



SLIPPERY ROCK UNIVERSITY  
GUIDE TO VISUAL  
AND BRAND  
STANDARDS

JULY 2023



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# TOGETHER: We are the keepers of the Slippery Rock University brand.

## OUR BRAND IS VALUABLE.

It has been carefully crafted and maintained. It is our identity and the formal presence we share with the world. It's an acknowledgement of our history and a promise to the future.

As communicators within this organization, we are brand stewards, responsible for maintaining the integrity of the Slippery Rock University brand and consistency across media.

This document outlines correct usage guidelines for various expressions and executions of our University brand.

For questions about executing the SRU brand, please contact University Communication and Public Affairs.



PRIMARY LOGO



PRIMARY ATHLETIC LOGO



SECONDARY LOGO  
CONTEMPORARY SEAL



SECONDARY ATHLETIC LOGO (ROCKY)



SRU EMBLEM



OFFICIAL SEAL

# COLOR PALETTE

## Primary Colors

The Slippery Rock University brand uses primary and secondary color palettes. The primary color palette should always be used as a starting point for design. It can be used liberally on all pieces, from admissions materials to alumni engagement pieces.

The University's primary colors are green (PMS 342), black, gray (PMS 429) and white. These colors should be used at 100% opacity. The dominant color for all printed jobs is PMS 342.

All trademarked images should be displayed only in the colors as dictated by the source material/original imagery. In the event that full color reproduction is not permissible, University wordmarks and/or logos may be reproduced in black and white.

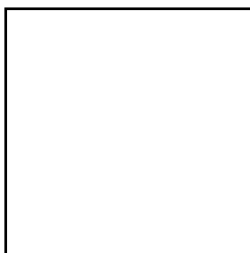


**PMS 342**

C=93, M=4, Y=75, K=43

R=0, G=103, B=71

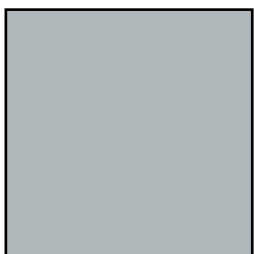
HEX: #007055



**WHITE**

C=0, M=0, Y=0, K=00

R=255, G=255, B=255

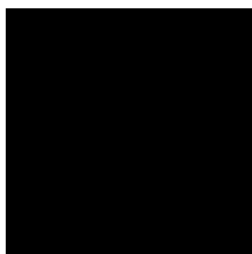


**PMS 429**

C=35, M=23, Y=19, K=2

R=162, G=170, B=173

HEX: #A2AAAD



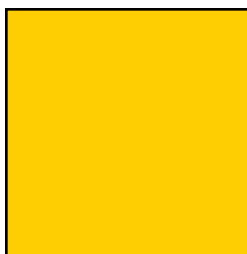
**BLACK**

C=0, M=0, Y=0, K=100

R=35, G=31, B=32

## Secondary Colors

In addition to the primary color palette, SRU uses a secondary color palette to expand and complement the overall look and feel of the brand. These colors should be used sparingly and only in a supporting manner to the primary brand colors.

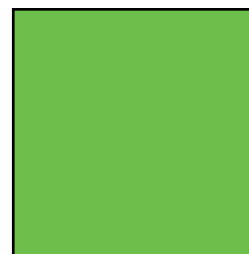


**PMS 116**

C=0, M=10, Y=98, K=0

R=255, G=205, B=0

HEX: ffc00b

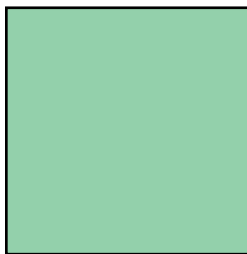


**PMS 360**

C=59 M=0, Y=90, K=0

R=108, G=194, B=74

HEX: 6CC24A

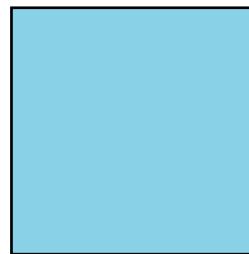


**PMS 572**

C=30, M=0, Y=15, K=0

R=165, G=223, B=211

HEX: A5DFD3



**PMS 636**

C=42, M=0, Y=0, K=0

R=139, G=211, B=230

HEX: 8BD3E6



**BLACK 20%**

C=0, M=0, Y=0, K=20

R=209, G=211, B=212



**BLACK 50%**

C=0, M=0, Y=0, K=50

R=147, G=149, B=152

# TYPOGRAPHY

## Official University Fonts

The Slippery Rock University brand uses two different typefaces in print. Avenir is the main typeface used for headlines and Garamond for body copy. Both fonts are available in a variety of weights, offering flexibility for a wide range of applications and contexts. The italic style should be used sparingly for callouts, testimonials and emphasis within body copy.

### **AVENIR**

Avenir Light

Avenir Book

Avenir Roman

Avenir Medium

**Avenir Heavy**

**Avenir Black**

*and obliques*

### **GARAMOND**

Garamond Regular

*Garamond Italic*

**Garamond Semibold**

*Garamond Semibold Italic*

**Garamond Bold**

*Garamond Bold Italic*

These fonts can be purchased through <https://www.fonts.com>, or if you have the Adobe Creative Suite, these fonts are available with the package.

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## MAIN WEB FONTS

### **LATO**

Lato Regular

*Lato Italic*

**Lato Bold**

**Lato Black**

### **FJALLA ONE**

**Fjalla One**

These fonts are available at: <https://fonts.google.com>

# SLIPPERY ROCK UNIVERSITY WORDMARK



**The Slippery Rock University wordmark is a powerful symbol that serves as the University's primary brand identifier.**

The slippery rock university logo is our official identifier and is to be used on all forms of external visual communications. The logo should be clearly and prominently displayed and may not be altered or reconfigured. The logo must bear the registered mark and may not be used as part of a headline or running text. The complete logo may only be used as provided, without alteration at a minimum size of one inch wide.



The SRU logo should contain a free space exactly the size of the R in Rock surrounding the logo, including the word University. This applies to the logo at all sizes.

The logo should be positioned at least 1/4 inch from the end of a page, gutter or border, depending on page dimensions or publication design. The logo must maintain correct proportion in relation to a page. For example, although one inch is the minimum size, the scale would need to be properly adjusted on larger materials.

If you are unsure about the suitability of the size, background or how to resize the logo without changing its proportions, please consult with University Communication and Public Affairs.



# LOGO NO-NO'S!

The wordmark may *not* be distorted in any way or scaled incorrectly.



Do *not* condense or distort the wordmark in a vertical fashion.



Do *not* expand, stretch or distort the wordmark in a horizontal fashion.



Do *not* attempt to recreate the wordmark in any way. Any substitute for the genuine SRU wordmark is unacceptable. Reproducible artwork for the wordmark must be obtained from University Communication and Public Affairs.



Do *not* create a color for the SRU wordmark outside of the approved colors: PMS 342-green, black, and white for publications, Hexadecimal #007055 for Web.

# UNIVERSITY SEALS



## The official seal

The SRU seal indicates official sanction of the Office of the President and is reserved for use on limited communications pieces from the council of trustees, the Office of the President, the executive officers of the University and deans. The seal does not provide the instant recognition offered by the University logo and, therefore, should not be used interchangeably with the SRU logo. The seal should not be used in daily communications by departments or programs. The seal may not be altered or reconfigured in any way. Portions of the seal may not be used separately as art or design elements.

All applications of the SRU seal need to be approved by University Communication and Public Affairs.

In certain more formal documents (official or ceremonial documents, diplomas, certificates, legal documents, publications for the Office of the President), it might be most appropriate to use the Slippery Rock University seal.



## The contemporary seal

The SRU contemporary seal is a **secondary** logo to be used only by internal departments and programs for both internal and external communication. External groups should only use the primary, wordmark logo. The secondary logo is a special art item for use in the following instances:

- When a seal is preferred outside of formal communication and official sanction of executive offices, which use the traditional seal.
- On communication for which representation of SRU is clearly indicated elsewhere, such as a title or headline.
- On communication where the primary logo is obscured because it is asymmetrical and a symmetrical logo is needed, such as a vertical banner.

The primary logo and contemporary seal should not appear together on the same page or surface of a communication piece. Portions of the seal, such as the Old Main clock tower, may not be used separately as art or design elements. The seal may not be altered or reconfigured in any way. All applications of the SRU contemporary seal need to be approved by University Communication and Public Affairs.



# THE SRU EMBLEM



The University has created a new and bold mark to support our brand. The SRU emblem was developed for less formal applications, such as on-campus marketing pieces, merchandise and apparel.

