

## Brand Standards

version 4.0

REV. 05/20/2013







## **ORIGINS, MISSION AND VISION**

### **ORIGINS**

Pacific University began as a school for orphans from the Oregon Trail in 1848 and in 1849 was chartered as a college founded by Congregationalists and modeled after the best schools of New England. Over time, the university has grown into a unique combination of undergraduate and graduate programs in liberal arts and sciences, education, business and health.

Today, Pacific's focus on teaching and learning in a close nurturing environment leads to genuine transformation in students' lives. Distinguished by its inquiry-based curricula and interdisciplinary collaboration, Pacific offers students exceptional opportunities for experiential learning, leadership and civic engagement.

### **MISSION**

A diverse and sustainable community dedicated to discovery and excellence in teaching, scholarship and practice, Pacific University inspires students to think, care, create, and pursue justice in our world.

### **VISION 2020**

Pacific University will embrace discovery as an essential characteristic of teaching, learning, scholarship, practice and creative expression. We will achieve excellence and distinction by investing in exceptional people. We will embrace a rich diversity of ideas, peoples and cultures. We will incorporate sustainability into all of our endeavors.

The culture of Pacific fosters warm and supportive relationships that enable the university to provide an extraordinary educational experience. Students, faculty and staff are drawn to Pacific by its welcoming environment, emphasis on public service, and development of graduates who contribute as gifted leaders of the global community.

## Pacific University Brand Standards

Our brand is an important asset to the students, trustees, faculty, staff, volunteers, alumni and supporters of Pacific University. We communicate our brand identity by presenting an engaging and consistent graphic and editorial identity. This approach is essential to establishing a strong institutional brand presence that also helps differentiate us from other universities and position us in a highly competitive market.

The unified identity system outlined in our Pacific University Brand Standards is for use by the entire Pacific University community. This provides a framework that promotes consistency in our outreach efforts and outlines the standards for use of our visual symbols and editorial style. This includes the Pacific University logo, logo use in general, the Boxer color palette, fonts and messaging.

It is imperative we adhere to these standards online and in print throughout our campuses, departments, programs, schools, colleges, centers and institutes.

By using these standards, you help us visually define Pacific University in a strong, consistent manner that will be instantly recognizable. These efforts support and complement the tradition of the university, as well as the quality of our teaching, research and service.

Please join us in proudly incorporating the Pacific University Brand Standards into every facet of our marketing and communications. Your continued support helps strengthen Pacific University and our brand.

### Tammy Spencer

Associate Vice President of Marketing & Communications  
UNIVERSITY ADVANCEMENT

### VISIT

[pacificu.edu/identity](http://pacificu.edu/identity)

## Table of Contents

Pacific University Messaging .....	1
Integrated Marketing Strategy .....	2
Pacific University Logo .....	3
Logo Size.....	4
Logo Clear Space .....	4
Logo Color Configuration .....	5
Backgrounds .....	6
Tier Logos .....	6
Alternate Logo Use .....	7
Secondary Graphic Elements .....	8
Block P .....	9
The University Seal .....	9
Branded Product .....	10
Boxer Nation Store .....	11
Font Use .....	12
Color Palettes .....	13
Trademark & Official Use .....	15
Commercial Use .....	15
Electronic Templates .....	16
Environmental Commitment .....	16
Freelancers & Third-Party Vendors .....	17
Translation Services.....	17
University Letterhead .....	17
Multimedia Guidelines .....	18
Internet Standards & Guidelines .....	19
CANS Communications .....	21
Email Marketing .....	21
Online Forms .....	21
QR Codes .....	21
Social Media .....	21
Web Graphics .....	21
Mailing Guidelines .....	22
Editorial Standards .....	23

## Pacific University Messaging

### AN OVERVIEW OF PACIFIC'S HISTORY AND ORIGINS

Pacific can mean many things to your audience. Refer to Pacific University by its full name on first reference and periodically throughout your text. It is acceptable to shorten the name to "Pacific" or "the university" after the first reference, but only occasionally. Repeating "Pacific University" reinforces brand, identity and location for your audience. Below is sample messaging that may come in handy for use as boilerplate in university publications.

**BOILERPLATE** ▶ Pacific University is a small but diverse community, where students thrive in a personal academic environment.

Tracing its roots to 1849, when it began as a school for orphans of the Oregon Trail, Pacific has long been devoted to making a difference in people's lives.

Today, students study in a unique combination of undergraduate, graduate and professional programs in the liberal arts and sciences, education, business, healthcare and optometry.

Located in Oregon, Pacific University has campuses in Forest Grove, Hillsboro and Eugene, as well as offices and sites in Portland and Woodburn. Pacific also has an office in Honolulu, Hawai'i. In addition, clinics serve clients throughout the greater Portland area and provide students with practical experience.

At Pacific University, students and faculty engage in discovery through close, nurturing relationships that provide an extraordinary educational experience. International study, service learning, internships and cocurricular activities are integral parts of the educational experience and the development of more than 22,000 alumni around the world who share in the Boxer spirit.





## discover.

### INTEGRATED MARKETING STRATEGY (IMS)

Pacific University has an integrated marketing strategy that increases the visibility, brand name recognition and awareness of our university and colleges. This comprehensive, consistent and engaging campaign supports student recruitment, retention, alumni engagement and fundraising.

