

# PACE

UNIVERSITY  
Brand Standards



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# Brand Statement

**A brand is more than just a logo.** It defines how people think of Pace and how Pace thinks of itself. These Brand Standards provide the information you need for communicating the Pace brand appropriately, both internally and externally. These rules and guidelines apply to all material produced for and by Pace University. All designers, editors, writers, vendors, suppliers, and all those who produce promotional or marketing matter in which Pace University is the focus must comply with the style and identity rules in this guide. This includes all work produced internally and externally, by and for Pace University in which University funds are spent. There are no exceptions or exclusions from using the brand guide when creating visual media or communications that represent Pace University.

# Editorial Style Standards

In general, Pace University follows the Chicago Manual of Style. The manual is available online at [www.chicagomanualofstyle.org](http://www.chicagomanualofstyle.org).

We have developed some short lists that address commonly asked questions, Pace-specific style guidelines, and recommendations for online style below.

- 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)

## Commonly Asked Style Questions

### Acronyms and Abbreviations

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.

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

#### Examples:

The Center for Community Action and Research (CCAR) works with students, faculty...

Office of Student Assistance (OSA)

Office of Multicultural Affairs (OMA)

US, NYC, PLV, BR, or BA, MBA, JD, PhD

Only use periods when called for or according to tradition.

#### Example:

e.g., a.m., and p.m.

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

#### Example:

The CPAs are meeting (plural)

A CPA's resume (possessive)

**NOTE: The name of the University is not an acronym. "Pace" should never appear in all caps unless that is the font style.**

### Alumni

Alumni is generally used to refer to both the alumni and alumnae of a coeducational institutional. "Alum" is not a word and should not be used.

Identify alumni and current students by their class year with an apostrophe before the year.

#### Example:

John Smith '99

Jane Doe, PhD, '99

Use the proper Latin term to refer to the group you are talking about.

#### Example:

Alumna: feminine, singular

Alumnae: feminine, plural

Alumnus: masculine, singular

Alumni: gender neutral, plural

### Ampersands

Unless the proper title of an entity uses an ampersand, they are to be avoided.

#### Example:

Dyson College of Arts and Sciences

Faculty and staff

Rosenberg & Dalgren, LLP

### Campuses

Pace University has three campuses: Pleasantville Campus, New York City Campus, and the Law School Campus. Pace's Midtown Center should be referred to as such. Campus should be capitalized when referring to specific location; lowercase when referred to generally.

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## Example:

The event is on the Pleasantville Campus.  
Events are happening on the Pleasantville and New York City campuses.

## Commas

Pace University uses the Oxford (serial) comma in written style. We do not use a comma to precede a Jr. or III in names.

## Example:

We recommend eating apples, bananas, and sandwiches.  
Tom Jones Jr.  
Albert King II

## Common Spelling

- advisor, not adviser
- all right, not alright
- coursework
- e-commerce
- email
- health care
- homepage
- website, but capitalized Internet

## Courtesy Titles/Academic Titles

Titles appear in lowercase 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, 2019  
Friday, January 1  
January 1, 2019

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

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.

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## Degrees

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

### 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:

DPhil  
DPS  
EdD  
JD  
PhD  
PsyD

## 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...” would not.

## 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 external audiences, references should be made only to Pace University.

- College of Health Professions
- Lienhard School of Nursing

- Dyson College of Arts and Sciences
- Pace School of Performing Arts
- Elisabeth Haub School of Law
- Lubin School of Business
- School of Education
- Seidenberg School of Computer Science and Information Systems

## URLs/Website Names

Pace University URLs should always be expressed with the www prefix.

### Example:

www.pace.edu  
www.pace.edu/HR  
www.pace.edu/Orientation

Web addresses should be kept as short as possible, using vanity URLs when possible.

### Example:

https://secure.www.alumniconnections.com/olc/pub/PCE/event/showEventForm.jsp?form\_id=76009 becomes www.pace.edu/insidetrack.

URLs are expressed with lowercase 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.

### Example:

Google, Facebook, Twitter, 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.

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## Example:

Apple.com  
Microsoft.com

## Footnotes

When using footnotes, follow the scientific order of symbols as need for footnotes arise.

- Asterisk \*
- Dagger †
- Double dagger ‡
- Section symbol §
- Paragraph ¶
- Number sign #
- Restart using doubles (e.g., \*\*, ††, ‡‡)

## 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.

## Pace-specific Style

**Campus Locations:** For internal audiences, it is acceptable to abbreviate Pace's campus locations.

### Example:

New York City Campus: NYC Campus  
Pleasantville Campus: PLV Campus  
New York City and Pleasantville campuses: NYC and PLV campuses

**Capitalization:** Pace capitalizes a number of terms specific to the University, including: University (when referring to Pace, lowercase when plural or talking about universities in general); Pace Community (but University community); Commencement; Orientation; Convocation; Trustee; Board (when referring to the Board of Trustees); University sports teams (when "Pace" or "Pace University" appears before the team); Core Curriculum; Pace Path.

**Rankings/Citations:** When referring to a citation or ranking, include the name and year of publication.

### Example:

One of the top 5 schools in the nation for internship placement —  
*U.S. News & World Report* Short List, 2013

**NOTE:** *If you would like to use the publication's logo to accompany the citation, you must contact the publication for permission. Many publications 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.*

## 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 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 equates to 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 that 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, or say something clever.
- **Make your content accessible to people with disabilities!**—There is a lot you can do to make your website more accessible to people with disabilities including, but not limited to, providing informative, unique page titles; writing meaningful text alternatives for images; using headings to convey meaning and structure; creating transcripts and captions for multimedia; and writing link text that describes the content of the link target (avoid using "click here".) Learn more about Web Content Accessibility Guidelines at [www.w3.org/WAI/](http://www.w3.org/WAI/).