The SRU emblem should not be manipulated in any way or used in combination with other graphic elements. It should **NOT** be used in place of the wordmark or the contemporary seal. The emblem can be used as a stand-alone graphic, making it ideal for on-campus signage and printed banners.



The area between the outer stroke and inner letter is always white. It is never transparent.

The emblem is available with and without “Slippery Rock University” underneath the letters.



The emblem should not be altered and the colors should not be changed in any way.



# ATHLETIC LOGOS



## Primary Athletic Logo (Block S)

The Block S is intended to be used **ONLY** in conjunction with intercollegiate sports and must be used in the proper dimensions.

The logos and nickname (The Rock) are for the use by SRU Athletics only. Special permission to use the logos and nickname by internal University entities may be granted by contacting Athletics Communications or University Communication and Public Affairs.

Requests by external entities for trademark licensing of Slippery Rock University Athletics imagery should be directed to SRU Trademark and Licensing at 724.738.4981.



## Secondary Athletic Logo (Rocky)

If the Rocky logo is used on a publication, the publication should feature the Slippery Rock University name in a prominent position in order to give context to the viewer.

Athletically uniformed versions of Rocky are reserved for promotional and athletic communication publications only.

# SRU MASCOT, ROCKY

## Mascot Usage

If the Rocky logo is used on a publication, the publication should feature the Slippery Rock University name in a prominent position in order to give context to the viewer.

Athletically uniformed versions of Rocky are reserved for promotional and athletic communication publications only.

**Basketball Illustration**



**Football Illustration**



**Baseball Illustration**



Do not crop the head of the illustration from the mascot's body.

The Rocky logo must be used in its entirety and may not be altered or trimmed.

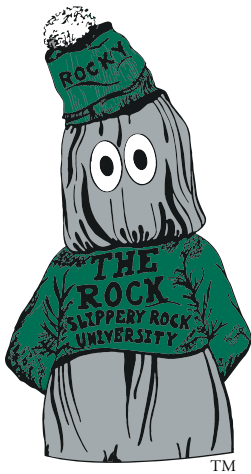
Do not use a paw illustration in any form or at any time to represent the University or its mascot.



# VINTAGE VAULT

SRU maintains two logos and a mascot as part of what we call our “vintage vault.” The Varsity Logo and the Rocky The Rock logo and mascot were once recognized and regularly used by the University but now they are only used for special occasions or by groups that are permitted to continue using them for legacy purposes. Using any of these logos or mascots without permission by the Office of University Communication and Public Affairs is a violation of trademark and brand standards. Contact the office at 724.738.2091 to submit a request.

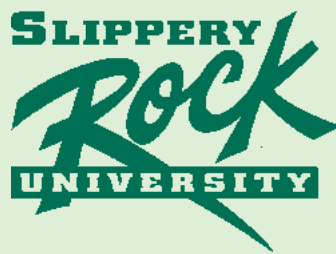
## Rocky the Rock Logo



## Rocky the Rock Mascot



## SRU Varsity Logo



# UNIT SIGNATURES

We recognize every unit and department has a unique culture at SRU. However, collectively we are stronger together as we engage locally and internationally with our many audiences. How do we accomplish both goals?

Our standardized unit signatures will identify your unit or department as being clearly part of SRU without diluting the brand.

If you are in need of unit signatures, please contact University Communication and Public Affairs.

## EXAMPLES:



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## 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 University Communication and Public Affairs.

# STUDENT CLUBS AND ORGANIZATIONS

Recognized student clubs and organizations at SRU may use special versions of selected University's marks on their materials and communications. No other use of the Slippery Rock University marks by student groups will be permitted.

The marks are unique to recognized student clubs and organizations and feature the only University trademarked symbols that may be used to graphically identify recognized student clubs and organizations. When using these marks, they may not be altered in any way. Clubs and organizations must also adhere to the University's color and correct mark usage standards as outlined in this guide.

While student clubs and organizations are not required to align their group with the University identity and/or include any usage of official University logos/marks, they are granted the privilege of using the institutional name to indicate a connection to the University.

However, the formal institutional name, Slippery Rock University, is not permitted to be used in front of an organization name. Rather, the phrase "at Slippery Rock University" may follow the organization or club name (e.g., Marketing Club at Slippery Rock University). The word "at" must be formatted in the same font, size and weight as "Slippery Rock University," ensuring the words appear together as one contiguous phrase.

## ADDITIONALLY:

- Student organizations may have independent logos; however, University marks, trademarks or wordmarks may **NOT** be incorporated into the organization's logos.
- A University logo cannot be manipulated in any way, including but not limited to turning it on its side. NO graphic may cover, clutter or take away from a University logo.
- All merchandise and apparel must be submitted for approval by an officially licensed University vendor to the University's Licensing Office. A vendor list is available by contacting SRU's Licensing Office at 724.738.2091.
- Do not alter or add graphic elements to the logo(s).
- Always use approved and provided electronic artwork.
- Do not use in connection with alcohol products, tobacco and other smoking-related products, drug paraphernalia, sexually explicit material, weapons, or gambling-associated materials.
- Do not use in any manner that suggests or implies the University's support or endorsement of third-party organization (including student organizations) viewpoints, products or services.
- University logos may not be used on student organization stationery (print or electronic) or business cards or in the return address of any printed piece. Similarly, University logos may not be used on the masthead or flag of a student organization newsletter (print or digital), or on other student organization communications, including websites and social media.



**STUDENT ORGANIZATION**  
AT SLIPPERY ROCK UNIVERSITY



**STUDENT ORGANIZATION**  
AT SLIPPERY ROCK UNIVERSITY



**STUDENT ORGANIZATION**  
at Slippery Rock University

## Club Sport Teams



# STUDENT CLUBS AND ORGANIZATIONS (continued)

Logo placement guidelines for University approved logos. Contact the University Communication and Public Affairs Office to create club specific logos.



# STATIONERY

## Business Cards

To communicate most effectively, business cards should contain only essential information, organized in the user-friendly format shown here. All University business cards must be of standard size (3.5" x 2").

To order business cards, contact the Office of Communication and Public Affairs by calling 724.738.2091.





# STATIONERY (continued)

SlipperyRock University

Jane Doe  
Dean  
100 Campus Drive  
Slippery Rock, PA 16057-1326  
724.738.4863  
724.738.2188 Fax

College of Liberal 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.

Sincerely,

Name of Sender  
Title (optional)

ABC/syz

Enclosure  
cc: Name of person(s) to be copied

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www.sru.edu

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.

## LETTERHEAD

Just as business cards represent individuals, letterhead represents university offices and departments. Format consistency is important. Please follow the guidelines shown here.

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 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.

Individual personalization on letterhead may be achieved at your desktop by use of the personalization template available from University Communication and Public Affairs.

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 by your computer through the use of the template.

**No other organizational logos or marks may be used on official University letterhead.**

Templates and instructions may be requested from University Communication and Public Affairs.

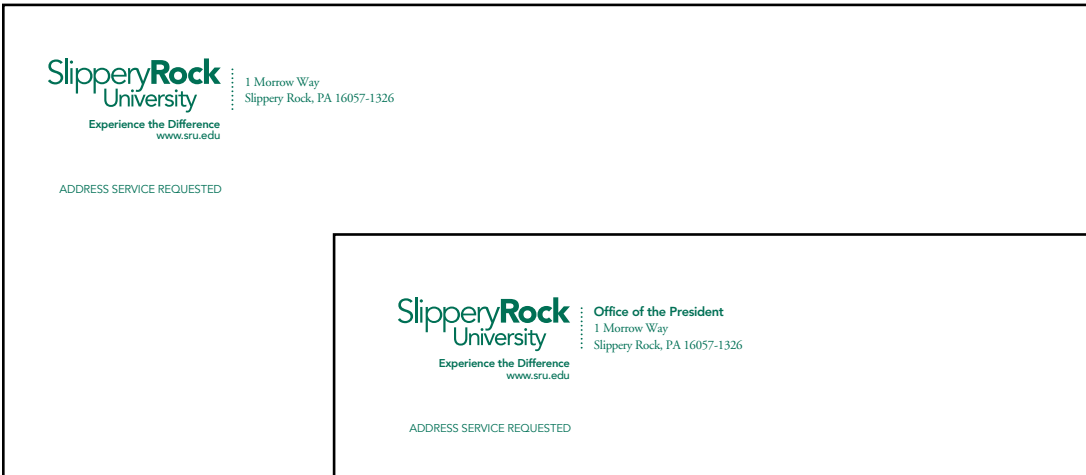
# STATIONERY (continued)

