outside edge of a document. No logo may be reduced to the point at which words in the logo cannot be easily read. The logo should not be stylized, shaded or have other design treatments applied. Following are additional guidelines for use of the Poole and Jenkins logos along with the university logo. Please refer to the university brand book <http://www.ncsu.edu/brand/> for further guidelines about placement/usages of the NC State logo, and by extension, the Poole and Jenkins logos, or call the college communications office, 919.513.4478, for assistance.

**POOLE COLLEGE LOGO**

The horizontal Poole logo with the attached NC STATE UNIVERSITY LINE is the college’s preferred version, but alternative versions provide design flexibility, especially helpful for college units that need to incorporate the unit name in the design piece. The logo must appear on the cover of each communications piece in compliance with university logo placement guidelines. When using a sans-NC STATE version, the official NC State University logo must be placed at the top left of the design piece, with the college logo at the top right, bottom left or bottom right of the design. On websites, where the university’s required brand bar includes the university logo, the sans-NC State logo is preferred (with one or two red bars); the full logo may be used if needed to enhance navigation.

**LOGO COLOR OPTIONS**

Logo color options include red (pms 186) and black [to be used whenever color is available], all black, or all white version on a transparent background. All versions are available on white or transparent backgrounds. The transparent format is the best option when the white background would negatively impact the design. Logos are available in two formats:

- EPS – suitable for print projects requiring high resolution
- JPEG – suitable for electronic use [may be resized to conform with social media site requirements]
POOLE COLLEGE LOGO
Guidelines for college centers/initiatives
Poole College’s centers and initiatives use the Poole College logo as their institutional identifier, with the full version including the NC STATE logo preferred. Designs vary, so there are several placement options. When the NC STATE logo is used separately on the communications piece, to stress the university affiliation, the sans-NC STATE version of the Poole logo should be used, appearing prominently at the required distance from the NC STATE logo, below it at the left or at the top right or bottom left or right (never centered), with the NC STATE logo appearing prominently at the top left. The sans-NC STATE version would especially be appropriate for websites, as the required university brand bar includes the university name at the left edge. The Poole logo would appear below the branding bar, at the top left of the website design.

To avoid cluttering the logo & confusing the reader, the university does not allow combining unit names (centers & initiatives) with the university or college logo. The unit names, however, can be added in Univers text type (ALL CAPS preferred) beside or below the Poole logo or elsewhere on the document/page (including centered). Units that have an established acronym or graphic element may use that element, although the Univers font is encouraged for consistency with university brand standards. Unit names or graphic elements should comply with the university’s placement rule, which states that no design elements can be closer than one-half the height of the N in the NC STATE logo. If the name of the center/initiative is used prominently in the design, as in a headline, then there is no need to place the name/acronym next to the logo, but this may be done to maintain consistency of the unit’s communications style.

JENKINS GRADUATE SCHOOL LOGO
Guidelines for graduate programs
Graduate academic programs in Poole College’s Jenkins Graduate School use the Poole-Jenkins logo as their institutional identifier, with the horizontal version preferred. The Jenkins-Poole logo does not include the NC STATE logo; it must be used separately, displayed prominently in the top left of the communications piece. The same placement rules and guidelines apply for use of the Poole-Jenkins logo as for the university or Poole College logo: top left is the preferred placement (below the university logo - see distance requirements in the paragraph below) or prominently at the the top right or bottom left or right (never centered).

To avoid cluttering the logo & confusing the reader, the university does not allow combining unit names (academic programs) with the university or Poole-Jenkins logo. Academic program names, however, can be added in Univers text type (ALL CAPS preferred) beside or below the Poole logo or elsewhere on the document/page. Programs that have an established acronym or graphic element may use that element, although the Univers font is encouraged for consistency with university brand standards. Program names or graphic elements should comply with the university’s placement rule, which states that no design elements can be closer than one-half the height of the N in the NC State logo. If the program name is used prominently in the design, as in a headline, then there is no need to place the name/acronym next to the logo, although this may be done to maintain consistency of the unit’s communications style.
Colors and Fonts

**Print colors/fonts**
Colors: PMS 186 red [CMYK: C=0, M=100, Y=81, K=4] and black 7C
Fonts: Univers [primary font] and Minion Pro

**Main College Web colors/fonts**
Website: http://www.mgt.ncsu.edu/

Background-color: #F9F4E5
Font family
Arial, Helvetica, sans-serif;
Text color: #797878

**Accent colors**
Headlines: #D51820
Subheads: #D9170C

Photography

**Real World**
Photography and other graphics used in college communications reflect the strengths of the college, including its emphasis on providing real world experiences that prepare students for today’s dynamic global environment, led by faculty members who bring a real world perspective to their courses and research. The college’s communications office can assist with photography, either inhouse or through arrangements with professional photographers. Call 919.513.4478 for assistance.
How we refer to ourselves

The University
- First reference: NC State University
- Subsequent references: NC State
- Informal or athletics: NCSU

The College
- First reference: NC State University Poole College of Management [also: NC State University Poole College of Management and Jenkins Graduate School of Management [when talking about the college as a whole]
- Subsequent references: NC State Poole College of Management, the Poole College of Management, Poole College, the college

Faculty
- First reference: [example] Dr. John Jones, associate professor of marketing in the NC State University Poole College of Management's Department of Business Management [or just the university/college names and then a separate line at the end of the story, stating the department name: .... Jones is in Poole College's Department of Business Management]
- Subsequent references: last name only

