

Brand and Messaging Guidelines

Continuing and Lifelong Education is essential to NC State's mission. Below, you'll find guidance to help ensure our branding is compelling, consistent and effective.

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About These Guidelines

These guidelines were created to **support the work of NC State Continuing and Lifelong Education (NCSCaLE) staff**, to provide clarity around branding and messaging, and to ensure that all of the unit's assets fit within the NC State brand and further NC State's strategic mission.

The **Brand Platform** section contains all core messaging elements – from positioning statements to audience-specific language – that define how we communicate NCSCaLE's unique value.

While these guidelines provide guidance specific to NC State Continuing and Lifelong Education and its units, they are built upon the core [NC State brand](#).

Before creating communications or marketing materials, you should take the time to understand the overarching branding rules and guidelines for NC State, which you will find on the [NC State Brand website](#).

In cases where the NC State Continuing and Lifelong Education guidelines may appear incomplete, defer to the core brand. All [downloadable assets](#) available on the NC State brand site are appropriate for NC State Continuing and Lifelong Education to use for official university purposes.

Our Foundation

Our Mission

Purpose: Defines why NCSCaLE exists and our fundamental role within NC State and the broader community.

To be a key strategic leader, catalyst and partner in the development and delivery of continuing and lifelong education programs and services that benefit individuals, organizations and communities at all stages of their personal and professional development.

Our Vision

Purpose: Describes our aspirational future and the long-term impact we aim to achieve.

Positively impact the individuals, organizations and communities of North Carolina and beyond through the development and delivery of results-driven continuing and lifelong education programs and services that empower all learners for a lifetime of success and impact.

We Value

Purpose: The core principles that guide our decisions, behaviors, and organizational culture.

Striving for Excellence

We strive for excellence in all we do, including hiring highly qualified staff, and developing and delivering exceptional programs and services to meet the needs of our clients and partners.

Embracing Equality and Belonging

We champion a welcoming work environment that focuses on our employees' well-being.

Championing Honesty, Integrity and Respect

Above all else, our work will be accomplished with the highest level of transparency and professionalism that is always conducted ethically and with respect for our colleagues, clients and partners.

Embracing a Culture of Change and Innovation

We leverage partnerships and university expertise to make thoughtful, data-informed decisions which enable innovative ideas. We are curious and open-minded; we ask bold questions and try new approaches without fear of failure.

Brand Platform

This section contains the core messaging elements that define the NC State Continuing and Lifelong Education (NCSCaLE) brand identity and guide all communications. These foundational components – positioning statement, value proposition, and brand statement – work together to articulate who we are, what we deliver and why it matters.

NCSCaLE operates in the continuing education market with a differentiated emphasis on lifelong learning and professional education. Unlike providers focused solely on tactical training or technical certificates, we offer comprehensive educational experiences that advance both careers and personal enrichment. This unique position allows us to serve as NC State's gateway to non-degree learning while maintaining the university's high standards for educational excellence and real-world impact.

The following elements form the foundation of our brand:

Positioning Statement

Purpose: A concise declaration of what NCSCaLE is and its role within the university and marketplace.

NC State Continuing and Lifelong Education is the gateway to lifelong learning at NC State University – providing programs, services, conference facilities, and community initiatives that empower individuals, organizations, and communities throughout their lifelong learning journey.

Value Proposition

Purpose: A structured statement of the unique value NCSCaLE delivers to its audiences.

For professionals, organizations and communities seeking to thrive in a rapidly evolving economy: NC State Continuing and Lifelong Education provides accessible lifelong learning – from programs and customized training to conference services and community initiatives – that harnesses NC State's comprehensive strengths in experiential education, industry partnerships and practical problem-solving to empower learners to adapt, innovate and lead.

Brand Narrative

Purpose: A narrative expression of NCSCaLE's story and significance to support various communications.

Lifelong learning is what NC State was built to deliver. As a land-grant university, our mission has always been to bring learning opportunities for every stage of life to North Carolina communities.

For over 100 years, NC State Continuing and Lifelong Education has served as the gateway connecting individuals, organizations and communities to NC State's distinctive strengths: experiential learning, industry partnerships and real-world problem-solving. From professional development and enrichment programs to customized training and conference services, we translate the university's expertise into accessible opportunities that empower action.