## Envelopes

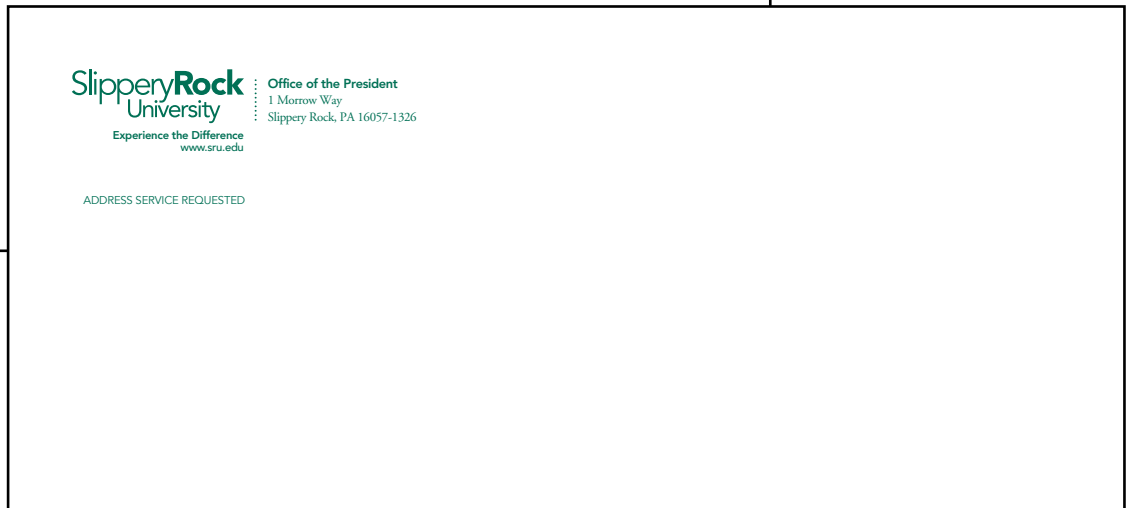
Envelopes include the Slippery Rock University wordmark in the upper left-hand corner and information to the right of the wordmark following this general format:

- College or division name in one or two lines.
- Department name, if needed, in one or two lines.
- U.S. Post Office address: Street/suite number.
- City/State/nine-digit ZIP.

To ensure consistency, envelopes must be ordered through the Office of Communication and Public Affairs by calling 724.738.2091. Central Receiving stocks a supply of generic envelopes.



Generic



Cost center specific

# ATHLETICS STATIONERY



**John Smith**  
*Director, Athletic Communication*  
1 Morrow Way  
Slippery Rock, PA 16057-1326  
724.738.2777  
724.738.4761 Fax

**Intercollegiate Athletics**  
Baseball  
Basketball  
Cross Country  
Field Hockey  
Football  
Lacrosse  
Soccer  
Softball  
Tennis  
Track and Field  
Volleyball

A member of Pennsylvania's State System of Higher Education : **Experience the Difference**  
[www.sru.edu](http://www.sru.edu)

## Letterhead

The SRU Athletic Department uses the primary athletic logo (Block S) on its letterhead and business cards.

Letterhead is printed at SRU's Printing Services 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.

Individual personalization on letterhead may be achieved at your desktop by use of the personalization template available from University Communication and Public Affairs.

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 by your computer through the use of the template.

**No other organizational logos or marks may be used on official University letterhead.**

Templates and instructions may be requested from University Communication and Public Affairs.

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.

# ATHLETIC STATIONERY (continued)



## BUSINESS CARDS

Athletics business cards play an important role in University branding. Business cards serve to introduce both the University and the individual. To order business cards, contact the Office of Communication and Public Affairs by calling 724.738.2091.

The example shows the proper position of the person's name, title, address and contact information. Home phone and cell numbers are optional.

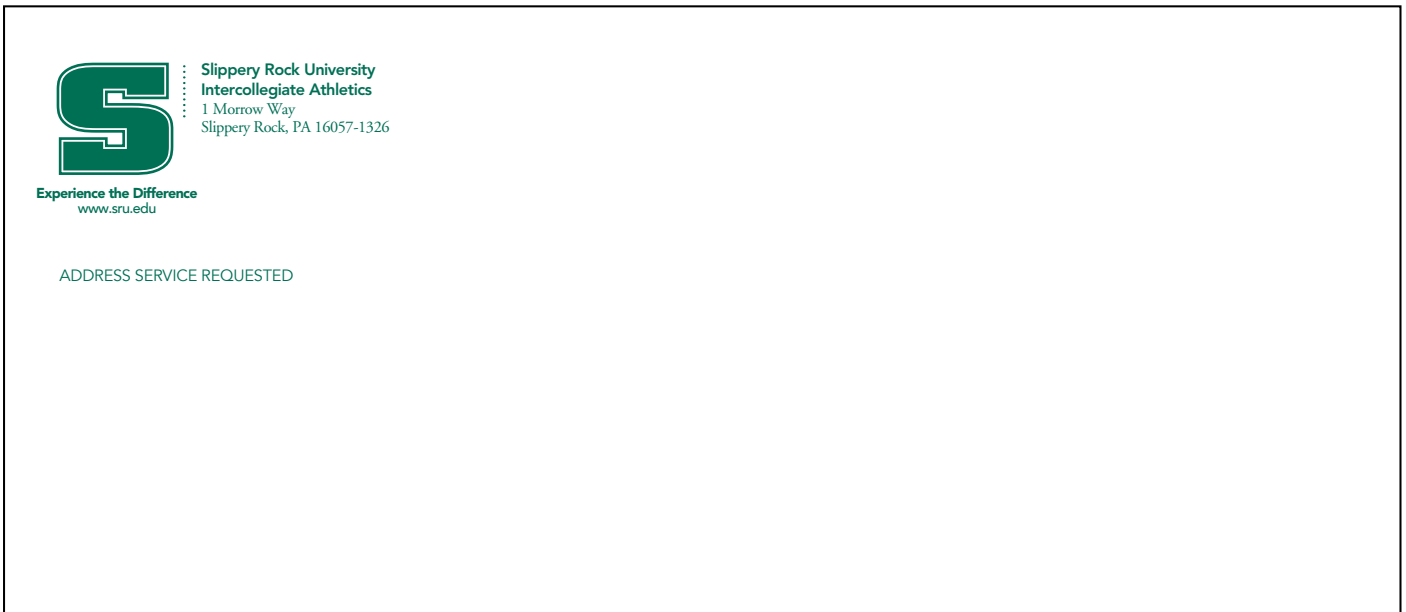
The type style and size are designed to correspond with the letterhead.

## ENVELOPES

To ensure consistency, envelopes must be ordered through the Office of Communication and Public Affairs by calling 724.738.2091.

All envelopes indicating "Address Service Requested" must have the following:

- U.S. Post Office address: Street/suite number
- City/State/nine-digit ZIP



# OFFICIAL CAMPUS ADDRESSES

## OFFICIAL ADDRESS FOR SRU

The U.S. Post Office has one official address for Slippery Rock University.

**Slippery Rock University**  
1 Morrow Way  
Slippery Rock, PA 16057

All mail addressed to and from the University should be from that address.

If departments and/or buildings would like to be included in the address, they can be as follows for example:

Slippery Rock University  
1 Morrow Way  
Old Main, Suite 301  
Slippery Rock, PA 16057

**OR:**

Slippery Rock University  
1 Morrow Way  
President's Office  
Slippery Rock, PA 16057

**DORM MAIL:**

Slippery Rock University  
Student's Name  
1 Morrow Way  
Building Letter and room number  
Slippery Rock, PA 16057

## STREET ADDRESSES FOR CAMPUS BUILDINGS



### SLIPPERY ROCK UNIVERSITY BUILDING ADDRESSES

<b>A</b>	
Alumni House	105 Campus Dr.
ARC	101 Stadium Dr.
Art Building	202 Campus Dr.
Art Metals	200 Maltby Ave.
Art Sculpture	202 Maltby Ave.
Athletic/IM Practice Fields	239 Harmony Rd.
ATSH	100 Central Loop

<b>B</b>	
Bailey Library	104 Central Loop
Boiler Plant	100 Service Dr.
Boozle Dining	105 Central Loop
BSB	100 Campus Dr.
Building A	103 Rock Pride Dr.
Building B	101 Rock Pride Dr.
Building D	101 Green and White Way
Building E	100 Rock Pride Dr.
Building F	300 North Rd.

<b>C</b>	
Carruth Rizza	100 Maltby Ave.
Coal Storage Building	130 Branchton Rd.
Counseling and Development	113 East Cooper
Critchfield Park	100 Stadium Dr.