Departments
- First reference example: Department of Management, Innovation, and Entrepreneurship (MIE) in the NC State University Poole College of Management or NC State University College of Management’s Jenkins Graduate School of Management
- Subsequent references: MIE department, the department

Jenkins Graduate School
- First Reference: Jenkins Graduate School of Management in the NC State University Poole College of Management or NC State University College of Management’s Jenkins Graduate School of Management
- Subsequent references: NC State Jenkins Graduate School, Jenkins Graduate School
- Acronym (for website navigation only): JGSM - but not for general use in text

Master of Accounting (MAC)
- First reference: Master of Accounting (MAC) Program in the NC State University Poole College of Management’s Jenkins Graduate School of Management, or Master of Accounting (MAC) Program in the Jenkins Graduate School of Management at the NC State University Poole College of Management, or Master of Accounting (MAC) Program in the NC State University Poole College of Management’s Jenkins Graduate School.
- Subsequent references: NC State Jenkins MAC Program; MAC Program, MAC students, etc.

Master of Business Administration (MBA)
- First reference: Master of Business Administration (MBA) Program in the NC State University Poole College of Management’s Jenkins Graduate School of Management or Master of Business Administration (MBA) Program in the Jenkins Graduate School of Management at the NC State University Poole College of Management
- Subsequent references: NC State Jenkins MBA Program; Jenkins MBA Program, MBA Program, MBA students, etc. Also: NC State Jenkins MBA Program for Working Professionals

Graduate Economics Program
- First reference: Economics Graduate Programs offered jointly by the NC State University College of Agriculture and Life Sciences and College of Management’s Jenkins Graduate School of Management or NC State University Economics Graduate Programs
- Subsequent references: NC State Economics Graduate Program, Economics Graduate Program

Master of Global Innovation Management (MGIM)
- First reference: The Master of Global Innovation Management (MGIM), a dual degree program offered jointly by the NC State University Jenkins Graduate School of Management and the Université Paul Cézanne Graduate School of Management (IAE) in Aix-en-Provence, France
- Subsequent references: Master of Global Innovation Management, MGIM

Undergraduate Program
- First reference: NC State University Poole College of Management Office of Undergraduate Programs
- Subsequent references: NC State Poole College of Management Undergraduate Programs, Undergraduate Programs
Boilerplate: How we describe ourselves

**Compact**
About NC State University Poole College of Management and Jenkins Graduate School
The NC State University Poole College of Management focuses on management education for a technology driven global marketplace. It offers undergraduate and graduate degrees in accounting, business administration and economics, as well as custom and open enrollment programs through its Executive Programs, LLP. The college’s Jenkins Graduate School of Management offers the Master of Business Administration, Master of Accounting, and Master of Global Innovation Management programs. Masters and doctoral degree programs in economics are offered jointly with NC State’s College of Agriculture and Life Sciences. Corporate engagement opportunities are available through the college's Center for Innovation Management Studies and initiatives that support academic and outreach programs in biosciences management, enterprise risk management, innovation management, supply chain management, and technology entrepreneurship and commercialization. Poole College’s accounting and business programs are accredited by AACSB International. Details are available online at www.poole.ncsu.edu.

**Comprehensive**
About NC State University Poole College of Management and Jenkins Graduate School
The NC State University Poole College of Management was established in 1992 to provide management education with an emphasis on management for a technology driven global marketplace. The college offers graduate and undergraduate academic programs in accounting, business administration and economics. Graduate programs, administered through the college's Jenkins Graduate School of Management, include the Master of Accounting, Master of Business Administration, Master of Global Innovation Management, and masters and doctoral programs in economics are offered jointly with the NC State College of Agriculture and Life Sciences. More than two dozen professional student organizations provide opportunities for networking and leadership development.

The college’s faculty is organized into four departments: accounting, business management, economics, and management, innovation and entrepreneurship. In addition to research and outreach activities related to their disciplines, faculty expertise is reflected in the college's Center of Innovation Management Studies and initiatives that support academic and outreach programs: BioSciences Management, Enterprise Risk Management, Supply Chain Resource Cooperative, and Technology Entrepreneurship Commercialization. The college’s Executive Programs LLP develops custom and open enrollment education for companies. Several public events are offered each year, including the Wachovia Executive Lecture Series, BioSciences Forum, the Enterprise Risk Management Summit and Roundtables, and the Poole College’s Leadership and Innovation Showcase. Research and student project reports are presented at the semi-annual meetings of the college’s Center for Innovation Management and Supply Chain Resource Cooperative. The college’s accounting and business management curricula are accredited by AACSB-International. Visit the college’s website at www.poole.ncsu.edu for additional information and to register for newsletters, events and research announcements.
Communications assistance

Academic programs, centers and initiatives diverge somewhat from the basic college website in style and design, in keeping with their target audiences. Website design strategy and technical support are provided by the college’s webmaster and digital communications strategist, Charles Canteen. Charles is also available to assist with outside vendors working on web development projects.

For assistance with all other communications, including print projects, content and photography, contact Anna Rzewnicki, the college’s director of communications.

If you encounter difficulties placing a logo properly, please contact:

Anna Rzewnicki, College of Management communications director
anna_rzewnicki@ncsu.edu | 919.513.4478

Charles Canteen, College of Management webmaster and instructional technologist
charles_canteen@ncsu.edu | 919.3.4585