Keywords, styled consistently and accompanied by engaging campus photography, lead the campaign and functionally represent our colleges. The overarching keyword — discover — is used to communicate the larger university messaging. Perhaps more symbolically, these keywords and imagery also give a future student insight into what they might expect during their experience with the university and beyond. The multichannel ongoing marketing campaign, print and online, is strategically managed through the Office of Marketing & Communications.

Visit ► [pacificu.edu/discover](http://pacificu.edu/discover) to view landing pages reflecting this campaign.



## Pacific University Logo

As the primary visual identifier for the institution, the Pacific University logo is used in all development, promotional, marketing, recruitment and outreach materials including, but not limited to, print, apparel and online communications.

**MUST KNOW** ▶ The logo should not be redrawn, reproportioned or modified in any manner. Please do not separate or reposition the Boxer head from the logo text. Do not use dropshadows, bevels, animation, 3-D effects, embosses, glows or outlines on the logo or any other visual elements of the brand.

**NOTE** ▶ Please use only the provided files of the logo. You can find electronic files of the logo are available on the website  
▶ [pacificu.edu/marcom](http://pacificu.edu/marcom) and on Vault ▶ departments>University Advancement>Branded Templates>Resources



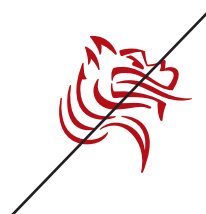
**NO!** Do not reposition or rearrange



**NO!** Do not stretch



**NO!** Do not use just the Boxer head unless the full logo is somewhere else on the piece. Ex., Boxer head on the back of a shirt, the full logo on the front of the shirt.





## Logo Size

Size minimums are noted to ensure that the Pacific University signature (logo and logotype) is legible and prominent in various media.

**EXCEPTION** ▶ If the item you are putting the logo onto is smaller than 3/4"—such as on a pen or lapel pin—it is acceptable to reduce the size and clear space. Contact Marketing & Communications if project-specific guidance is needed.



## Clear Space

The Pacific University logo needs sufficient visual space so that its impact is not degraded. Items such as text, images or graphic elements should be kept away from the logo by a minimum distance of the height of the "P."



## Logo Color Configuration

The electronic files for the Pacific University logo are provided in multiple color configurations — black, spot/Pantone Matching System (PMS) colors, CMYK/four-color process and white (for reversing out of a dark background). Please do not change the color of the logo.

### YES!



### NO! Do not recolor.





## Backgrounds

The white/reverse logo is intended for use on colored backgrounds or on aloha wear. There may also be instances where the logo may need to be used on a photograph. The color or black version of the logo may be used on light photographs, and the white/reverse version on dark photographs. Be sure that the logo is placed in an area of the photograph that provides sufficient contrast so that the appearance of the logo is not diminished in any way.



## Tier Logos

Custom tier logos combine the name of a college, school, department, center, institute or program with the university logo. They provide brand consistency and are intended for use when there isn't another way to include the name of the department on a particular item, such as on a polo shirt or give-away item. Custom tier logos for products can be requested from Marketing & Communications.

All logo use guidelines noted on page 3 apply when using tier logos. Tier logos are not to be used on university website(s) or for advertisements. Please do not create your own logos. Contact Marketing & Communications for assistance and with questions.



## Alternate Logo Use

### SPECIAL CONSIDERATION ONLY

**THE BOXER** ▶ In very limited instances, it may be appropriate to use the “Boxer” symbol without attaching the logotype. This should only be done when the complete logo is visible elsewhere. For example, on a T-shirt when the logo is also on the sleeve or on the gym floor of the Stoller Center, where there are other visible instances of the logo (scoreboard, banners in the arena, etc.). Approval from Marketing & Communications is required.

**HORIZONTAL & VERTICAL LOGOS** ▶ When the standard logo doesn’t fit the layout, the horizontal or vertical logo can be used. Contact Marketing & Communications for assistance.

**ANIMATION** ▶ Do not animate the logo or any other visual elements of the brand (e.g. in video, webpages, email or any other electronic channels).



**NO!**

Do not change direction of Boxer.





## Secondary Graphic Elements

**SPIRIT LINES** ▶ Spirit lines are a graphic identity symbol derived from elements of the Boxer logo. This symbol is best suited for subtle background texture on large fields of color or on photographs. No more than a 10 percent opacity is recommended. The spirit lines are intended to enhance your materials. They are not used as a replacement for the logo. If you have questions, please contact the university creative director in Marketing & Communications for assistance.

**ANIMATION** ▶ Do not animate the Spirit lines or any other visual elements of the brand.



**BOXER** ▶ Pacific University's mascot. Print and web materials that use this artwork are generally of a casual nature and communicate school spirit. Boxer is most often used by student groups, athletics and our alumni association.



## Block P

**ATHLETICS LOGO** ▶ The block “P” is intended for use for athletic-related material.



---

## The University Seal

The seal is the traditional legal signature or imprimatur for the university, representing official sanctioning by the institution. Use of the seal is reserved for the President’s Office and for formal academic and university business, such as authenticating diplomas, transcripts and other official documents — such as commencement awards and materials. Use of the seal is limited and should not be used as a substitute for the university logo.



