

# SlipperyRock<sup>SM</sup> University of Pennsylvania



## Publications Guidelines and Graphic Identity Standards

## Introduction

In the highly competitive higher education market, it is imperative that we convey the Slippery Rock University name clearly, consistently and prominently. Marketing experts call this process “branding.” Keeping our brand name in front of the public in an appealing and consistent manner is the cornerstone of our University promotional efforts.

Letterhead, business cards, brochures of all types, promotional giveaway items, posters, wearing apparel and other material that carry our University’s name must do so in a way that builds positive, consistent name recognition and awareness of Slippery Rock University.

Certain marks and verbiage are registered trademarks or servicemarks of SRU and cannot be used without permission. They are noted in this guide with either a TM or SM.

This guide has been produced to help the Slippery Rock University community promote our University with pride. It does not attempt to address every possible situation. Rather, it provides general principles and guidelines while emphasizing the benefits of being consistent in the way we present Slippery Rock University in printed and other visual communication. Specific questions should be addressed to the university publications manager in the Office of University Public Relations, 201 Old Main, 724-738-4827.

## Graphic Identity

Slippery Rock University has three graphic identity tools: the SRU Wordmark, the SRU Logo and the SRU Seal. One of these identifications should be displayed clearly on all promotional materials, informational items and other communication from the University. Their use must be approved by the Office of University Public Relations.

### The SRU Wordmark

The Slippery Rock University Wordmark, as shown below, is the official identifying mark of Slippery Rock University. It should be used on University letterhead, business cards, publications and electronic communication, unless exempted by these guidelines or other University policy.

The SRU Wordmark has been created as an element of art. It cannot be modified or created by using a similar typeface. Reproducible artwork for the wordmark must be obtained from the Office of University Public Relations.

#### Wordmark usage permits useful variations.

- The words “of Pennsylvania” may be included as part of the wordmark for communication, intended for out-of-state audiences or for others for whom it would be useful to clarify our location. These words should only be added as part of the wordmark artwork as prepared by the Office of University Public Relations.



SlipperyRock  
University<sup>SM</sup>  
of Pennsylvania



SlipperyRock  
University<sup>SM</sup>

Examples of wordmark using the official SRU green, PMS 342 (forest green)



SlipperyRock  
University<sup>SM</sup>  
of Pennsylvania



SlipperyRock  
University<sup>SM</sup>

Examples of wordmark printed in black



SlipperyRock  
University<sup>SM</sup>  
of Pennsylvania



SlipperyRock  
University<sup>SM</sup>  
of Pennsylvania

Examples of the wordmark reversed out of a color and shown in white



SlipperyRock  
University<sup>SM</sup>  
of Pennsylvania



SlipperyRock  
University<sup>SM</sup>

Wordmark *may not* be distorted in any way or scaled incorrectly

## The SRU Logo (sometimes referred to as the "Promotional Logo")

The SRU Logo is intended for use in athletic promotion and team identity, and on other materials primarily aimed at student and prospective-student audiences. Experience has shown that the logo tends to have more appeal with younger audiences.

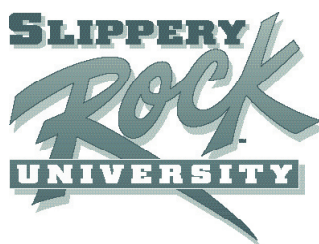
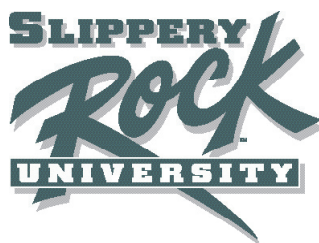
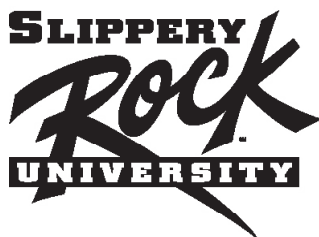
As with the SRU Wordmark, the SRU Logo is a special art item. Individuals should not attempt to re-create or modify it. Reproducible artwork for the SRU Logo may be obtained from the university publications manager in the Office of University Public Relations.

The SRU Logo may be used in a solid color with or without a shadow behind the words. The shadow may be a lighter or darker shade of the main color or a second color. The official colors are: PMS 342 (green) and white.

Similarly, the word "university" may be white type inside a dark bar or dark type inside a lighter color bar. A number of acceptable variations are shown.