Because empowering lifelong learners doesn't just advance careers – it strengthens communities and drives North Carolina forward.

Think and Do

Think and Do is a promise embedded in every program we offer, capturing how we serve as the gateway between academic excellence and real-world application.

Usage Guidelines:

- Think and Do is a complete phrase – never alter, separate, or add quotation marks.
- Always style in title case: Think and Do.
- In headlines or with the NC State logo, no closing period.
- The phrase is indivisible – we never think alone or do alone.

Key Messages

These five key messages represent NCSCaLE's core strengths and differentiators. They serve as the foundation for all communications, though emphasis will vary based on audience, context and specific unit needs. Each message aligns with at least one of NC State's four brand pillars while highlighting what makes NCSCaLE unique in the continuing education marketplace.

When crafting communications, select and emphasize the messages most relevant to your audience's needs and motivations. These are the truths that set us apart – and the impressions we want to leave with every interaction.

Proven Excellence (Brand Pillar: *We Get Results*)

100+ years of delivering measurable impact through programs taught by leading experts – including NC State's renowned faculty and carefully selected industry leaders – bringing together both academic rigor and practical relevance.

Accessible Pathways (Brand Pillar: *We Reach Out*)

Breaking down barriers through flexible delivery, affordable pricing, and a commitment to serving all North Carolinians – from free community programs to premium professional certifications.

Industry Aligned (Brand Pillar: *We Get Results*)

Anticipating workforce needs and partnering with industry to deliver practical, immediately applicable learning – with a special strength in technical fields where NC State leads in the state.

Community Centered (Brand Pillar: *We Connect People*)

Strengthening North Carolina by connecting individuals, organizations, and communities to build networks that advance not only careers, but also civic engagement and economic vitality.

Innovative Approach (Brand Pillar: *We Dream Big*)

Pioneering new models for lifelong learning through unique programs, customized training, and comprehensive services – from individual courses to full conference management to benefit individuals and organizations seeking to learn.

Target Audiences (External)

Engagement Purpose: Drive enrollment, partnerships, and market position.

Individual Learners

Adults seeking professional advancement or personal enrichment

Typical Profile:

- Professional learners: 35-55 years old, seeking career development and skill advancement
- Lifelong learners: 50+, seeking intellectual stimulation, community, and personal growth (includes OLLI participants)
- Located primarily in Southeast with emphasis on RTP area
- **Pain points:** Time constraints, ROI concerns (professionals); finding meaningful engagement and community (lifelong learners)
- **What they want to feel:** Accomplished, engaged, valued, connected

Organizational Decision-Makers

Leaders investing in workforce and community development

Typical Profile:

- Corporate: HR/L&D leaders in companies with 100+ employees and professional development budgets
- Community: Nonprofit leaders, government agencies, and civic organizations seeking capacity building
- Industries: Technology, Healthcare, Education, Finance, Government, Nonprofit sector
- Seeking scalable solutions for workforce development and organizational effectiveness
- **Pain points:** Demonstrating ROI, ensuring quality, budget constraints (especially nonprofits), integrating learning into practice
- **What they want to feel:** Strategic, efficient, impactful, supported

NC State Affiliates

Alumni and previous NCSCaLE participants maintaining their NC State connection

Typical Profile:

- NC State graduates and previous NCSCaLE program participants
- Located primarily in North Carolina
- Seeking continued connection and growth opportunities
- **Pain points:** Awareness of offerings, understanding the NC State connection
- **What they want to feel:** Connected, valued, among peers

NC State Faculty and Academic Units

Internal partners expanding their educational impact

Typical Profile:

- Current faculty and academic departments seeking to extend reach
- Looking to develop non-degree programs or share expertise
- Seeking infrastructure and support for program delivery
- **Pain points:** Administrative burden, marketing reach, operational logistics
- **What they want to feel:** Supported, valued, impactful

Audience-specific Elevator Pitches

Individual Professionals

NC State Continuing and Lifelong Education is your gateway to lifelong learning at NC State. Whether you're advancing your career, exploring a new field or enriching your retirement years, we offer flexible programs taught by leading experts. From professional certifications to personal enrichment courses, from technical training to liberal arts exploration, we provide education that fits your life and goals. Join thousands of North Carolinians who trust us to empower their next chapter – whatever that may be.