## Branded Product

The university appears in its entirety on all Pacific University branded products.

**PURCHASING** ▶ Use licensed vendors when ordering products. For a list of approved vendors, visit [pacificu.edu/marcom](http://pacificu.edu/marcom) ▶ purchasing product. You also can create your own branded products through the Boxer Nation Store. See details on the next page.

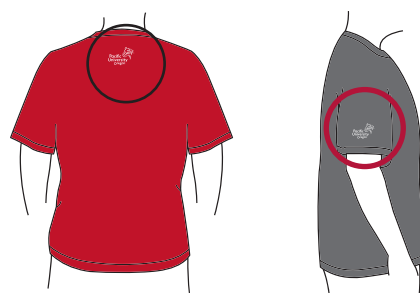
While some cases may warrant event-specific artwork, the Pacific University logo is to appear somewhere on all product. For example, on a shirt, in addition to the primary artwork, the logo must be placed on the chest pocket, sleeve, back of the neck or other location. The logo should not be altered, stretched or distorted. Preferred product colors are red, black, grey, white.

Marketing & Communications is happy to review and provide feedback prior to ordering to help ensure that there are no delays in the trademark/licensing process once your order is placed.

**ARTWORK** ▶ Do not create primary artwork that could be viewed as an alternate logo for the program, club or group. Offensive designs or text should not appear on Pacific University branded products. Please contact Marketing & Communications with questions or for assistance.

**ALOHA WEAR** ▶ Questions about using the Pacific University logo on aloha wear can be directed to Marketing & Communications.

**NOTE** | Electronic files of the logo are available on the website ▶ [pacificu.edu/marcom](http://pacificu.edu/marcom) and on Vault ▶ departments>University Advancement>Branded Templates>Resources



## Boxer Nation Store ▶ [pacificu.edu/store](http://pacificu.edu/store)

Available online, the Boxer Nation Store offers a variety of Pacific University products for sale. Whether you are looking for something for yourself or purchasing a gift, the Boxer Nation Store includes three options.

**DESIGN YOUR OWN** ▶ Wholesale pricing, with discounts for quantity orders. Put the Pacific logo on your group T-shirts, promotional pens and so much more. Some items also are available in single items, so this is a great place for faculty and staff to find their Pacific University polo shirts and other Pacific apparel.

**UNIVERSITY BOOKSTORE** ▶ Operated by Barnes & Noble, you will find the same great textbooks, apparel and gifts available at the store in Forest Grove, plus the ability to shop online.

**ATHLETICS** ▶ Filled with the sports and athletics gear that you need as a Boxer athlete, or to show your Boxer spirit, from jackets and jerseys to tailgating supplies.



## Font Use

Pacific University recommends the following typefaces. Consistent use of these typefaces enhances the integrated family look across all materials. These fonts are an effective complement to each other while taking into consideration a wide range of communications needs.

### Garamond OR Adobe Garamond

An excellent choice for longer blocks of text, Garamond is appropriate for correspondence on university letterhead or an option for brochures.

Adobe Garamond regular (sample)  
 ABCDEFGHIJKLMNOPQRSTU  
 VWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#%&\*()\_+

### Zine Slab Dis

This font is used in the university's integrated marketing strategy materials. Departments may purchase this font if they wish. For assistance, contact Marketing & Communications.

Zine Slab Dis Roman (sample)  
 ABCDEFGHIJKLMNOPQRSTU  
 VWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890 !@#%&\*()\_+

### Frutiger

Adaptable for many uses, Frutiger is a sans serif font that comes in a wide variety of weights and works well in conjunction with Garamond. Use it for brochures and other marketing materials.

**NOTE |** Suitable substitutes for Frutiger are Arial and Futura

Frutiger (sample)  
 ABCDEFGHIJKLMNOPQRSTU  
 VWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#%&\*()\_+

### Verdana

Preferred font for university webpages and email, Verdana is easily viewed by all users.

Verdana regular (sample)  
 ABCDEFGHIJKLMNOPQRSTU  
 VWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#%&\*()\_+

### Gill Sans

Use Gill Sans as the default font when working with university branded templates (see page 16).

**NOTE |** Arial may be substituted if Gill Sans is unavailable.

Gill Sans regular (sample)  
 ABCDEFGHIJKLMNOPQRSTU  
 VWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#%&\*()\_+



## Color Palettes

### COLOR SYSTEMS DEFINED

**PANTONE MATCHING SYSTEM (PMS)** ▶ color system used for print reproduction

**CMYK, 4COLOR** ▶ four colors combined to create full-color print reproduction

**C**=Cyan **M**=Magenta **Y**=Yellow **K**=Black

**RGB** ▶ three colors combined for computer monitor full-color viewing

**R**=Red **G**=Green **B**=Blue

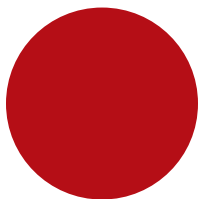
**HEX** ▶ a six-digit alpha numeric representation of color for use on the web,  
derived from RGB color values

Using consistent colors in our visual communications across print and web strengthens the Pacific University identity.

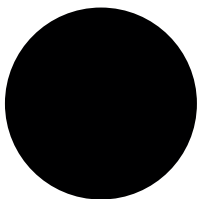
**NOTE** ▶ For apparel and logo gear, the primary colors (plus white) should be used whenever possible.