For variations not shown in these guidelines, please consult with the university publications manager (ext. 4827).

In order to protect SRU's servicemark rights on the SRU Logo, all uses of it must be approved by the Office of Univer-



## Other SRU Organizational Logos

Slippery Rock University discourages the use of other logos or identifying marks for entities within the University. It is most important that printed and other communication materials aimed at external audiences clearly and prominently be identified as being from Slippery Rock University. The name that must be most recognized in the marketplace is Slippery Rock University.

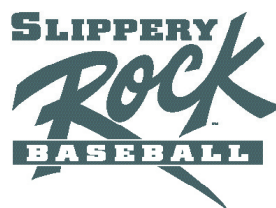
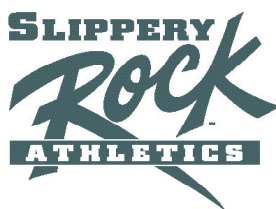
No logos or marks other than those identified in these guidelines will be printed or otherwise reproduced using University funds unless approved by the Office of University Public Relations.

## Using the SRU Logo or SRU Wordmark to identify recognized university organizations

The SRU Logo was designed to enable athletic teams, student organizations, academic departments, or other university entities to identify themselves by placing the organization name in the bar at the bottom of the logo (Some examples are shown at the right).

However, if the SRU Logo is being used in such a manner on publications, the publication also should indicate prominently that it is from Slippery Rock University either by using the SRU Wordmark or spelling out the SRU name in type on another area of the publication's cover.

Similarly, the SRU Wordmark may incorporate another name, such as a college, academic department, institute, center or other entity within the University. Such use must follow these guidelines and examples.



The examples above use the font Berthold City Bold to identify the team, department or entity and must be positioned as shown.



The examples above use the font Avenir Black to identify the college, department, institute, center or other entity and must be positioned as shown above.



## The Script Rock

The script Rock portion of the SRU Logo may be used independently, with or without the word “The.” (See examples below).

This mark is appropriate on wearing apparel or as a visual device within certain publications. The script Rock may also be used with an athletic identifier such as in the examples.

In order to protect our servicemark rights on this graphic, all usage must be approved by the Office of University Public Relations.



The examples above use the font Berthold City Bold to identify the team, department or entity and must be positioned as shown.

## The University Seal

In certain more formal documents, it might be most appropriate to use the Slippery Rock University Seal. The Office of University Public Relations must approve the use of the SRU seal.



## Independent affiliated organizations

Organizations such as the Slippery Rock University Alumni Association, the Slippery Rock University Foundation, Inc., the Student Government Association and the University Program Board have independent graphic identity marks or logos.

However, any use of the Slippery Rock University name, the SRU Wordmark, Logo or Seal in conjunction with those marks or logos must have the approval of the Office of University Public Relations.

## Color

Slippery Rock University's colors are green and white.

There is one official green accepted for branding purposes. That is, if you are using green to reinforce the fact that the communication is from SRU, or you are in some way intending to tie your communication to the fact that our colors are green and white, then you should use the official green.

The official green is:

- PMS (Pantone Matching System) number 342 .

## State System of Higher Education Guidelines

The State System of Higher Education also has style guidelines for communication. This guide is available at the system Web site: [www.sshechan.edu](http://www.sshechan.edu).

If you are working with our publications manager, you will not need to be familiar with the system guidelines. However, if you are working on a project independently, you should consult with those guidelines as well or you may lose time and money when the Office of University Public Relations reviews your project before printing and points out inconsistencies.

## Outside Audiences:

University publications include all forms of printed material produced by the University for students, faculty, alumni, parents, prospective students, friends, the media and the general public. All publications and Web sites oriented to off-campus distribution *must* include the following five items:

- The SRU Wordmark, SRU Logo or SRU Seal
- This line (usually placed close to one of the above): Rock solid education
- The University Web site: [www.SRU.edu](http://www.SRU.edu)
- This line: Slippery Rock University is an equal opportunity/affirmative action institution
- This line: A member of the Pennsylvania State System of Higher Education

## Stationery

Letters written on Slippery Rock University stationery imply an official message from the writer and Slippery Rock University. Because they are official documents, a standard format has been developed for SRU stationery.

## Letterhead

Letterhead is intended to have a unified look and to be cost effective by having only a small number of versions. SRU's letterhead has been designed with added public relations value by identifying the name of the respective college and its academic departments. Likewise, administrative divisions have a letterhead that identifies that division and the departments within it.

