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1. Introduction

1.1 University Identity

Pace University Boilerplate

For more than 100 years, Pace University has produced thinking professionals by providing high quality education for the professions on a firm base of liberal learning amid the advantages of the New York Metropolitan Area. A private university, Pace has campuses in New York City and Westchester County, enrolling almost 13,000 students in bachelor’s, master’s, and doctoral programs in its College of Health Professions, Dyson College of Arts and Sciences, Lubin School of Business, School of Education, School of Law, and Seidenberg School of Computer Science and Information Systems. www.pace.edu

1.2 Core Values of the University

Pace University’s Key Messages

• Pace prepares students for successful careers in their chosen professions.
• Internships, combined with outstanding academics, gives Pace students a competitive edge in the job market.
• Pace University is committed to Opportunitas.
• Pace University holds learning and teaching informed by research at the heart of the enterprise.
• Pace University is a leader in civic engagement and is committed to sustainability and the environment.
• Pace University is focused on performance and outcomes.
• Pace University fosters an international perspective.

2. Print Style Manual

2.1 Visual Identity and Logos

In order to foster institutional recognition, all print and electronic communications must share a common visual style. Consistent visual identity is reinforced through typography, color, and logo use. This makes each brochure, newsletter, advertisement, or invitation part of a larger family of communications and makes them more easily identifiable with Pace.

All Pace University promotional material must conform to the published visual identity system standards. Logos will be limited to those identified on this website and are to be used only on Pace University materials.

Pace University identification marks are to be used for University projects only. Any use of these marks on external websites, in publications sponsored by other companies or entities, or on merchandize of any kind must be approved by University Relations.
Logos and wordmarks should always appear in their true design. All Pace promotional materials must include the Pace University logo on the front cover in a prominent size and position, ideally in the lower right hand corner.

All printed material bearing the Pace logo must be approved by University Relations before printing.
2.1.1 Logos & Usage

Three following visual marks are used to identify Pace University:

**Pace University Logo**

* Used on all publications and other promotional materials
* Used on all stationary other than the president’s and Board of Trustees
* Ideally placed in lower left hand corner or upper right hand corner
* 4 color logo (blue and gold) should be used for color print jobs and online materials; a version boxed in white is available if you are placing the logo on a dark or busy background
* The 4-color logo must always include yellow line and “Work toward greatness” tag as shown; Pace must always be in white.
* Black and white logo is available for print jobs in black and white

**The Athletic Mark**

* Used exclusively on athletic materials

**The Pace University Wordmark**

When size constraints require a logo of less than ¼” in height, the University may be identified in a single line of type, all upper case in Optima bold. Both words should be the same size. Do not attempt to create a logo by stacking the words on two lines or simulating the “swoosh.”
The University seal is reserved for communications from the president or the board of trustees. It is generally used for such documents as ceremonial awards, diplomas, and formal invitations. If you are unsure as to whether the University seal is appropriate for a particular print communication, University Relations can assist you. CONTACT INFORMATION.

Exception:

Pace Law School will use the University seal instead of the Pace logo on all materials.

**How NOT to use Pace logos**

- Do not modify the logo (change the color, crop, box out in a different color, etc.)
- Although it is fine to resize the logo, do not reduce the logo to less than $\frac{1}{4}$" in height and keep the aspect ratio (i.e., do not distort, stretch, compress, or angle the logo)
- Do not use the logo in a sentence instead of the words "Pace University."
- Do not use elements of the logo independently of the logo.

### 2.1.2 Sub-brand Logos

A uniform design has been created to identify the colleges, schools, and programs of Pace. This design is consistent with the Pace University “swoosh” logo. Whenever the name of a college or school of the University is used together with the Pace University logo, it must be presented as shown.

**What the logos are (with downloadable links)**

![Lubin School of Business Logo](#)

![Pace University Logo](#)

![Dyson College of Arts and Sciences Logo](#)
2.1.3 Official Pace Colors and Typography

Colors

The University has two colors used for institutional identity: Pace Blue and Pace Gold. All institutional material must be designed with these colors prominently displayed.

Pace Blue: PANTONE 288
   For colors on the web, use hex code: #00337F

Pace Gold: PANTONE 123
   For colors on the web, use hex code: #FFC61E

Typography

The following typefaces have been approved for use on Pace University promotional material. They should be used in advertising and collateral for all student recruitment, fundraising, and institutional image communications.