<b>D</b>	
Dinger	103 Field House Rd.

<b>E</b>	
Egli Field	101 North Rd.
Eisenberg	102 Central Loop
Equestrian Center	245 Harmony Rd.
Equipment Storage	103 Building and Grounds Rd.
Equipment Storage C	105 Building and Grounds Rd.

<b>F</b>	
Fleet Operations/Paint	101 Building and Grounds Rd.
Fowler Building	165 Elm St.

<b>G</b>	
Gail Rose Lodge	246 Harmony Rd.

<b>H</b>	
Harmony House	247 Harmony Rd.
Hickory School House	103 Maltby Ave.

<b>L</b>	
Leadership Dev. Bldg.	302 North Rd.
Lowry	249 Maltby Ave.

<b>M</b>	
Maintenance Center	100 Building and Grounds Rd.
Maltby Center	108 Maltby Ave.
McFarland Sports Complex	150 Branchton Rd.
McKay Education	105 Maltby Ave.
Mihalak-Thompson Stadium	100 North Rd.
Miller Theater	102 Maltby Ave.
Morrow Field House	101 Field House Rd.

<b>N</b>	
North Hall	201 Campus Dr.

<b>O</b>	
Old Main	104 Maltby Ave.
Old Martha Gault	149 Kiestler Rd.
Old Thompson Field	111 Central Loop

<b>P</b>	
Patterson	105 Field House Rd.
Physical Therapy	108 Central Loop
President's Residence	251 Maltby Ave.

<b>R</b>	
Res/Life Maintenance	107 Building and Grounds Rd.
Rhoads Hall	204 Campus Dr.
Rock Apt #1	100 Green and White Way
Rock Apt #2	102 Green and White Way
Rock Apt #3	202 Rock Pride Dr.
Rock Apt #4	204 Rock Pride Dr.
Rock Apt #5	200 Rock Pride Dr.
Rock Apt #6	201 Rock Pride Dr.
Rock Apt #7	203 Rock Pride Dr.
Rock Apt #8	205 Rock Pride Dr.

<b>S</b>	
Scarnati Field	103 Stadium Dr.
Ski Lodge	207 Rock Pride Dr.
Smith Student Center	107 Central Loop
Softball Field	241 Harmony Rd.
Spotts	110 Central Loop
Stoner East	101 Campus Dr.
Stoner West	103 Campus Dr.
Stores 1/Central Receiving	143 Kiestler Rd.
Swope Music	101 Central Loop

<b>U</b>	
University Police	145 Kiestler Rd.
University Stores 2	147 Kiestler Rd.
University Union	103 Central Loop

<b>V</b>	
Vincent Science	106 Central Loop

<b>W</b>	
Wally Rose Field	253 Maltby Ave.
Watson	102 Rock Pride Dr.
Weisenfluh Dining	200 Campus Dr.
Women's Lacrosse	244 Harmony Rd.
Women's Softball	243 Harmony Rd.

<b>Z</b>	
Zimmerman Field	202 Harmony Rd.

In July 2015, campus buildings were assigned with individual street addresses to aid first responders, reduce the potential for confusion during emergencies, assist in accurate deliveries and help campus visitors more easily locate their destinations. The change also made the University 911 compliant.

The new addresses, such as McKay Education Building, 105 Maltby Ave., appear on identification yard signs in front of 49 campus buildings. Thirteen buildings have wall-mounted signs, and each building has address numbers placed near an entrance or visible from the road.

# TRADEMARK AND LICENSING

## Use of trademarks on promotional items

Use of any University trademark on a promotional/premium item of any type requires prior written approval from University Trademark and Licensing and production by a licensed vendor. This applies to all products, including those designed by students or student groups. To request approval, contact University Trademark and Licensing at 724.738.4981.

## Commercial use of University trademarks

Commercial use of any University trademark, including the manufacturing and distribution of all products for sale, typically will require a license from University Trademark and Licensing. For more information, contact University Trademark and Licensing at 724.738.4981.

## University identification in advertising

SRU must be identified prominently in all University-generated advertising that promotes any unit of the institution. Preferably, the SRU wordmark will be used. This applies to all online ads, magazine and newspaper advertising, posters, banners and billboards.

When advertising is used to promote an event, university identification must appear prominently, but sizing should reflect the relative roles of the event, the sponsoring unit and the University.

## 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
- Rocky
- The Rock
- SRU

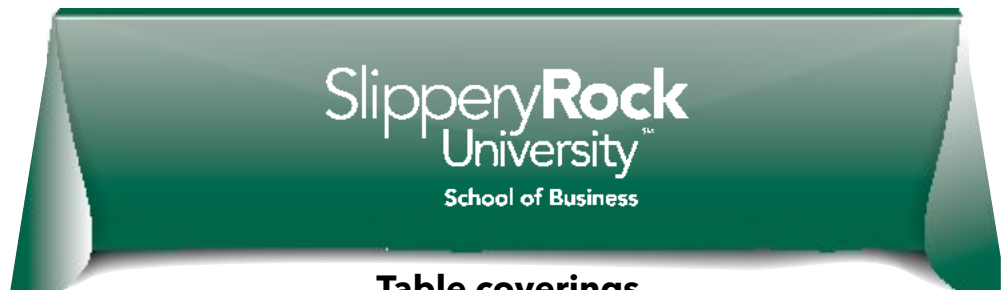
Any use of this verbiage must comply with these guidelines or otherwise be approved by University Communication and Public Affairs. Also, any other names intended to represent Slippery Rock University, such as “Slip” or “Slimy Pebble,” especially on licensed materials, must be approved by University Communication and Public Affairs.

# VISUAL REPRESENTATION

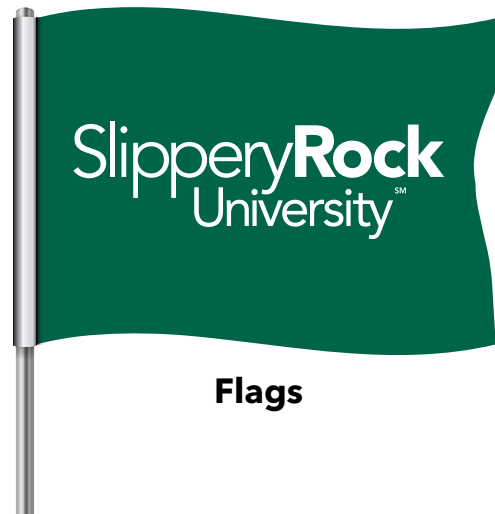
University departments, student organizations and club sports teams can use the University's brand on merchandise, with approval by SRU's Trademark and Licensing Office. All art must abide by the University's brand standards as outlined in this guide.

All internal institutional use of SRU wordmarks, logos and insignias must comply with the University's brand and visual standards. The production of internal-use, non-commercial goods displaying SRU marks (e.g., promotional items, table coverings, signs and banners, etc.) is permissible, provided that the internal unit desiring said goods obtains preapproval from the University's Trademark and Licensing Office for the following:

- The design of the item(s) to ensure compliance with the SRU brand standards.
- The item(s) producer is properly licensed as a vendor that is authorized to manufacture University goods.



**Table coverings**



**Flags**



**Signs and banners**

# PHOTOGRAPHY

Photography should strive to feel natural, authentic and genuine, not staged. Images should capture the spirit of the SRU experience and should not appear awkward or posed.

People should appear to be confident and energized. They should be portrayed as engaged and active, with movement and involvement in meaningful activity.

SRU's photo archive and digital archive can be accessed at [www.sru\photos](http://www.sru\photos). The SRU photo galleries and digital archive, administered by University Communication and Public Affairs, is your destination for official SRU photography. SRU faculty and staff are welcome to use these images and videos for marketing or promoting their

University department or program in either print or digital formats.

Visitors can search, view and download images for personal use only. Media outlets are welcome to use the available content for editorial purposes with credit being attributed as follows: "Photo(s) courtesy of Slippery Rock University."

SRU retains all rights to the content available through this site.

Any and all commercial use of these images is prohibited without prior written consent by SRU's Licensing and Trademark Office.

Questions regarding the available content can be directed to Mike Schnelle, visual communications director, 724.738.2193.





# APPROVALS AND ASSISTANCE

## 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 high quality. Such publications would include (but not be limited to) promotional announcements, marketing materials, fundraising brochures, event promotions, student recruitment materials and other University communication.

**All printed materials that represent the University or entities within the University to off-campus audiences must be approved by University Communication and Public Affairs BEFORE printing.**

The best time to obtain this approval is early in the planning process. Discuss your project with the graphic communication director when you are still conceptualizing. You will receive helpful advice that can make your communication more effective. Also, budget for a project should be determined prior to the design process.