Letterhead is printed at SRU's Printing Services Department and is PMS 342 green on white paper. The information in green is the important promotional message we want to convey to the public, or in other words, it is our branding information. (See example A).

Individual personalization on letterhead may be achieved at your desktop by use of the personalization template available from the university publications manager (ext. 4827).

A generic, or all-purpose, letterhead also is available. This version does not have a college or administrative division included. It can, of course, be individually personalized through the use of the template.

## Creating memorandum paper

Templates also have been developed so that individuals can create their own memo paper (size 8.5" x 11"), with or without college or administrative division identifications. The SRU Wordmark will print in black on your desktop printer, unless you use a color printer. See example B.

Templates and instructions may be requested from the publications manager (ext. 4827).

SlipperyRock University

William J. McKinney  
Dean

104 Seavin Behavioral Science Building  
Slippery Rock, PA 16057-1326  
724.738.4863  
724.738.2188 Fax

College of Humanities,  
Fine and Performing Arts

Departments of:  
Art  
Dance  
English  
History  
Modern Languages  
and Cultures  
Music  
Philosophy  
Theatre  
Women's Studies

Date

Name  
Title  
Company  
Address  
City, State, Zip Code

Salutation,

The example on this page illustrates the recommended typing format to be followed on all correspondence. The address block is set in 8 point Garamond, upper and lower case, flush left with 10 point leading between baselines of type. The title is set in 8 point Garamond Italic. It is positioned 2.25" from the left margin and .75" down from the top of page.

Set the left margin for the entire letter at 1". Set the right margin at no less than 1". Position the date 2.25" down from the top of the page. Allow two blank lines between the date and the name, and one blank line between the last line of the address and the salutation. The body of the letter begins on the second line below the salutation.

Type the body of the letter with single line spacing, and with double line spacing between the paragraphs. Set the copy in 10 point Garamond, upper and lower case, flush left with 14 point leading between baselines of type. Paragraphs should not be indented. Use a second sheet for letters requiring more than one page.

Double space the closing below the body of the letter. Leave a minimum of four blank lines for the signature. If desired, type the writer's/secretary's initials two lines below the name and title. If required, type the enclosure and copy information two lines below the writer/secretary's initial. Single space between the enclosure and copy information.

SlipperyRock University

Sandy Busch  
Publications Manager

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MEMORANDUM

Higher Education | rock solid education  
www.sru.edu

Example A

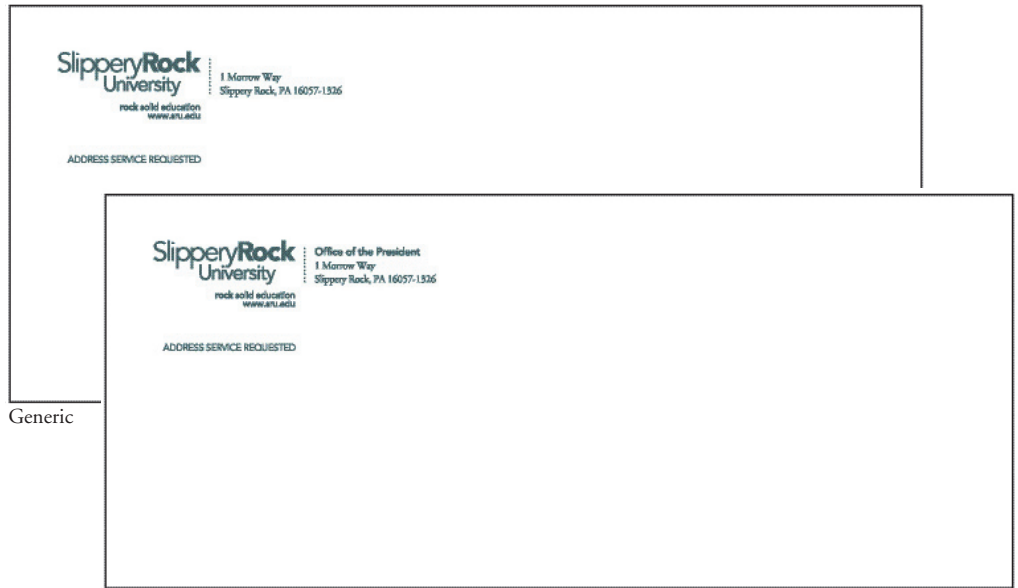
The font for the personalization section is 8 point Garamond. A serif type such as Garamond, Times or Century is recommended for the body copy of letters and memos. Research shows that serif type is easier to read for body copy. Sans serif types are most often used in headlines or displays.