- Meta Plus Bold or Meta Plus Black for Headlines, the rest of the Meta family for body copy and other uses as needed
- May also use Berthold Akzidenz Grotesque for headlines, quotes, pull quotes and body copy. The Akzidenz family is also very large and we use variations within this family as needed.
• If we are looking for a serif font to use in italics for quotes or in body copy (italics) we sometimes use Warnock Pro
• Other fonts for body copy are acceptable, but preferred fonts are Arial or Helvetica or other sans serif fonts
• Pace’s Web font is Arial
2.2 Editorial Style Standards

In general, Pace University follows the Chicago Manual of Style. The manual is now available online at the following URL:

www.chicagomanualofstyle.org

Pace has purchased subscriptions for XXX members, so please contact your school’s communications director or the marketing and communications department if you would like a password and username for use.

While the online manual is much more user-friendly and easy to search than the printed version, we have developed some short lists that address commonly asked questions, Pace-specific style guidelines, and recommendations for online style below. If you have any questions about our editorial style, contact pubs@pace.edu.

• Most Common Style Questions
• Pace exceptions to Chicago Style
• Pace-specific style questions Writing for the Web and Marketing Materials versus Editorial Content (newsletters, articles, press releases)

2.2.1 Most Common Style Questions

• Acronyms and Abbreviations
  Avoid alphabet soup! Limit your use of acronyms to only the most common of terms (i.e., those that appear commonly in dictionaries, such as PhD or DNA) or those cases where the term appears frequently throughout the article/content to warrant abbreviation—roughly five times or more.

  The term must be spelled out in full the first time it appears with the acronym appearing immediately after in parenthesis. After the first usage, the acronym can appear on its own throughout the remainder of the text.

  Examples:
  The Center for Community Action and Research (CCAR) works with students, faculty...
  Office of Student Assistance (OSA)
  Office of Multicultural Affairs (OMA)

  Do not use periods in acronyms or abbreviations, including degrees, center or departmental names or campus abbreviations.

  Examples:
NYC, PLV, BR, or BA, MBA, JD, PhD

Only use periods when called for or according to tradition. Example:
U.S., e.g., a.m., and p.m.

Do not use an apostrophe to form plurals of abbreviations. An apostrophe indicates possessive.

Example:
CPAs (plural)
a CPA’s resume (possessive)

NOTE: The name of the University is not an acronym! “Pace” should never appear in all caps.

• **Alumni**
Alumni is generally used to refer to both the alumni and alumnae of a coeducational institutional. Identify past and current students by their college/school and class year, with an apostrophe before the year (e.g., John Smith ’99). Use proper Latin gender: alumna=feminine; alumnae=feminine plural; alumnus=masculine; alumni=male plural or male and female plural. Avoid the shorthand term “alum.”

• **Campuses**
Although Pace has five locations (New York City, Pleasantville/Briarcliff, White Plains Law School, White Plains Graduate Center, and Midtown Center) it has only three official campuses: New York City Campus; Westchester Campus [note when referring to in FAFSA materials or in reference to our code, please write as “Westchester (Pleasantville) Campus”]; and White Plains Campus [note this refers to the Law School Campus]. The White Plains Graduate Center and Midtown Center should be referred to as such. Campus should be capitalized when referring to specific location; lowercase when referred to in general.

• **Commonly spelling**
adviser (not advisor), but advisory
all right, not alright
coursework
e-commerce
e-mail
health care
home page
website

• **Courtesy titles/Academic titles**
Titles appear in lower case except when preceding a name. Second and subsequent references generally use last name only. Use “Dr.” only before the name of an individual who holds a doctor of medicine, dentistry, or veterinary medicine degree: Dr. Jonas Salk.
Place terminal degrees after all names on the first reference.
Examples:
Vice President for Students John Doe, PhD
John Doe, vice president for students
Professor Jane Doe, EdD
Jane Doe, PhD, professor of economics

• Dates, addresses, and other numbers

Dates should be spelled out fully and not be abbreviated.

For example:
Friday, January 1, 2012
Friday, January 1
January 1, 2012

Spell out avenue, street, lane, etc., in all cases. Spell out cities and states in straight copy.

Examples:
163 William Street, Room 427
New York, NY 10038

One Pace Plaza
New York, NY 10038

She grew up in Chicago, Illinois.

Telephone numbers should be written with the area code in parentheses and broken by hyphens.

Example:
(212) 646-XXXX

+1 (914) 737-XXXX

Numbers
In nontechnical text, spell out whole numbers from one through nine; use numerals for 10 or greater.

Example:
Course requirements include reading nine novels.
There are 10 periodicals on order.
The campus is at One Pace Plaza.