Design services are available through the graphic communication director when a request is made with enough lead time. Remember to allow time for printing the project after the design is complete.

Many projects may also be newsworthy. While planning printing, be sure to also keep the University Communication and Public Affairs staff aware of upcoming events and program. Time is needed for preparation of news releases that will meet the deadlines of news media.

## TIME FRAMES

Adequate time must be allowed for writing, design, layout, proofing and printing. Plan to allow no less than four weeks from the time of request to the completion of the project. If the project requires use of an off-campus commercial printer, an additional two weeks should be added to the timeframe. In the event of “rush” jobs or scheduling conflicts in University Communication and Public Affairs, your project may be outsourced to a pre-approved design agency. We will act as the liaison between the agency and the client. We will meet with the client, gather details and timeframes and convey these to the designer. The client is responsible for charges from outside agencies. We will also handle the bidding of printing in conjunction with pre-approved bidding methods established with PASSHE, whether the project is designed in-house or by outside designer.

## PRINTING

Remember to allow time for printing the project after the design is complete. Printing specifications must be prepared and sent to prospective vendors for project bidding. That is another reason to consult with our graphic communication staff early, as you begin to think about producing something for reproduction.

## PROOFING

University Communication and Public Affairs does its best to copy edit and proofread all publications produced in our department prior to printing, but final responsibility for proofing is the responsibility of the client.


No jobs will be sent to University Printing Services or to off-campus commercial printing companies without a signed proof slip or email verification.

## TEXT

Please provide text as an email attachment (only Word documents or “text-only” files will be accepted). Text will be copyedited by one of our writers to ensure it meets University style and AP style. University Communication and Public Affairs follows The Associated Press Stylebook and also conforms to established SRU branding guidelines.

## FILE FORMATS

# APPROVALS AND ASSISTANCE (continued)



**Communication and Public Affairs**  
201 Old Main  
724.738.2091  
Fax: 724.738.4761

**FOR OFFICE USE:**  
Job Number: \_\_\_\_\_  
Date Received: \_\_\_\_\_  
Date Needed: \_\_\_\_\_

---

Request for Publication

Please use this form to initiate the production of all publications, whether it is a new publication or revisions to an existing publication. This form will help us identify the objectives of the project, the audience, time frames, budget, etc.

Project name: \_\_\_\_\_  
Client: \_\_\_\_\_  
Office: \_\_\_\_\_  
Phone #: \_\_\_\_\_ Fax #: \_\_\_\_\_  
E-mail address: \_\_\_\_\_  
Office address: \_\_\_\_\_  
Cost center: \_\_\_\_\_  
Budget allocated for project: \_\_\_\_\_  
Quantity needed \_\_\_\_\_

**NEW PROJECT:** Please provide text on disk or send as an e-mail attachment (only Word documents or "text-only" files will be accepted). Also, provide a hard copy of text. Text will be copy edited by one of our writers to insure it meets University style and standards. The Guide to Visual and Brand Standards is available at online. Communication and Public Affairs follows The Associated Press Stylebook and also conforms to established SRU branding guidelines.

**REVISION:** Please attach sample with revisions indicated. If revisions are extensive, provide text in formats listed above.

**CONSULTATION NEEDED:**  Yes  No

**TYPE OF PUBLICATION and SIZE:**  
 Brochure  Invitation  Poster  
 Booklet  Postcard  Form  
 Flyer  Newsletter  Ad  
 Other \_\_\_\_\_

**PURPOSE OF PUBLICATION:**  
 Recruiting  Advertise special event  
 Fundraising  Provide information  
 Other \_\_\_\_\_

**INTENDED AUDIENCE:**  
 Prospective Students  Donors  Alumni  
 Current Students  Parents  General Public  
 Faculty/Staff  Other \_\_\_\_\_

FOR OFFICE USE:

<p><input type="checkbox"/> Copy Editing: _____</p> <p><input type="checkbox"/> C&amp;PA Proofing #1: _____</p> <p><input type="checkbox"/> C&amp;PA Proofing #2: _____</p> <p><input type="checkbox"/> C&amp;PA Proofing #3: _____</p> <p><input type="checkbox"/> C&amp;PA Proofing #4: _____</p> <p><input type="checkbox"/> C&amp;PA Proofing #5: _____</p> <p><b>BIDS:</b>  <input type="checkbox"/> Requested (date): _____  <input type="checkbox"/> Received (date): _____</p>	<p><b>SENT FOR PROOFING TO CLIENT:</b>  <input type="checkbox"/> Proof #1: _____  <input type="checkbox"/> Proof #2: _____  <input type="checkbox"/> Proof #3: _____  <input type="checkbox"/> Proof #4: _____  <input type="checkbox"/> Proof #5: _____  <input type="checkbox"/> Proof #6: _____</p> <p><b>PURCHASE ORDER:</b>  <input type="checkbox"/> Requested (date): _____  <input type="checkbox"/> Generated (date): _____</p>	<p><b>FOLLOW UP:</b>  <input type="checkbox"/> Proof from printer: _____  <input type="checkbox"/> Samples received: _____  <input type="checkbox"/> CD returned from printer: _____  <input type="checkbox"/> Materials returned to client: _____  <input type="checkbox"/> Back up files: _____  <input type="checkbox"/> Filed under: _____  <input type="checkbox"/> Report updated: _____</p> <p>• Designer: _____                  • File name: _____</p>	<p><b>PRINTER:</b>  <input type="checkbox"/> <b>ON-CAMPUS</b> (date sent): _____  <input type="checkbox"/> HP in office <input type="checkbox"/> PT or ETC (oversize prints)  <input type="checkbox"/> SRU Print Services                      <input type="checkbox"/> Color <input type="checkbox"/> B&amp;W</p> <p><input type="checkbox"/> <b>OFF-CAMPUS</b> (date sent): _____  <input type="checkbox"/> Printer: _____  <input type="checkbox"/> Price: _____</p> <p>• Anticipated delivery date: _____                  • Quantity: _____</p>
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University Communication and Public Affairs does not support nor can it accept Microsoft Publisher OR Canva files. If you are seeking an approval of a publication that your department has created in Microsoft Publisher or Canva, please provide a hard copy to proof. If you want us to use the text in the Microsoft Publisher or Canva document to produce a publication, please copy and paste it into a Microsoft Word document.

Please be aware that if your publication is going to be printed off campus by a commercial printer, Microsoft Publisher files, Canva and Microsoft Word documents will not be accepted. Commercial printers prefer to use the industry standard graphics software program Adobe InDesign. In some cases printers will accept PDF files created from Publisher, Canva or Word documents. Please check with the printer in advance to see if files are acceptable.

Digital images supplied to us to be used in publications that will be printed by commercial printers must be high resolution. Normal resolution for commercial printing is 300 dpi (dots per inch). Images can be enlarged at a maximum of 125 percent. Enlarging images beyond this will produce blurred or jaggedy images. Images taken from websites are generally of very low resolution (72 dpi or less) and not suitable for printing.

Request for Publications (above) is available at:  
[www.sru.edu/graphic-communications](http://www.sru.edu/graphic-communications)

Please download and complete "Request for Publications" prior to meeting and or discussing project with publications staff.

# PRINTING AND MAILING

## UNIVERSITY PRINTING SERVICES

The University's Printing Services provides high volume, photocopy services and digital 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 University Communication and Public Affairs, consultation with our graphic communication director 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 University Communication and Public Affairs for review. It is always best to consult with our graphic communication director as soon as you begin thinking about developing promotional material for printing or copying.

## THE SRU MAILING PERMIT

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 by Printing Services.

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NON-PROFIT ORG.  
U.S. POSTAGE  
**PAID**  
PITTSBURGH, PA  
PERMIT #162

---

---

PRESORTED  
FIRST-CLASS  
U.S. POSTAGE  
**PAID**  
PITTSBURGH, PA  
PERMIT #162

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## MAILING GUIDELINES

Are you planning a large mailing? Contact Mailing Services at the beginning of your project to see how they can help you with the project and save your department money.

There are many details that need attention in a large mailing. It is recommended to take advantage of Mailing Service's experience, which can help you at the front end so your mail piece meets postal regulations. The mail center can automate your mail so you are assured of the best postage rates possible. Mailing Services can print the addresses, Zip+4, and

the barcode. Your mail will be sorted for maximum savings, placed in trays and delivered to the post office. This includes addresses for on-campus mailings.