Organizational Decision-Makers

NC State Continuing and Lifelong Education partners with organizations – from corporations to nonprofits – to deliver customized education and training that drives measurable results. We bring together NC State's academic excellence with carefully selected industry experts to create solutions tailored to your needs and budget. Whether you're developing workforce skills, building

organizational capacity or hosting professional events, we're your partner for growth – backed by 100+ years of impact. Put NC State to work for your organization.

NC State Affiliates

Your NC State journey doesn't end at graduation. NC State Continuing and Lifelong Education keeps you connected to the Wolfpack through learning opportunities that tap into the university's latest innovations and expertise. From professional certifications to personal enrichment, and networking opportunities to community impact programs, we're here to support your lifelong learning. Keep learning from NC State.

NC State Faculty and Academic Units

NC State Continuing and Lifelong Education is your partner in extending your expertise beyond the typical classroom. We provide the infrastructure, marketing and administrative support to transform your knowledge into accessible continuing education programs that reach new audiences and generate impact. Whether you're looking to offer professional certifications, develop customized training or create community programs, we handle the logistics while you focus on the knowledge. Together, we can expand your reach and fulfill NC State's land-grant mission.

Boilerplate

Purpose: A standard paragraph for press releases, proposals, and official documents requiring a brief organizational description

Guidance: Select one, or use both: Option 1 for more formal or institution-level communications; Option 2 is better for learner- or program-focused materials.

Option 1: NC State Continuing and Lifelong Education is the gateway to non-degree learning at NC State, offering programs and services that empower individuals, organizations, and communities throughout North Carolina and beyond on their lifelong learning journey.

Option 2: NC State Continuing and Lifelong Education is the gateway to non-degree learning at NC State, offering professional development and enrichment programs that empower individuals and organizations throughout their lifelong learning journey.

Brand Architecture

NC State Continuing and Lifelong Education operates as a [Core Brand](#) unit of NC State University. As such, NCSCaLE and most of its units follow standard university brand guidelines and naming conventions.

For example, the following units operate under NCSCaLE's core brand and should reference their connection to NCSCaLE in communications:

- Office of Professional Development
- Print and Mail Services
- Customized Training and Development
- Event Services and Conference Management

These units should be identified as "NC State Continuing and Lifelong Education [Unit Name]" or "[Unit Name], part of NC State Continuing and Lifelong Education."

Special Brand Designations Several units within NCSCaLE have unique missions or funding structures that grant them different brand status:

Extended Brands:

- **McKimmon Conference and Training Center [at NC State University]** – a premier facility dedicated to hosting a wide range of educational events, from conferences and workshops to training sessions and seminars.
- **Center for Urban Affairs and Community Services** – Serves broader community development missions beyond traditional continuing education.
- **Osher Lifelong Learning Institute (OLLI)** – Funded by the Osher Foundation with specific naming requirements.
- **Upper Coastal Plain Learning Council** – Regional partnership serving northeastern North Carolina.

Satellite Brand:

- **The Collaborative (ECU-NC State)** – Joint partnership between East Carolina University and NC State.

Units with extended, extension, or satellite brand status may operate with greater brand independence and are not required to reference NCSCaLE in all communications, though the connection should be acknowledged where appropriate.

Copy Guidelines

Editorial Style

NC State's well-defined editorial style ensures that we always appear professional, consistent and trustworthy. The university's editorial style is based on [The Associated Press Stylebook](#), with exceptions and additions as noted on the [NC State brand site](#).

When the NC State style guide conflicts with Associated Press (AP) style, follow the former. To resolve questions of spelling, AP recommends using *Webster's New World College Dictionary*.

NC State Continuing and Lifelong Education has some additional style considerations, outlined below. These are intended to complement, not contradict, the university's editorial style guidelines.

Continuing and Lifelong Education

Use title case when writing the full name of our unit: NC State Continuing and Lifelong Education.

Use lowercase when referring to the general concept, as you would with any other generic noun phrase.

- **Correct:** Our unit offers continuing and lifelong education to a wide range of constituents.
- **Incorrect:** Our unit offers Continuing and Lifelong Education to a wide range of constituents.