Example B

## Envelopes

Envelopes must be ordered through the Purchasing Office by individual cost center managers. The return address must identify the cost center name in the top line. The official U.S. Post Office address for Slippery Rock University is *1 Morrow Way*. All envelopes indicating "Address Service Requested" must have the official Post Office address for SRU.

Central Receiving stocks a supply of generic envelopes. However, these must have a cost center name added to them by hand, by stamp or with your desktop printer before mailing.

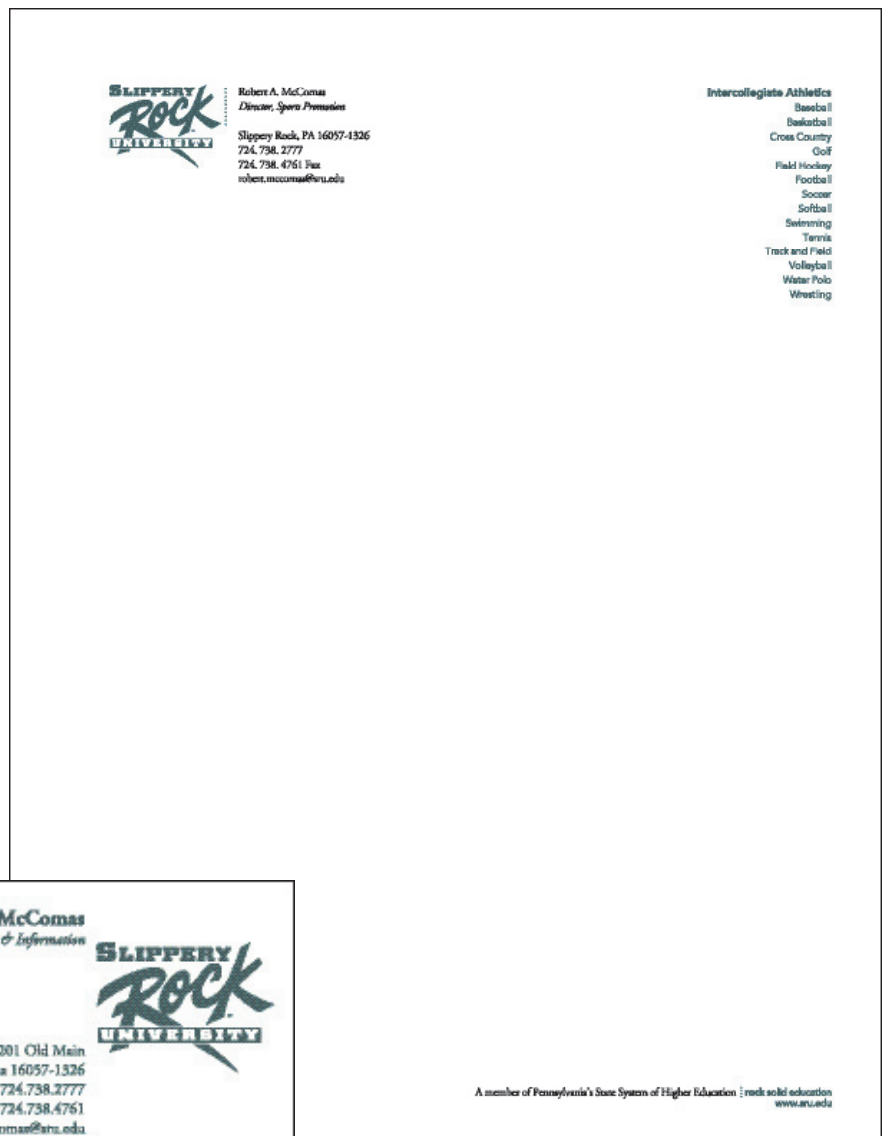


## Business Cards

Business cards play an important role in university branding. Business cards serve to introduce both the University and the individual. To ensure consistency, all business cards must be ordered through the purchasing office.