Design is critical. The shape, fold, paper, ink, graphics, text and content of a mail piece all play a role in what the postage cost will be and whether the piece is compatible for mailing. Design can be as simple as a single sheet, one fold, self-mailer, or as complex as a multiple page saddle-stitched booklet. Whatever the extent of your project, consider using an experienced designer (at least contact us so we can guide you) to help with the process.

Always use an SRU return address and include "Slippery Rock University" in the body of the address. Use pre-printed mailing indicia in the stamp area of your mailing piece. Mailing Services may be able to print the indicia for you.

Mailing Services can cleanse your address files, ink jet addresses and bar codes onto your mail pieces. For best results, mailing list data files are preferred in text file, excel file or DBF (data base file) format. If you have data in another format please contact Mailing Services to see if it can be converted. Schedule your project at least two weeks in advance. Depending on the size of your job, turnaround is 24 to 72 hours.

Some basics about standard mail:

**A minimum of 200 pieces or 50 pounds is required for bulk mail (500 pieces for first class).** The mailing pieces must be identically printed or duplicated material (no personalized pieces). The pieces must be of identical size, weight and content. Pieces must be inserted into the envelope if you are using envelopes. The mailroom can seal your envelopes for you if you place the flaps one on top of another.

**In order to ensure the proper postage is in place with the United States Postal Service, Mailing Services needs to be notified early in your planning.** If a deposit is required and depending on size of that deposit, it can take up to 2 weeks to get proper funding. Call Mailing Services at extension 4756 for all bulk mailing including third party vendors using our postal permits to ensure postage will be available at the time of mailing.

**Contact Mailing Services if you have questions, extension 4756.**

# TERMINOLOGY AND USEFUL LINKS

Understanding complex design terminology can be challenging. The following glossary was created to help equip you with an understanding and reference for creative briefs, conversations with freelancers or terms to explain your project to printers or web developers. The resource section has helpful tools and information that will be useful to both new and seasoned designers.

## FILE TYPES

### **.ai (Adobe Illustrator)**

- This file type is often used for logos and graphics in print projects.
- Can only be opened with Adobe Illustrator.
- Can have a transparent background.
- Can be resized to any dimension without losing image quality.

### **.eps (Encapsulated Postscript)**

- This file type is often used for logos and graphics in print projects.
- Can only be opened in Adobe Illustrator, but can be imported into other programs.
- Can have a transparent background.
- Can be resized to any dimension without losing image quality.

### **.gif (Graphics Interchange Format)**

- Can be used for logos and graphics in web and screen projects.
- Can be opened with many programs.
- Can have a transparent background.
- This file type will lose image quality if resized to a larger size.

### **.jpeg (Joint Photographic**

### **Experts Group)**

- This file type is often used for photographs in print, screen and web projects.
- Can be opened with many programs.
- Does not have a transparent background.
- A .jpeg will lose image quality if resized to a larger size.

### **.pdf (Portable Document Format)**

- This file type is often used for print projects or for sending proofs to clients.
- Can be universally downloaded and viewed on any computer that has the Adobe Acrobat plug-in (which is available for free).
- Can be imported into many programs.
- Many printer shops prefer to print from this type of file.

### **.png (Portable Network Graphics)**

- Often used for logos and graphics in web and screen projects.
- Can be opened with many programs.
- Can have a transparent background.
- Will lose image quality if resized to a larger size.

### **.psd (Photoshop Document)**

- Often used for photographs in print projects.
- Can only be opened with Adobe Photoshop, but can be imported into other programs.
- This file type will lose image quality if resized to a larger size.

### **.tiff (Tagged Image File Format)**

- Often used for high resolution photographs in print projects.
- Can be opened by many programs.
- This file type will lose image quality if resized to a larger size.
- Does not have a transparent background.

## COLOR MODES

### **CMYK**

- Use this color mode when working on projects that will be printed.
- The acronym represents the four colors used in a printing press (Cyan, Magenta, Yellow and Key/black).

### **Grayscale**

- Use this mode when working on black and white print projects, such as newspaper ads.
- Any colors in your file should be converted to a shade of gray.

# TERMINOLOGY AND USEFUL LINKS (continued)

## Hex Code

- This color mode is used for web projects.
- HEX codes are six digit codes that represent a certain color (e.g. White is represented as #ffffff and black is #000000).

## PMS (Pantone® Matching System)

- This mode is used for print projects where you need to match a color exactly.
- The acronym represents the Pantone® Matching System, which is a system of specially mixed inks that must match a certain, standardized color (e.g. SRU green is PMS 342).
- Specialty colors, such as metallic or fluorescent colors, are also available.

## RGB

- Use this color mode for web, video or other on-screen projects.
- The acronym represents the three colors of light displayed on screens (Red, Green and Blue).

## TYPOGRAPHIC TERMS

### Baseline

- An invisible line upon which letters or lines of type sit.

### Font

- A specifically designed collection of letters, numbers, punctuation and other symbols used to set text.

### Kerning

- Refers to increasing or decreasing the space between two consecutive characters in a word by very fine increments leading (or linespacing).
- The amount of vertical space between

lines of text in a paragraph tracking (or letterspacing).

- The uniform amount of spacing between all characters in a complete sentence, paragraph or page widow.
- When the last line of a paragraph only contains one word, that word is considered a 'widow'. These are undesirable and should be avoided.

## LAYOUT TERMS

### Bleed

- Allowing a visual element to extend beyond the actual margin of the layout or trim size.

### Grid

- Grids are often used in layouts for both web and print projects.
- Grids guide designers on how to arrange text and images on the page in a way that will look even, attractive and consistent throughout.

### Mockup

- A close-to-reality rendition of a project that allows a client to see what the final product will look like.

### Perfect Bound

- A type of booklet binding in which the pages are glued together at the spine of the book.

### Saddle Stitch

- A type of booklet binding in which the pages are bound together by staples that are put through the fold of the booklet.

### Wire Frame

- A basic layout without design elements.
- Used in web design to plan where navigation, content and media will sit on the page.

## OTHER COMMON DESIGN TERMS

### CRA (camera ready artwork)

- A term for files that are specially prepared for printing export.
- To save a file in another file format supported by other programs.

### FPO (for placement only)

- Indicates that the image or graphic in the layout will be changed before the final output.

### Gradient

- A smooth transition from one color to another – black to white, red to yellow and all the colors in between.

### Raster Images / Bitmap Images

- Raster images, or bitmap images, are created using thousands of pixels (e.g. photographs).
- Enlarging a raster image to a larger size will diminish the quality.

### Resolution

- Refers to the number of dots per inch (dpi) or pixels per inch (ppi) in an image.
- Images for the web are usually low resolution (e.g. 72 ppi).
- Images for print should be saved at a higher resolution (e.g. 300 dpi).

### Vector Images

- Images created by paths based on mathematical expressions (e.g. logos)
- Vectors can be resized to any size without a loss in quality.

# EDITORIAL STYLE GUIDE

To achieve consistent messaging and meeting the expectations of our various audiences, Slippery Rock University follows editorial style standards established by The Associated Press Stylebook and by the Office of University Communication and Public Affairs. The style standards apply to public-facing, editorial content on the SRU website and in publications produced on behalf of the University. Because copy is often moved from letters and brochures to webpages, news releases, advertising copy and other materials, preparing it “in style” reduces time needed for proofing on subsequent uses.

Below are some often-referenced style guides, which follow AP and University styles unless noted.

## THE UNIVERSITY

### Slippery Rock University:

Slippery Rock cannot stand alone when the writer means Slippery Rock University. Always spell out on first reference. Sports coverage is an exception as both SRU and Slippery Rock can be used for second reference.

- Wrong: *She is a graduate of Slippery Rock.* (Is that the University, the borough, the township or the high school?)
- Right: *She graduated from Slippery Rock University.*

### University:

In all cases where the word “university” means Slippery Rock University, the word “University” is capitalized. (This is one of a few examples that are in opposition to AP style, but is SRU style.)

- *The University is accepting applications.*
- *The candidate came from another university.*

### The Rock:

When using *The Rock* to refer to Slippery Rock University always capitalize “T” and “R.” Do not use quotes.

- *At The Rock, students earn credits for...*

“Rock Solid” education should be capitalized “R” and “S” and in quotation marks.

Note: It is *The ROCK magazine* as the proper name of the SRU magazine.

## FUNCTIONAL AREAS

### Academic colleges and schools

Use capitalization as shown. Use the word “and” – never an ampersand (note comma usage).