### PRIMARY COLORS

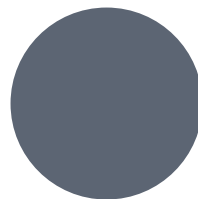
The primary colors for Pacific University are red, black and grey. These colors create the dominant color scheme for all print and web communication. Additional HEX numbers provided for standard web use when including white and greys.



**Boxer Red**  
Pantone 1805  
C.0 M.100 Y.100 K.28  
R.165 G.31 B.42  
HEX #990000



**Boxer Black**  
Pantone Black 6  
C.50 M.40 Y.40 K.100  
R.0 G.0 B.0  
HEX #000000



**Boxer Grey**  
Pantone 431  
C.20 M.10 Y.0 K.65  
R.87 G.90 B.93  
HEX #666666



**Boxer White (Web)**  
HEX #FFFFFF or #FFF



**Boxer Dark Grey (Web)**  
HEX #666666 or #666



**Boxer Light Grey (Web)**  
HEX #CCCCCC or #CCC

SECONDARY COLORS

In some instances it may be appropriate to accent the primary colors with additional colors to add interest or to create visual differentiation. In these instances, the secondary color palette may be used, but only in conjunction with the primary colors.

**NOTE ▶** The colors shown here may not be fully accurate to the Pantone color standards and will vary on desktop printers.

**CONTEMPORARY BRIGHT ▶** Most often used for undergraduate programs and more casual materials



**Boxer Indigo**  
Pantone 5265  
C.92 M.87 Y.26 K.12  
R.27 G.66 B.152



**Boxer Leaf Green**  
Pantone 583  
C.34 M.12 Y.100 K.0  
R.181 G.191 B.53



**Boxer Gold**  
Pantone 129  
C.7 M.31 Y.100 K.0  
R.253 G.186 B.18



**Boxer Blue**  
Pantone 549  
C.67 M.27 Y.15 K.2  
R.80 G.145 B.205



**Boxer Lime Green**  
Pantone 381  
C.20 M.0 Y.91 K.0  
R.214 G.224 B.61



**Boxer Tangerine**  
Pantone 144  
C.0 M.62 Y.100 K.0  
R.245 G.126 B.32

---

**CLASSIC MUTED PALETTE ▶** Most often used for graduate and professional programs and by the President’s and Development offices



**Boxer Navy**  
Pantone 541  
C.90 M.70 Y.15 K5  
R.46 G.87 B.145



**Boxer Aqua**  
Pantone 337  
C.31 M.0 Y.20 K.0  
R.175 G.221 B.210



**Boxer Chambrey**  
Pantone 644  
C.52 M.6 Y.0 K.25  
R.86 G.155 B.190



**Boxer Olive Green**  
Pantone 582  
C.49 M.33 Y.100 K.10  
R.135 G.138 B.53



**Boxer Burnt Orange**  
Pantone 145  
C.0 M.51 Y.95 K.14  
R.216 G.128 B.34



**Boxer Goldenrod**  
Pantone 117  
C.11 M.32 Y.100 K.3  
R.220 G.168 B.34

---

## Trademark & Official Use

Products and materials created on the behalf of Pacific University and using its name and trademarks should enhance and elevate the image of the university and augment the institutional brand identity.

The name, marks and image of Pacific University cannot be used to imply or suggest endorsement of any product of service not provided by the university, nor advocate for a political party or candidate.

**OFFICIAL & COMMERCIAL USE** ▶ Pacific University's logo, seal and other marks are registered and protected by law. Colleges, schools, departments, offices, centers and other units of the university do not need approval to use the registered marks for official campus use. However, these units and recognized student groups should obtain prior approval to use the university's name, logo, seal or other symbols for any commercial or non-commercial uses. University personnel may use the Pacific University name and trademarks according to established visual, editorial and legal guidelines for the purposes of recruitment, development or general promotion of the institution. The university requires all groups, departments, individuals and companies to obtain approval from the Associate Vice President of Marketing & Communications or his/her designee before producing any products that utilize the university's registered and common law trade names, trademarks and service marks regardless of use or method of distribution. Individuals and organizations outside the university who wish to use any of the official marks must first obtain written permission by contacting Marketing & Communications.

In accordance with university policy, commercial use of Pacific's registered trademarks requires approval in advance and may involve the payment of royalties to the university. Unauthorized use for commercial purposes, public or private, is prohibited. All products bearing names or symbols protected by the university are subject to review and approval by the institution and always include the ® with the logo.

**NEWS MEDIA** ▶ Use of the Pacific University name and associated marks by the news media for informational purposes is not subject to merchandising or licensing fees.

**MULTIMEDIA** ▶ Photographs or video of campus scenes, landmarks or athletic events may only be used for news and editorial purposes and may not be exploited commercially without express permission. NCAA regulations require that photographs of current student-athletes enrolled at the university may not be sold or used in association with commercial products. Photographs or video of students may not be sold or used without their consent and written permission.

## Commercial Use

The Pacific University logo is a registered mark and all retail vendors who sell Pacific University branded items are required to use the ® symbol and to get permission from Marketing & Communications.