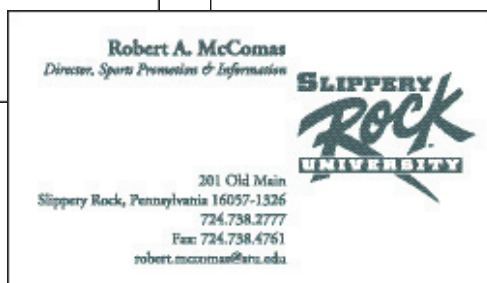
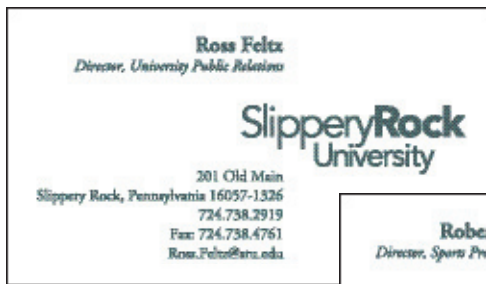
The examples below show the proper position of the person's name, title, address and contact information. Home phone numbers are optional.

The type style and size are designed to correspond to the letterhead.



## Athletic Stationery

The Athletic Department may use the SRU logo on its letterhead and business cards, provided those items are printed according to specifications from the Office of University Public Relations.



## Approvals and assistance

Publications project the image of the University. It is essential that all publications be well designed, use the SRU Wordmark, Logo, or Seal correctly, and that the publication project an image of quality. Such publications would include (but not be limited to) promotional announcements, marketing materials, fund-raising brochures, newsletters, event promotions, student recruitment materials, continuing education promotions and other University communication.

All printed materials that represent the University or entities within the University to off-campus audiences must be approved by the Office of University Public Relations before printing.

The best time to obtain this approval is early in the planning process. Discuss your project with the publications manager when you are still conceptualizing. You will receive helpful advice that can make your communication more effective.

Design services are available through the publication manager when a request is made with enough lead time. How much lead time is needed? It depends on the nature of the project. A simple one-page flier or tri-fold pamphlet could, at times, be turned around in a week (not including printing). A multi-page brochure will take longer. You also will need to be advised as to the proper method of preparing your copy so that it can be transmitted electronically.

Remember to allow time for printing the project after the design is complete. Purchasing of all off-campus printing must be obtained by the Office of Purchasing using proper procurement procedures. Call ext. 2079 for assistance. Printing specifications must be prepared and sent to prospec-

tive vendors for bidding of the project. That is another reason to consult with our publications manager early, as you begin to think about producing something for reproduction.

## The University's Printing Services Department

Formerly known as Communication Services, the University's Printing Services Department provides high volume, photo copy services and limited color printing.

For class handouts, course packets, on-campus communication and exact reprints of previously approved University publications, the order can go directly to Printing Services.

For new publications and other printed material designed outside the Office of University Public Relations, consultation with our publications manager is necessary to determine if the project must be reviewed prior to printing. If you take a new project, especially one intended for off-campus distribution, directly to Printing Services, you may lose time as your project is sent to Public Relations for review. It is always best to consult with our publications manager as soon as you begin thinking about developing promotional material for printing or copying.

## The SRU Mailing Permit

Anyone producing a mailing that will use the University's postal permit must first receive authorization for its use from the Finance and Administrative Affairs Office. If the mailing will use standard University envelopes, design approval is not required.

NON-PROFIT ORG. U.S. POSTAGE PAID SLIPPERY ROCK, PA PERMIT #24
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The Bulk Mail Authorization form is available from the University mailroom's Web site.

Once you have authorization to use the SRU permit, you must be aware that the U.S. Post Office has established rules for mass (bulk) mailing procedures. They are particularly concerned with how the mailing address area of a mailer is designed and the permit that is used. The design for any mailing piece that will use the University mass mailing permit must be reviewed and approved by the Office of University Public Relations.

## Registered Trademarks

In addition to the trademarks and servicemarks shown throughout this guide, the following verbiage are also registered trademarks of Slippery Rock University:

- Slippery Rock University
- Slippery Rock
- Rocky
- The Rock
- SRU

Any use of this verbiage must be in compliance with these guidelines or otherwise be approved by the Office of University Public Relations.

## Questions

These publication guidelines are not all inclusive. They are intended first of all to create greater awareness of the roles graphic identity plays in building the university's brand recognition in the marketplace. Secondly, they are intended to inform the campus community about the process for producing professional print publications.

If you have questions about specifics not covered in our guidelines, or general questions about how to proceed with a project, please call our publications manager (ext. 4827).



# A Few Words About Style

Like most other universities, we follow the *Associated Press Style Guide* for news releases and articles being submitted to a newspaper or journalistic publication. A more comprehensive guide is *The Chicago Manual of Style*, which covers publishing in general.