- *College of Business.*
- *College of Education.*
- *College of Health, Engineering and Science.*
- *College of Liberal Arts.*
- *School of Business.*
- *Graduate School of Physical Therapy.*

### Academic degrees

The names of academic degrees and honors should not be capitalized:

- *Joseph Jones, doctor of biology, ....*

When academic degrees are referred to in such general terms as associate, doctorate, doctor’s, bachelor’s and master’s degrees, they are not capitalized. When writing the full name of the degree, capitalize Master of Science or Bachelor of Arts but not the specialty, unless it is a proper noun such as English.

- *bachelor’s degree in communication.*
- *Bachelor of Arts degree in philosophy.*
- *Master of Science in biology.*
- *bachelor’s degree in English literature.*

Try to avoid abbreviating degrees, but if required, use capitals with no spaces after periods:

- *B.S., B.A., M.S., M.A., D.P.T., Ph.D.*
- *a B.S. in biology.*

## EDITORIAL STYLE GUIDE (continued)

### Classes and courses:

Use lowercase when you referring to generic courses and classes; capitalize and quote specific course name:

- *a communication course.*
- *Psychology II.*
- *Biology 410.*
- *American History 1900-2010.*

### Committees:

Capitalize the name of specific committees and lowercase second references:

- *the University Curriculum Committee.*
- *the curriculum committee.*
- *the committee.*

### 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 or trustees.

### Departments and offices:

Use capitalization of formal names; otherwise lowercase as shown.

- *Department of Dance.*
- *Biology Department.*
- *the department.*
- *Facilities and Planning.*
- *Office of the President.*

### Majors/programs:

Do not capitalize academic majors, programs, specializations or concentrations (exception: English or other foreign languages) unless the word “program” is part of the formal name:

- *She majored in chemistry...*
- *He majored in English...*
- *They majored in French...*
- *She participates in SRU’s Bonner Leader Program.*

## PEOPLE

### adviser/advisor:

Use consistency: it should not be “adviser” in one paragraph and “advisor” in another. Both are correct, but “adviser,” which is preferred and recommended by AP, is University style.

### alumnus/alumni/alumna/alumnae:

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

### Alumni designation

For communications for external audiences, do not use numerical abbreviations, e.g., Jane Doe, ’10. Instead, use:

- *Jane Doe, a 2010 SRU graduate, chairs the committee.*

For communications destined exclusively and solely for internal campus or alumni audiences, use of abbreviations for class year. Follow the name with a comma and make sure to use a reverse or close apostrophe (hit the apostrophe key twice: ’, not ‘) before the year when referring to class years.

- *Jane Doe, ’10 (Her only degree is a bachelor’s degree).*
- *John Doe, ’97, ’01M (He has two degrees).*

### Courtesy titles:

In general, do not use courtesy titles (Mr., Mrs., Ms., Master, Dr.) except in direct quotations. When it is necessary to distinguish between two people who use the same last name, as in married couples or brothers and sisters, use the first and last name.

Note: This guidance does not include military titles, political titles and job titles, such as medical doctors. See section below for further guidance.

### Graduates:

All who received diplomas from what is now SRU are considered graduates of Slippery Rock University, not Slippery Rock Normal School, Slippery Rock State Teachers College, etc. In some cases, but not often, it may be helpful to include “graduated from what was then known as Slippery Rock State Teachers College” as appropriate.

- Slippery Rock Normal School, March 1889 to July 1927.
  - Slippery Rock State Teachers College, August 1927 to May 1960.
  - Slippery Rock State College, June 1960 to June 1983.
  - Slippery Rock University, July 1983 to present.
- “Grad” is not a word, thus should never be used.

## EDITORIAL STYLE GUIDE (continued)

### Job titles:

In general, job titles should appear after a full, formal name in lower case. Formal titles are listed in the SRU Campus Directory: instructor, assistant professor, associate professor, professor, director, vice president, president, clerk typist, etc., must be used. Capitalize the job title “director” when it appears before a name.

- *Karen Riley, president.*
- *Dean Dan Bauer.*
- *Professor Joe Smith.*
- *Joe Smith, associate professor of biology.*
- *Smith, who teaches biology, ...*

Do not include Ph.D. or other certifications and academic degrees after the name. Do not include Dr. before a person’s name unless the person is a medical doctor and their designation is necessary for the story.

- Wrong: *Dr. Bill James joined the council of trustees.*
- Correct: *Dr. Bill James is the Student Health Center’s visiting physician.*

### Military and first responder titles:

Capitalize a military rank when used as a formal title before an individual’s name. Refer to the AP guide for complete listing of military titles. On first reference, use the appropriate title before the full name of a member of the military.

- *Lt. Col. Jeffrey Barta.*
- *Gen. John Jones.*
- *Chief Kevin Sharkey of the University Police.*

Only use military titles for active military. Mention an officer who has retired if it is relevant to a story. Do not, however, use the military abbreviation “Ret.” Instead, use “retired” just as “former” would be used before the title of a civilian:

- *They invited retired Army Gen. John Jones.*

Also, only use “retired” if the person retired from a military career. All veterans are not “retired.” If it is relevant to the story, refer to them as a “veteran” or “who served in the military achieving the rank of sergeant,” but do not precede the name with a rank. In some cases, say “former active-duty marine” but not “ex-marine” or “former marine.”

### Political titles:

On first reference, Use *Gov., Gouv., Rep., Reps., Sen.* and *Sens.* as formal titles before one or more names. Spell out and lowercase governor, representative and senator in other uses. Spell out other legislative titles in all uses. On second reference, just use the last name.

- *Gov. Tom Wolf attended the meeting.*
- *Wolf said the meeting went well.*

### Names:

In general, use only last names on second reference. When it is necessary to distinguish between two people who use the same last name, generally use the first and last name on subsequent references.

Generally use the name a person prefers, Thomas or Tom, depending on preference and/or occasion. For example, “William Smith” for the commencement program and “Bill Smith” for a quote attribution or email signature. When in doubt, use the name listed in the SRU Campus Directory so those outside the University can find the correct person.

Student names in editorial copy should be accompanied with an identifier as follows:

- *John Doe, a senior marketing major from Butler.*
- *Sally Smith, a freshman secondary education major from Youngstown, Ohio.*

Include Jr., Sr., III, etc. after a name if the person prefers it or to distinguish between father and son. Abbreviate as Jr. and Sr. and do not precede by a comma:

- *Martin Luther King Jr. read his speech. ...*

Remove middle initials unless it is needed to more accurately identify a person (if there are two Joe Smiths in a story).

## PLACES

### Borough and Township:

Borough and township are lowercase unless the word is part of the city’s actual name (such as the city in Salt Lake City)

- *Slippery Rock Township.*
- *Slippery Rock borough (because “borough” is not in the formal name of the municipality; it only describes it).*
- *Slippery Rock Borough Council (describes a formal name of a committee).*



## EDITORIAL STYLE GUIDE (continued)

### Buildings:

Use the official name of the campus facility capitalized in formal communication. On subsequent references, use lowercase ... the building, hall, field house, center, etc. Check the official SRU map for appropriate proper names. In most instances, omit the first name(s) of the building namesake. For example, Smith Student Center instead of Robert M. Smith Student Center. SSC is acceptable only on second reference. Some abbreviations are acceptable on first reference when communicating to an internal audience, such as ATS, Eisenberg or ECB, otherwise use the full name, Advanced Technology and Science Hall or Eisenberg Classroom Building.

### States:

Do not abbreviate states in editorial copy except when referring to a postal address or

- *Send your check to 1 Morrow Way, Slippery Rock, PA, 16057.*

Abbreviations are accepted in some instances such as photo captions, tabled lists, etc. Refer to AP style for state abbreviations in these instances. Do not add the state name (or country) for large cities or any town in Pennsylvania

- *Butler.*
- *New Castle.*
- *Youngstown, Ohio.*
- *Chicago.*
- *London.*

### Commonwealth:

Commonwealth is not capitalized. In editorial context, it is another word for “state.”

- *The commonwealth of Pennsylvania increased taxes.*
- *The commonwealth holds annual elections.*

## TIME

### Time of Day:

- Do not capitalize a.m. or p.m.
- Do not use :00 (except possibly in column work or a table).
- Periods are required.
- *The concert is at 3:30 p.m.*
- Use noon and midnight (not 12 p.m. or 12 a.m., unless column work).
- Avoid redundancies: “tonight at 7 p.m.”; instead write “at 7 p.m.” or “tonight at 7 o’clock.”

### At:

The “at” symbol (@) may not be used in general text.

- Wrong: *The concert is @ 5 p.m.* (It may be used in tabular schedules for space.)

### Ranges:

See section in numbers.

### Days of the week:

The day of the week is not necessary in dates. Only use the date, and with a few exceptions where reinforcement is needed, include both. Do not abbreviate days of the week.