A list of licensed vendors is available at [pacificu.edu/marcom](http://pacificu.edu/marcom)

▶ purchasing product



## Electronic Templates

Marketing & Communication provides a variety of templates to assist in consistent communication throughout the university. Templates for memos, flyers, brochures and postcards are available on Vault ► departments>University Advancement>Branded Templates.

## Environmental Commitment

Pacific University values sustainability. In support of the university's efforts, the office of Marketing & Communications recommends recycled papers for print materials and continually seeks opportunities to make our work more "green." As you evaluate your own future communication plans, we invite you to review the following points.

**RE-THINK YOUR MEDIUM ►** Do you really need that brochure to communicate your message? Would a postcard that directs the recipient to a webpage be an effective alternative? Can the piece serve more than one purpose? For instance, can a brochure double as a poster? Can specific content be omitted from a bound piece and inserted for a targeted audience? Can a mail promotion become a self-mailer to avoid using an envelope?

**PLAN AHEAD ►** Printing multiple jobs at once, called "ganging," makes for more efficient use of paper. Ganging works particularly well for "series" jobs, such as a set of four postcards to be mailed over the course of a year, or a series of brochure inserts. Think ahead when developing your communication plans and you could be surprised at the savings.

**TRUST THE EXPERT ►** Be flexible when discussing project specifications with your Marketing & Communications representative. Often, small changes, such as printing two-color instead of full-color, adjusting paper size or modifying a layout can make a big impact on the budget and the environment.

**KNOW YOUR PAPER ►** Availability and use of quality recycled paper has grown substantially over the past 10 years. Look for commercial papers with a minimum of 30 percent recycled (preferably post-consumer waste) content and refrain from printing on virgin paper. Give preference to 100 percent post-consumer paper whenever possible.

When appropriate, consider including the recycle logo (available through Marketing & Communications) and one of the following statements on brochures, postcards or other materials that contain recycled paper:

- "Printed on recycled paper."
- "Pacific University is committed to sustainability. Help us with our efforts and pass this on. Reuse and recycle responsibly."
- "Pacific University is committed to sustainability. Please recycle responsibly."

As you purchase paper for your office and communication needs, be aware that:

- *Recycled content paper* can be any blend of recycled paper fiber and may also contain virgin paper fiber.
- *Pre-consumer waste content paper* contains paper that was recycled from waste at a mill, fabricator and/or printer. It has never been used by a consumer and often is derived from the trimmings that occur in manufacturing or from unsold magazines and periodicals.

- *Post-Consumer Waste (PCW) content paper* contains paper that has been in circulation in finished form and has been recycled by the end user. It is considered the most environmentally efficient since it has had at least one useful life before returning to service. Papers with the highest post-consumer waste content are the most eco-friendly.
- *Totally Recycled Fiber (TRF) content paper* contains paper that is 100 percent recycled material and may contain pre- and post-consumer content.
- *Coated papers*, in general, are harder to recycle because of the clay coating that creates the shiny, smooth surfaces. In fact, 40 percent less fiber is extracted from coated paper than uncoated paper. Consider using an uncoated paper for your print communication.

## Freelancers & Third-Party Vendors

Please contact the Office of Marketing & Communications prior to starting a project and/or opting to use freelance photographers, print and web designers, desktop publishers, illustrators or other third-party vendors or agencies of any kind. Marketing & Communications may be able to assist with your project or, if outside assistance is needed, may be able to match a project with freelancers or student interns who regularly work with Pacific and are familiar with our communication, graphic design and publishing standards. Costs for third-party vendors, as needed, are the responsibility of the division/department.

## Translation Services

Translation services for university publications, for both print and web, are the responsibility of the department requesting the translation. Marketing & Communications recommends review and approval by a professional translator, as many online translation services may not provide the quality of translation our audiences would expect from a university.

## University Letterhead

All faculty, staff and students have access to a coordinated system of stationary and identification materials developed for the university community.

### TO PLACE AN ORDER ►

Service Center Supervisor

Business Services

503-352-2731

[copy@pacificu.edu](mailto:copy@pacificu.edu)



## Multimedia Guidelines

**IMAGERY** ▶ Photography and video created by Marketing & Communications is used to enhance the university's public image, increase the public's awareness of Pacific University's accomplishments and events and develop consistent communications that build upon the university's reputation with its many constituents.

Pacific's image, brand position and style are reflected through candid, moment-based images. Capturing real moments that tell a story provides authenticity and creates a sense of place through images and video. Natural lighting and an attempt to capture subjects in their natural environment contribute to this authenticity. Showing subjects doing, rather than posing, provides more relevant photos for the viewer.

**TIPS FOR YOUR PHOTOS** ▶ When photographing your own university events, the following tips may help you create more engaging imagery:

- Selectively use "smile at the camera photos." Instead, look for opportunities to capture authentic moments and action.
- Portraits should be relevant to their environment. In most cases, this requires knowing something about the subjects and story before photographing.
- Every part of the frame should contribute to the story. Pay attention to the background and edges of your image.
- To make these moments visually engaging, try framing in interesting ways, shooting from unusual angles (not always being at eye-level) and using depth of field, color and light to further direct the viewers eye to your subject.

### MULTIMEDIA ON OUR WEBSITE

**PHOTOS ON FLICKR** ▶ Flickr is the preferred web-based photo management tool for the university. You can find many photos from university events and programs. If you are interested in creating additional online photo sets, please contact Marketing & Communications for information on how to set up an account in Flickr.