However, listed below are some guidelines we will follow for Slippery Rock University publications.

## Academic colleges and schools

Use capitalization as shown. Use the word “and,” not an ampersand.

- College of Business, Information and Social Sciences
- College of Education
- College of Health, Environment and Science
- College of Humanities, Fine and Performing Arts
- School of Business
- Graduate School of Physical Therapy

## Academic degrees

The names of academic degrees and honors should be capitalized when following a personal name, whether abbreviated or written in full:

- Joseph A. Jones, Doctor of Law

But when academic degrees are referred to in such general terms as doctorate, doctor’s, bachelor’s, master of science, they are not capitalized. Abbreviate degrees by using capitals with no spaces after periods: B.S., B.A., M.S., M.A., D.P.T.:

- a B.S. in biology

## Academic departments

Capitalize the name of the department and the words *department*, *office* or *school* when they appear in the form of official names:

- Department of Dance
- the department
- the dance department

## alma mater

Do not capitalize unless used in the complete formal name: the Slippery Rock University Alma Mater or SRU Aluma Mater.

## Alumnus/Alumni/Alumna/Alumnae

Use *alumnus* (*alumni* for plural) when referring to a man who has attended Slippery Rock University. Use *alumna* (*alumnae* for plural) for a woman who has attended Slippery Rock University. Use *alumni* when referring to a group of men and women.

## a.m./p.m.

Do not capitalize *a.m.* or *p.m.*

## Council of Trustees

Capitalize when used as the full proper name: Council of Trustees of Slippery Rock University

or the SRU Council of Trustees. Otherwise it is the council of trustees.

## Buildings

Use the official name of the campus facility with capitals in formal communication. On subsequent references using no proper names, lowercase *building*, *hall*, *field house*, etc.

## Classes and courses

Use lowercase when you refer to courses and classes, unless you use the specific name of the course:

- a communication course
- Psychology II

## Committees

Capitalize the name of specific committees and lowercase the second references:

- the University Curriculum Committee
- the curriculum committee
- the committee

## Courtesy titles

Lowercase titles unless they precede a name. On second and subsequent references use last name only:

- Robert Smith, provost and vice president academic affairs
- Dean William McKinney
- Professor George Mihalik
- George Mihalik, allied health professor
- Mihalik teaches in allied health

*Vice president* has no hyphen. Titles such as *CPA* and *APR* should be preceded by a comma and written in caps with no periods. *Dr.* may be used for all persons holding a doctoral degree. Juris Doctorate (J.D.) is not considered a doctoral degree.

Courtesy titles such as *Mr.*, *Mrs.*, *Ms.* or *Miss* are generally not used in either first or subsequent references.

## E-mail

Use as a hyphenated word. Capitalize “E” only if it begins a sentence.

## Major/programs

Do not capitalize majors, programs, specializations and concentrations:

- she majored in chemistry

## Money

Use the dollar sign and numbers. Do not use a decimal and two zeroes. For amounts beyond the thousands, use the dollar sign, numeral and the appropriate word: *\$10 million*.

## Months

Abbreviate months if you include the date. Do not abbreviate when used alone or with a year. Do not abbreviate *March*, *April*, *May*, *June* or *July*.

## Numbers

Spell out numbers *one* through *nine*, use figures for *10* and above. Use numerals for dimensions, percentages, ages, distances and computer storage capacities. Grade levels are an exception—always spell them out. When a number begins a sentence, spell it out:

- Ninety students earned scholarships.

## Percentages

In tables, write percentages with the numeral and % symbol. In prose, use *percent*. Spell out the word *percent* except in scientific or statistical copy.

## Punctuation

Commas and periods always go inside quotation marks. Exclamation points and question marks go inside the quotation when they are part of the quoted matter. Otherwise, they go outside.

## Seasons

Lowercase *spring*, *summer*, *fall* and *winter* and all derived words such as *springtime*. Capitalize only when part of a formal name:

- in the fall
- Winter Olympics
- spring semester

## SRU Web site

Our Web site is [www.sru.edu](http://www.sru.edu). You may use capitals for SRU for added emphasis in promotional materials.

## The Rock

When using “The Rock,” always capitalize “T” and “R”. Do not use quotes.

## The University

Capitalize University only when it refers to Slippery Rock University.

## Web site

Use as two words. Capitalize “W.”