(To avoid redundant wording, it's usually best to use synonyms or other phrasing to detail our offerings.)

Unit Name and Acronyms

Use the full name of our unit — **NC State Continuing and Lifelong Education** — on first reference internally, and ***always in external communications***. This helps constituents and clients understand who we are and what we offer at a glance. This is especially important in written communications where the NC State brick does not appear (such as a text email), so our connection to the university remains clear.

In some cases, using the unit's full name may seem redundant because "NC State University" or "NC State" appears in the same sentence or an adjacent one. In these cases, where the connection to the university is explicit, it is acceptable to use "Continuing and Lifelong Education" alone.

- **Correct:** NC State’s purpose is to create prosperity. Continuing and Lifelong Education’s work is essential to that mission.
- **Incorrect:** Welcome to your one-stop for nonstop learning. Continuing and Lifelong Education has been essential to our state’s educational landscape since 1924. Learn more about what we offer.

In **internal or informal communications**, it may be acceptable to refer to ourselves as NCSCaLE without additional context. But do note that this acronym may be unfamiliar even to other NC State employees.

If the name of the unit appears frequently in a given piece of **internal communication only**, spell it out the first time it is used, with the simple acronym given in parentheses immediately afterward (NCSCaLE). Use that acronym on second and subsequent references.

- **Correct:** NC State Continuing and Lifelong Education (NCSCaLE) staff remain dedicated to sharing the university’s knowledge and providing excellent customer service.
- **Incorrect:** NCSCaLE staff remain dedicated to sharing the university’s knowledge and providing excellent customer service.

The McKimmon Center

The official name of the facility commonly known by this name – and of the subunit that supports its operations – is the Jane S. McKimmon Conference and Training Center.

Use the full name of the facility on first reference, and associate it with NC State University. On second and subsequent references, the more informal name is acceptable: the McKimmon Center. Never use “McKimmon” in isolation.

- **Correct on first use:** The Jane S. McKimmon Conference and Training Center is the premier facility of its kind at NC State. Staff across the university are deeply familiar with the work done at the McKimmon Center.
- **Incorrect on first use:** The McKimmon Center is the premier facility of its kind at NC State.
- **Incorrect in all instances:** Staff across the university are deeply familiar with the work done at McKimmon.

The acronym MCTC is only acceptable in internal or informal communications.

When talking about the home demonstration leader who was among the first women to receive degrees from NC State, use Jane S. McKimmon.

Osher Lifelong Learning Institute

The official name of this subunit is the Osher Lifelong Learning Institute at NC State University.

Use the full name of the subunit on first reference. If the name will appear frequently in a given piece of communication, spell it out the first time it is used, with the simple acronym given in

parentheses after the name of the institute. Thereafter, the acronym or informal name is acceptable: “OLLI” or “OLLI at NC State.”

- **Correct on first use:** The Osher Lifelong Learning Institute (OLLI) at NC State University provides noncredit short courses, study trips and special events for adults over 50.
- **Incorrect on first use:** OLLI members can access a range of benefits using their ID card.
- **Incorrect in all instances:** The CLE OLLI is part of a national network of 125 such institutes.

This usage is specified by the Osher Foundation in the endowment agreement signed by NC State.

Voice and Tone

As part of NC State, we reflect the university’s distinctive voice – one that is:

- **Inventive**
- **Driven**
- **Collaborative**
- **Supportive, and**
- **Confident**

We communicate with clarity, conviction and purpose. We simplify the complex. We highlight real outcomes and real-world impact. And we always speak in ways that match the practical, learner-focused work we do.

Our **tone adjusts based on the audience** – whether we’re speaking to prospective learners, campus partners, employers, or community members. But our voice remains consistent: bold, clear and grounded in NC State’s mission to solve real problems and empower lifelong learners.

For full guidelines and examples, visit the [NC State Brand Voice and Tone page](#).

Visual Identity

As a unit of NC State, we follow the university’s visual identity standards to maintain consistency, professionalism, and brand recognition.

Logos

The NC State logo – known as “**the brick**” – is the official visual mark for all university communications. University Communications and Marketing (UComm) has provided an approved logo lockup for:

- **NC State Continuing and Lifelong Education**

For more guidance on using the brick or other NC State marks, read the university’s [logo guidelines](#).