If you would like to download images from the Pacific University Flickr set, contact the Manager of Multimedia.

**PHOTOS ON OUR WEBSITE** ▶ For consistency, we have standards for photo placement, size, quality and permissions on the university website. Photos are placed on the top of the webpage and should span the width of the second column or second and third column, depending on the layout of the page.

If you have additional high-quality images that you would like to share, please contact Marketing & Communications to discuss how to use those photos in a gallery and link to them from your webpages.

**VIMEO OR YOUTUBE** ▶ The university uses Vimeo and YouTube to house videos. If you are creating a video or have a video that you are interested in using on the university website, please contact Marketing & Communications to ensure that the quality and content are appropriate for the university website and to determine the appropriate place to house the video.

## Internet Standards & Guidelines

**MANAGING WEBPAGES** ▶ The university website, [pacificu.edu](http://pacificu.edu), is where all university-related web content resides. Each office, department, major, school, college, program, center or institute is responsible for maintaining its own webpages within the university's templates. These pages all sit on the university web server.

**WEB CONTENT MANAGEMENT ACCESS** ▶ To request access for a representative from your office to edit webpages, visit [pacificu.edu/marcom/web](http://pacificu.edu/marcom/web).

### ADOBE CONTRIBUTE

Adobe Contribute is the university-approved page editing software for Pacific web contributors. Once your Web Editor Authorization Form is approved, you can purchase and install Contribute software through University Information Services (UIS). It is up to each individual and/or department to learn to use the software, but Marketing & Communications provides resources to assist with Contribute setup and training. These documents are found in the Marketing & Communications Resources section at [pacificu.edu/marcom/web](http://pacificu.edu/marcom/web).

### TEMPLATES & PAGE FORMATTING

The university has established templates that all university webpages are built upon. To ensure consistent design and usability for our varied audiences, it is important that all university page layouts, logo and image usage, fonts and color schemes remain within the Pacific University brand standards.

### STANDARD LAYOUT

Two templates are available for all university pages:

- Two-column (menu on left)
  - Three-column (menus on left, feature column on right)
- Select special events pages built by MarCom may occasionally utilize a different format.

The masthead and footer are standard to all Pacific pages and are maintained by Marketing & Communications.

### TEXT [FONT USE] FORMATTING

The text styles on Pacific University webpages use basic, common fonts that are most likely to be viewable by our audiences. To make sure that your webpages are readable, please follow these tips:

- Verdana is the standard font for use on Pacific webpages
- When formatting text in a text editor, specify "Verdana, Arial, sans-serif" as your font group
- Do not center text. All text is left-justified
- All text in the body of a webpage is black
- Links are automatically styled by the template to be Pacific Web Red (web color value: #990000)
- Do not underline text
- For emphasis, please style text bold or use a larger font size
- Use bold or large text sparingly (not for an entire paragraph, for example)
- Do not use all caps
- Italics only to be used when referencing a publication title
- Please use one space between sentences
- Do not include spaces between a subhead and the text below
- Use exclamation marks sparingly
- Keep headlines and subheads simple and do not include colons or exclamation marks
- Headlines and subheads should be written with a combination of upper and lower case (Title Case) and should be concise, such as "More Information" versus "for more information about our program"

- Please do not use blocks of color in text formatting
- Do not use under construction language or icons on our webpages
- Do not remove webpages or use “under construction” language; instead update and replace as needed

**FORMATTING CONTACT INFORMATION** ▶ Addresses and phone numbers should be formatted consistently. Be sure to maintain current contact information within the main body of your pages. If the contact information on your page menu needs to be updated, please contact [webteam@pacificu.edu](mailto:webteam@pacificu.edu).

- Use figures for address numbers
- Abbreviate Ave., Blvd. and St., as well as compass points (e.g. E., S.W.) in numbered addresses
- Place a comma between city and state
- Abbreviate the state using postal codes
- Use 10-digit phone numbers, with hyphens, not periods or parentheses (e.g. XXX-XXX-XXXX)

**LANGUAGE USAGE** ▶ Please do not refer to the main page of any section as the home page. The main page is simply the name of the department, program or office. Example: The Anthropology main page is simply Anthropology, not Anthropology Home.

**LINKS** ▶ Listed below are basic guidelines for links.

- Avoid language such as “click here.” Instead, make your key words into a link. The link will default to Pacific Web Red so users know it is a link.
- If a link already exists in the menu for your section, please do not link to it again within the body of the page. Language such as “Learn more about xyz using our menu of links” is preferred over repetition or “click here” phrases.
- When you have a “stack” of links on a webpage, do not include spaces between each link

- When you have a “stack” of links on a webpage, do not include bullets next to the links
- Use a short, descriptive phrase for the link versus having the link on the webpage. As an example, “Event Schedule.”
- A link to a PDF should note the document is a PDF as part of the link
- PDFs should open in a new window versus the page, so the website is open and visible behind the PDF and stays open if the PDF is closed
- Headlines and subheads should not be links. Links should be found in the body of the text.

**VISUAL ELEMENTS** ▶ Please refer to the Multimedia Guidelines (page 18) for information about multimedia content (images and video) for webpages. Both quality and sizing standards are important when considering multimedia for use on the website. Logos or clipart are not to be used as accent imagery.