Exceptions:
Numbers applicable to the same category should be treated alike within the same sentence; do not use numerals for some and spell out others.
Example:
There are 9 graduate students in the philosophy department, 56 in the English department, and 117 in the history department.

However, spell out all numbers that begin a sentence, regardless of any inconsistency this may create.

Example:
One hundred ten women and 103 men will graduate this semester.

• **Degrees**
  Do not use periods when abbreviating degrees. Do not use the word “degree” after a degree abbreviation.

  For example: Smith received an MBA from the Lubin School of Business.

  When referring to degrees in general, lowercase the first letter of the degree (e.g., bachelor’s degree). Use an apostrophe “s” (’s) for bachelor’s degree and master’s degree; but use associate degree.

  Master’s degree (possessive, when talking about a master’s in general)
  Master of Science (singular, when referring to a specific degree)

  Post-nominal initials are reserved for terminal degrees.

  Examples:
  PhD
  DPhil
  EdD
  PsyD
  DPS

• **Departments**
  Only when the name of the department and the words department, office, center, and school appear in the form of the official divisional names should they be capitalized.

  “Seidenberg School of Computer Science and Information Systems” or “Office of Enrollment Marketing and Management” would use initial capitals, but “My department...”, “The center...”, “The school...”

• **Schools**
  The names of schools (e.g., Dyson, Seidenberg, College of Health Professions, etc.) are to be used for an internal audience or marketing materials specific to the school. For a broad, external audience, references will be made only to Pace University.

• **URLS/Website Names**
  Web addresses should be kept as short as possible, using redirects when possible.
Example:

URLS are expressed with lower case letters, except when capital letters are needed for clarity.

Example:
www.pace.edu/explore
www.pace.edu/convocation
www.pace.edu/ActorsStudioMFA

The use of URLS on printed or other non-Web materials should be kept to a minimum. If a URL must be broken into two lines, break the URL at a slash (/) as opposed to inserting a hyphen.

When referring to a website in copy, set in roman, without quotation marks.

Example:
Google, Facebook, MySpace, Monster

If the website does not have a formal title or title that distinguishes it as a website, refer to the site in short form url.

Example:
Apple.com, Microsoft.com
2.2.2 Pace exceptions to Chicago Manual style

- Do not capitalize majors, programs, specializations or concentrations of study when they are not part of designated degree.

Examples:
Jane Doe received her Bachelor of Arts in History.
He majored in business economics.
2.2.3 Pace-specific style

- **Locations**
  Pace has five locations, but only three campuses: New York City, Pleasantville (referred to as “Westchester (Pleasantville) Campus” for enrollment materials) and White Plains Law School Campus. The Midtown Center and White Plains Graduate Center should be referred to as such. Abbreviations for the locations are: NYC, PLV, and WP.

- **Capitalization**
  Pace capitalizes a number of terms specific to the University, including: University (when referring to Pace, lower case when plural or talking about university in general); Pace Community; Commencement; Orientation; Convocation.

- **Rankings/Citations**
  When referring to a citation or ranking, include the name and year of publication.
  Example:
  One of the top 10 schools in the nation for internship placement—*U.S. News & World Report Short List, 2011*

  **Important Note:** If you would like to use the publication’s logo to accompany the citation, you must contact the publication for permission. Many require that you PURCHASE the logo and follow their specific guidelines for usage. The Marketing and Communications department has purchased a number of logos for recent citations. If you would like to know which ones are available for use, contact Andrea Marais at amarais@pace.edu.

2.3 Images

Pace Marketing & Communications has an extensive collection of photographs of the campuses, students, events, and faculty.

- There are a number of Pace photographs and collections available online our Flickr site: [http://www.flickr.com/photos/paceuniversity](http://www.flickr.com/photos/paceuniversity)
- The communications directors of each school also have access to high resolution images from the undergraduate and graduate viewbooks and other marketing materials
- If you have a specific request for an image or collection of images, contact Maria de la Cruz at

Whenever possible, we prefer to use Pace images; however if images are not available, stock images may be used (however, people or events should not be falsely captioned as “Pace University students, events, etc.”).

**NOTE:** Please ensure you have permission to use stock photography or photography from other sources. Images purchased from a stock site such as iStockphoto or Corbis confer rights upon purchase. However,
grabbing images from other websites, documents, etc. is copyright infringement (even if you note the source). **Just because an image is online does not mean it is in the public domain.** Wikipedia has a large collection of public domain images, and again, sites such as istockphoto and others often offer them for just a few dollars.