Use With External Partners

The brick logo may only be used on official NC State communications. It should **not appear** on materials created by external organizations, even when events are hosted on campus. For any questions about logo usage by external partners, please contact the Marketing and Communications team.

Co-Branding Exceptions

Programs with distinct funding or missions, such as the **Osher Lifelong Learning Institute**, receive **extended brand status** and follow approved co-branding practices that align with university standards.

No Alternate Logos

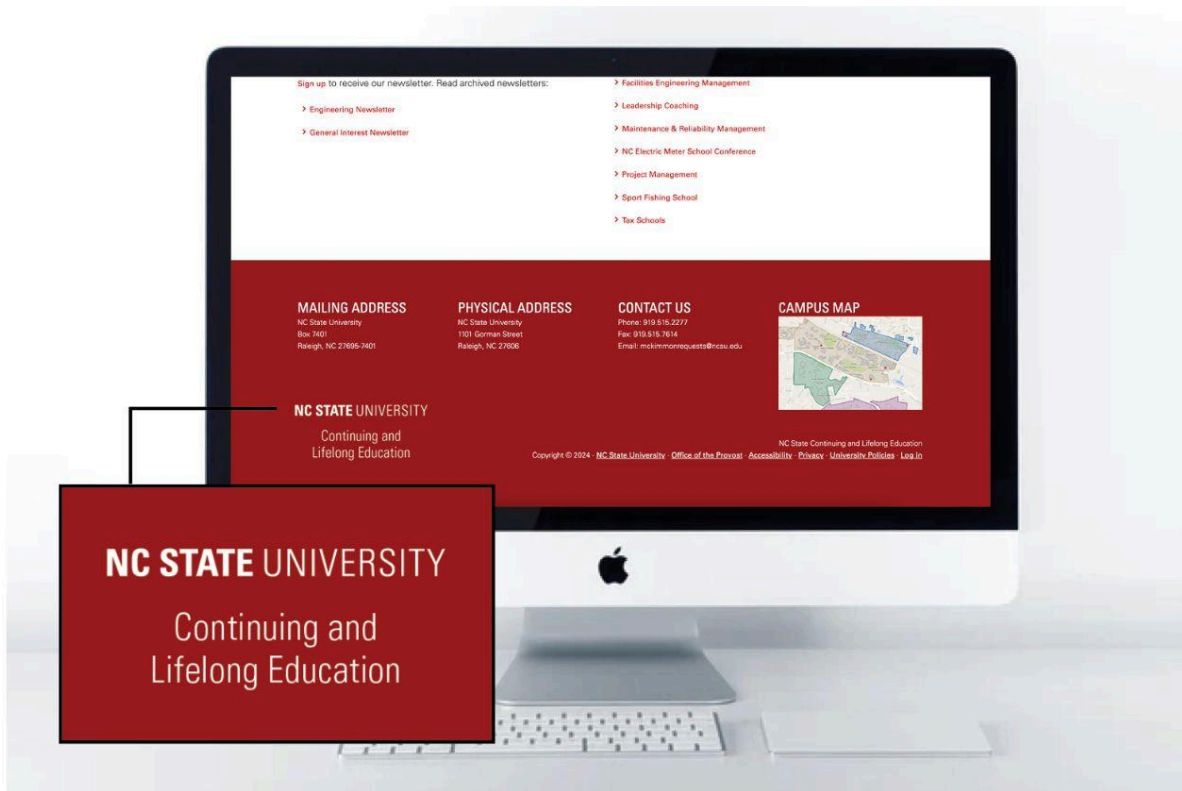
Programs, subunits, and initiatives **may not create their own logos**. Supporting graphics may be used for storytelling or thematic design – but not in place of, or locked up with, the NC State Continuing and Lifelong Education logo.

Design Standards

All communications should follow NC State’s approved:

- [Color palette](#)
- [Typography](#)
- [Imagery](#)
- [Design conventions](#)

For full visual identity guidance and assets, visit the [Designing for NC State page](#).



Questions?

For questions about brand designation or usage, consult with [NCSCaLE Marketing and Communications](#).