The main university logo appears at the top of every webpage and should be the only logo on the page.

When adding an image or images to webpage(s), please add a short, descriptive text tag for each image. This creates an “alt tag” and appears as a placeholder when a viewer’s browser has images turned off, cannot load the image or is set to read items aloud for a visually impaired user. Contribute will prompt the user to do this. For more information, refer to “Working with Images in Contribute” available online at [pacificu.edu/marcom/resources](http://pacificu.edu/marcom/resources).

**WEB COLORS** ▶ These hexadecimal values are to be used only for formatting text and other basic web components (not graphics). See page 13.

Thank you for helping Pacific University present a professional, consistent online image to all of our audiences. Questions can be directed to [webteam@pacificu.edu](mailto:webteam@pacificu.edu).

## CANS Communications

CANS, Pacific's Calendar and News System, provides communication channels for faculty, staff and students to communicate on the university's websites. Faculty, staff and students have the ability to post calendar events and news stories to CANS and target them to specific audiences, such as specific webpages within the university's website or various e-newsletters. For more information about how to use CANS, check out [pacificu.edu/marcom/resources](http://pacificu.edu/marcom/resources) and download the CANS User Guide.

### TIPS FOR CANS ▶

- Events taking place on a specific date should be entered as calendar events
- General announcements or requests for information should be posted as news
- Choose your audience carefully — do not select all news or calendar feeds for your post
- Please follow editorial standards within this guide in posts
- Posts with links to videos or slideshows should incorporate photos when possible

## Email Marketing

If you send email to groups of 50 or more individuals with external email addresses, you may want to use an email marketing system that provides tracking, visual branding and avoids having your messages marked as spam. Please contact Marketing & Communications to learn about mass emailing.

## Online Forms

Using the recommended online form-building software can allow you to capture the information you need from your audience, while helping the university maintain its commitment to sustainability. Creating and managing forms is easy, since the software captures all of the user information and organizes it into submission files,

which can be easily exported. In many cases, this eliminates the need to print and mail a form, saving paper. Contact [webteam@pacificu.edu](mailto:webteam@pacificu.edu) if you are interested in creating a form.

## QR Codes

QR codes are used to link directly to a specified page when scanned by a mobile device. It is important to use this tool in a way that is meaningful for our audience and that allows you to track its effectiveness. Please consult with Marketing & Communications if you are thinking about using QR codes on your communications materials.

## Social Media

If you are interested in using social media (Facebook, Twitter, YouTube, Flickr, blogs, etc.) for business purposes at Pacific University, the Office of Marketing & Communications will assist you in creating your social media account(s).

We will meet with you to determine if social media is the right fit for your communication plans and your audience, and we will work with you on strategy, set up, audience interaction, monitoring and metrics. Social media requires sustainable resources and knowledge, so when considering usage it's important to recognize the daily time commitment you must make to be successful.

Please visit [pacificu.edu/marcom/socialmedia](http://pacificu.edu/marcom/socialmedia) to access the social media account request form and to learn more about specific guidelines.

## Web Graphics

For the most common and popular links within Pacific's website, we have graphic "buttons." Buttons and guidelines for their use are available on Vault ▶ departments>University Advancement>Branded Templates>Web Buttons. Please do not create your own buttons.

## Mailing Guidelines

Both University Advancement and Mail Services can help you produce the most cost-efficient and audience-appropriate mailings for your business needs.

**MAIL LISTS** ▶ When contacting Pacific University alumni en mass, either by mail or email, please request your address list through Advancement Services. This ensures the most up-to-date addresses for alumni and it allows us the opportunity to update our contact information for alumni in the case of any returned mail and email.

**U.S. POSTAL SERVICES** ▶ The U.S. Postal Service (USPS) is very specific in its requirements for posting mail. Size, weight, destination and sending first-class or bulk rate are some of the considerations that affect postage rates. Talking to Marketing & Communications and Mail Services before you start your project can get you the best rates.

**FIRST CLASS** ▶ While most anything can be mailed, one must consider size and materials in order to take advantage of the most economical postage rates. For instance, square-sized mailers and those with plastic envelopes will incur additional postage fees.

**BULK MAIL** ▶ In order to qualify for bulk rates, your mailing must include 200 or more recipients in the contiguous United States.

- Standard sized postcards and envelopes measuring 3.5" x 5" to 6.125" x 11.5" and less than 1/4" in height will have the most economical postage rate.
- Generally speaking, rectangular pieces with the correct aspect ratio (length divided by height with results between 1"– 1.3" and 1"– 2.5") are less expensive to mail.
- Pieces that are square or are designed with vertically oriented mailing addresses will incur a surcharge.
- The mailing address is required to run horizontal (parallel to the longest edge) on your piece of mail.
- Allow a 5/8" print-free area along the bottom edge for proper barcode reader automation.
- The return address should print above the mailing address.
- Templates for Business Reply Mail with proper barcode can be found on Vault ▶ Departments>University Advancement>Branded Templates>Templates>USPS

### POSTAL REGULATIONS

For current mailing guidelines contact Mail Services ▶ 503-352-2192



## Editorial Standards

**IDENTIFYING PACIFIC UNIVERSITY** ▶ Always refer to Pacific University by its full name on first reference. It is acceptable to shorten the name to “Pacific” or “the university” occasionally after first reference. However, it is important to remember that “Pacific” may mean many different things to your audience. Repeat “Pacific University” regularly to maintain the brand and identity of Pacific University.