- Wrong: *Tuesday, Sept. 1 (Tuesday and Sept. 1 together are redundant).*
- *The event is Sept. 4.*
- *The class meets Mondays, Wednesdays and Fridays, Aug. 24 to Dec. 4.*

The year (assuming the current year or the obvious meant year) is required only if there may be confusion.

### On:

In nearly all cases, “on” before a day is unnecessary. Don’t use it. “The concert is Nov. 7.”

### Months:

Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate only *Jan.*, *Feb.*, *Aug.*, *Sept.*, *Oct.*, *Nov.* and *Dec.* Spell out when using alone, or with a year.

- *Jan. 1, 2021.*
- *January 2021.*

### 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.*
- *SRU Dance Ensemble Winter Concert.*
- *SRU winter commencement.*
- *spring semester.*
- *summer classes.*
- *2020 Summer Session.*

# EDITORIAL STYLE GUIDE (continued)

## NUMBERS

### Numbers:

Spell out numbers one through nine use figures for 10 and above. Spell out numbers that begin a sentence.

- *He predicted eight to 10 students would...*
- *Twenty students attended...*

Always use numerals for dimensions, percentages, ages, distances and computer storage capacities.

- *The 5-year-old boy...*
- *The paper was 8.5 inches by 11 inches.*
- *He said, "I'll take five of the 50."*

### Over/More Than:

While AP style says both are acceptable to indicate greater numerical value, SRU style calls for the use of "more than." The use of "over" should be limited to showing distance or physical placement.

- *SRU has more than 150 academic programs.*
- *The quick brown fox jumps over the lazy dog.*

### Money:

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

### Percent:

Use the % symbol when paired with a number, with no space.

- *Average hourly pay rose 3.1% from a year ago.*
- *About 60% of Americans agreed.*

Use figures, such as 1% or 4 percentage points. Spell out when beginning a sentence.

- *Sixty percent of students enrolled.*

### Ranges:

Use hyphens to connect ranges of time (within same increments), money and other numbers. Use "to" to avoid confusion.

- *The shows are from 8-10 a.m. and 11 a.m. to 1 p.m.*
- *The programs are from Jan. 29 to Feb. 1 and Feb. 10-13.*
- *\$12 million to \$14 million (Not: \$12 to \$14 million).*
- *a pay increase of 12%-15% (Or: 12% to 15% or between 12% and 15%).*

For academic years, hyphenate: 2015-16, not 2015-2016.

### Telephone numbers:

Use periods rather than hyphens and no parenthesis for area codes:

- *724.738.9000.*

All phone numbers require area codes. For the most part, use full numbers rather than just an extension. If extension numbers are needed, use a comma to separate the main number from the extension:

- *724.738.9000, ext. 222.*

## GRAMMAR, PUNCTUATION, USAGE

### Acronyms:

Acronyms are not used immediately following use of the full title.

- *Wrong: Slippery Rock University (SRU), National Association for the Advancement of Colored People (NAACP).*

Use the full title on first reference, the acronym on second and subsequent references.

In some cases, the acronym is so well known it may be used on first reference. Example: FBI, NCAA, ROTC.

### Ampersand:

Avoid using the ampersand (the symbol "&") in place of "and."

- *Wrong: Harry & Sally are biology majors.*

The ampersand may be used in company/business names if used by the firm: *Home Savings & Loan Co.*

### Comma:

All commas go inside the quote marks.

- *The play, "For Whom the Bell Tolls," is at 8 p.m.*

Spouse and children names are set off by commas unless someone has more than one.

- *Harry's wife, Sally, attended the event.*
- *Harry's friend John also attended the event.*
- *John's son Matthew went to the event but John's youngest son, Jason, stayed home.*

Use a comma after the year in a date

- *The academic year begins Aug. 27, 2011, and ends May 7, 2012.*

## EDITORIAL STYLE GUIDE (continued)

The serial comma is unnecessary (most of the time). Therefore, use commas to separate elements in a series, but do not put a comma before “and” or “or” in a simple series.

- *The building is made of brick, steel and iron.*

However, include a comma if clarification calls for it, including when an element within a series contains a conjunction:

- *The sandwiches on the menu are turkey, peanut butter and jelly, and pastrami.*

Only use a semicolon when elements in a series include commas.

- *The executive board approved last meeting’s minutes, new bylaws and new officers; discussed the budget and finances; and planned the agenda for the next meeting.*

### Headlines:

Capitalize only the first word and proper nouns. Do not use quotation marks unless the complete headline meets criteria for what’s described in the quote marks section. Do not capitalize the entire headline unless for graphical effect.

### Parenthetical text:

Do not use brackets [ ]. Use parenthesis ( ) to insert extraneous and editor-entered, reader-helpful materials within a quote – not single or double quote marks:

- *The professor said, “We meet with (Robert) Smith at noon.”*
- *Harry said, “Who can I take to the concert (Friday)?”*

### Pronouns, Singular/Plural Verbs:

People and animate objects get pronouns (he, she, their, etc.). Inanimate objects and other things, including collective nouns (University, faculty, team, organization), use “its.” They/them/their is acceptable in limited cases as a singular form when alternative wording, such as “his or her,” is awkward or too wordy. Consider rewriting the sentence. Use they/them/their if the person uses the gender-neutral pronoun.

- *Interested students should apply.* (Instead of “If a student is interested, he or she should apply,” or “If a student is interested, they should apply.”)

Some collective nouns can use either singular or plural verbs if the group or quantity is regarded as a unit or countable items.

- *The data is sound.* (A unit.)
- *The data have been carefully collected.* (Countable items.)

Other exceptions are sports team nicknames that are singular, including The Rock (see The Rock entry in this guide for more guidance).

- *The Rock won their last three games.*
- *The Rock are in in first place.*
- *SRU won its first championship.*
- *The football players were at the game.*
- *The football team is going to practice.*

### Space:

Use only one space after all punctuation marks: periods, semicolons, colons, etc.

### Quote marks:

Use double quotation marks to attribute direct or partial quotations, on first reference of unfamiliar terms and to indicate a pun, exaggeration, irony or sarcasm.

- *“I’m excited,” he said.*
- *He said was going because he’s “very excited about the event.”*
- *After returning home he said, “I’m excited.”*
- *The professors taught “asynchronously,” meaning students watched a recorded lecture online.*
- *Today’s ornithology lab is something to “crow” about.*
- *The president declared “war” on litter.*
- *The “debate” turned into a free-for-all.*

There is no single quote mark of grammar, but here are the exceptions:

### Headlines:

- *SRU was named to the ‘Best Colleges’ list*

Within a quote already started with a double quote mark:

- *Jane asked, “Who wrote ‘Gone With the Wind?’” (The question mark moves to the appropriate location in regard to the quote marks.)*

### To represent missing letters or numbers:

- *We started the project in ’08.* (Note the single quote mark, an apostrophe, looks like a miniature 9).

# EDITORIAL STYLE GUIDE (continued)

## MISCELLANEOUS THINGS

### alma mater

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

### Composition titles:

Book titles (except the Bible), song titles, article titles, television show titles, etc., are quoted, not italicized. Journal, newspaper and magazine titles are capitalized but not in quotes.

### email:

Use email in all references for electronic mail. Also: esports. Use a hyphen with other e- terms: e-book, e-reader, e-commerce.

Capitalize “E” only if it begins the sentence:

- *All email will be sent...*
- *Email may be sent...*

### federal:

federal is lowercase when standing alone.

- *The federal government today approved...*
- *It is federal law...*
- *Federal officials today said.*
- *The Federal Bureau of Investigation.*

### health care:

Health care is two words, even when it modifies a noun, such as “health care provider.” The exceptions are formal names of organizations (Family Healthcare Express).

### Inc.

Abbreviate and capitalize as Inc. when used as a part of a corporate name. Do not set off with commas:

- *Slippery Rock University Foundation Inc. received...*
- *Tyson Foods Inc. announced...*

### internet, web, website, webpage.

Lower case.

### online:

Use as one word. Do not hyphenate.

### SRU website:

The SRU website is [www.sru.edu](http://www.sru.edu). The SRU may be capitalized for added emphasis in promotional materials, such as [www.SRU.edu](http://www.SRU.edu).

# MISCELLANEOUS

**SlipperyRock**  
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**[www.SRU.edu](http://www.SRU.edu)**

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**Assistant Vice President of Human Resources  
and Compliance/Title IX Coordinator**

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**Publications intended for outside audiences must include:**

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 websites oriented to off-campus distribution must include the following five items:

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