Releases
3. Web Manual

3.1 Designing for the web

Website colors should be blue, white, teal and gold (as below with web color codes)
1. Blue = 043671
2. White =
3. Teal = 01B3D1
4. Gold = FFC61E

3.2 Writing for the web

Writing copy for websites and newsletters is very different from academic writing (although increasingly similar to writing copy for print publications and marketing materials as these materials become increasingly visual). There are a many different approaches but here are some general guidelines:

- **Keep your key points “above the fold”—**Ensure your most important points are within the first paragraph, as many online readers skim and do not scroll down or click through (each additional click or scroll=a loss in readership)

- **Use headings, teasers, subheads, and bullet points—**This not only helps online readers/skimmers absorb key points but is also important for search engine optimization

- **Optimize your writing for readers and search engines—**Guidelines for copy length varies a lot depending upon your audience, but in general, articles less than 250 words receive less attention from search engines, and articles more than 1000 lose reader interest! Use key words throughout (and in heading and subheads) but don’t go overboard—web crawlers (and readers) are wise to people who throw a lot of key words in but don’t give them any context or meaning

- **Content is still king!—**The best way to have your content read and highly ranked in search engines is to say something new, say something old in a new way, say something interesting, say something clever… you get the idea.

3.2.1 Best Practices for Blogs

- **Choose the right tool** – Software that is optimized for search engines, has tags and categories, easy to update/use; Pace currently uses WordPress for its blogs and Drupal for its main site

- **Keep it fresh**—Update content regularly. To keep readers coming back, make your content relevant and timely.
• **Optimize for search engines**—Use engaging headlines; use keywords/categories, tags, and hyperlinks to other content; keep content short (optimal length for search engines 250-750 words)

• **Use images**—Images engage, especially human faces. Be sure to include the author’s image so people can put a face to a name.

• **Interact/engage with readers**—This includes writing not only compelling content, but also encouraging reader comments and responding.

• **Extend your reach**—Include social media bookmarks; tweet/facebook your content; include an RSS feed.

### 3.3 eNewsletters

Again, guidelines vary dramatically depending upon audience, but below is a summary of best practices for both writing and design/implementation

#### 3.3.1 Editorial Guidelines:

- **General**—Keep your audience in mind and present new/useful information; avoid jargon; avoid marketing terms or language that can trigger spam filters (see specific examples under subject line)
- **Average length of an e-newsletter**—2-3 printed pages including graphics, headers, footers, etc.
- **Average length of teasers**—Averages run between 4-8 lines (no more than 2 paragraphs)
- **Average article length**—Varies a lot by audience but features seem to run (400-700 words); news items (150-300); Note search engines are optimized for articles 250-1000 words so may not want to go too much higher or lower
- **Subject line**—Specific description of newsletter or content; ideally less than 35 characters (and watch for spam triggers such as “free”, “trial”, “quote”, “sample”, “access” etc.); Note if you are using Constant Contact or other email marketing tools, many of these now have a spam checker that will alert you of possible flags

#### 3.3.2 Technology/Design Best Practices:

- **Using an email service**—Pace recommends using an email service that allows you track audience/reader statistics (open rates, click throughs, etc.), manage lists, and provides emails that have been design and tested across different platforms. Marketing & Communications and several of the schools currently use Constant Contact; however there are many other services out there.
- **Designing your own**—If you want to design and send your own email, ensure that you test it across different browsers (IE, Firefox, Chrome) and platforms (Mac, PC, Android/iPhones) to ensure the design appears correctly for different audiences
- Regardless of whether you are using a template or designing your own, your email should include:
  - Pace logo (lower left or upper right)
  - Contact information
  - Option to opt out
- **SEO optimization**—Embed multiple links and cross links to other sites/content where possible; archive past issues; tag content where possible
4. Letterhead & Stationary

All of the following items are ordered through the Document Services department, a department of the Division of Information Technology. All letterhead, envelopes, and stationary follow approved designs and may not be altered.

Letterhead and Envelopes

There are two types of University letterhead: generic and executive. College, schools, and departments within the University will use generic letterhead. Executive letterhead is reserved for use only by the president and board of trustees. The appropriate letterhead should be used on all University correspondence. All Pace University letterhead will be printed in Pace colors. Standard size envelopes (#10, 6” x 9”, and 9” x 12”) are also available for order through Document Services. To order University letterhead and envelopes, fill out an order form on the web at www.pace.edu/docServices.

Labels, business cards, and memorandum “from the desk” stationary are also available for purchase through the Document Services department. Memorandum and “from the desk of” stationary can be used for interoffice or informal communication only.