**WRITING STYLE** ▶ When crafting your message, it is important to keep in mind that many of our audiences overlap. One reader may receive *Pacific* magazine, a letter from the President’s Office, a brochure from the College of Health Professions and a postcard about an art exhibit — all in one week. Imagine the confusion if every publication treats the English language differently. It makes our readers wonder if we are really all talking about the same place.

It is for this reason, and the sake of our readers, that we advocate using a clear, consistent, contemporary style of writing in all non-academic documents. The Office of Marketing & Communications endorses the Associated Press Stylebook as the university’s publications standard. In addition, over the years we have adopted a few non-AP university-specific styles, also noted in this guide.

A commitment to university-wide consistency builds the credibility of our publications and greatly enhances our audiences’ understanding of Pacific University. Thank you for your help in following these guidelines.

**ADDITIONAL GUIDANCE** ▶ Use AP Stylebook and dictionary.

## A

**Abbott Alumni Center** home of the Office of Alumni Relations

**Academic All-American** trademarked term used in reference to College Sports Information Directors of America program. Do not use with any other program.

**academic degrees** see degrees

**academic year** use en dash and four-digit years (e.g. *2011–2012*)

**acronyms** use sparingly for external audiences. Use the full name on first reference. Do not follow an organization’s name with an abbreviation; if an abbreviation or acronym would not be clear on second reference, do not use it.

**ACE Board** an acronym for Activities and Cultural Events Board

**Admissions Office** also Office of Admissions, Admissions

**age** always use numerals (e.g. *5 years old*; *the 87-year-old man*)

**aloha wear** rather than Hawaiian shirt, etc.

**Alpha Kappa Delta** a sorority, also known as AKD

**Alpha Zeta** a fraternity, also known as AZ

**All-American** noun or adjective (e.g. *Kelsey Owens is an All-American. She is an All-American athlete.*) When referring to a team, it is All-America team.

**alum** do not use. Correct: *alumnus* (male, singular), *alumna* (female, singular), *alumnae* (female, plural), *alumni* (male plural, or male and female combined plural).

**Alumni Association**

**Alumni Office** also Office of Alumni Relations, Alumni Relations

**a.m.** see also: **times of day**

**American Optometric Student Association** AOSA informally

**ARAMARK** Pacific’s food service contract. Dining Services or Catering is preferred.

**Archives** shortened form of Pacific University Archives, located in the Library

**Arts & Humanities** shortened form of School of Arts & Humanities, part of the College of Arts & Sciences

**Arts & Sciences** shortened form of College of Arts & Sciences, capitalize and use ampersand

**Athletic Department** also Athletics, Department of Athletics

**Audiology** shortened form of School of Audiology, part of the College of Health Professions. Offers a doctorate in audiology, AuD  
Capitalize only in reference to the school

**audiology** lowercase in reference to the discipline

## B

**bachelor's degree** also bachelor of arts, or BA; bachelor of science, or BS; bachelor of health science, or BHS; bachelor of social work, or BSW

**Barbara E. Story Memorial Garden**

**Bates House** home of Arts & Sciences, Advisory Center, some faculty and administrative offices

**Berglund Hall** home of the College of Education, offices

**Berglund Center for Internet Studies** BCIS internally

**books** see: **composition titles**

**Boxer** also the Boxer, Boxer mascot, Boxers, Boxer spirit. Pacific's mascot. Bronze Chinese dragon-dog statue brought to Pacific in 1896. Always capitalize.

**Boxer Briefs** student e-newsletter

**Brown Hall** named after Pacific co-founder Tabitha Brown; pronounced "Tab-a-tha" by some "Ta-bee-tha" by others

**building names** capitalize, (e.g. *Scott Hall*). Also use

"the Library" to refer to the Forest Grove Campus Library.

**Business** shortened form of College of Business, COB internally. Capitalize in reference to the college.

**bullet point lists** capitalize first word. Do not use a period at the end of bullets unless a bullet contains more than one sentence.

## C

**campus** refers to Pacific University locations in Forest Grove (formally Forest Grove Campus), Hillsboro (formally Health Professions Campus — also referred to as the Hillsboro campus as we look to grow our programs in that community) and Eugene (formally Eugene Campus). Other locations are "sites" or "clinics."

**Campus Public Safety** CPS internally

**capitalization** capitalize only complete official titles that come before a person's name, and official names of departments and organizations, etc. Capitalize proper nouns, beginnings of sentences, and all words (except articles and prepositions) in a headline. Do not capitalize university, college, school, department, etc., when used without complete proper name.

**Career Development Center** Career Center second reference, CDC internally

**catalog** Pacific University catalog is the official title of the publication. Do not capitalize in Pacific University catalog.

**Cawein Gallery** shortened form of Kathrin Cawein Gallery of Art, pronounced "ka-wine"

**Center for Civic Engagement**

**Center for Gender Equity** CGE internally

**Center for Languages and International Collaboration** CLIC internally

**Center for Peace and Spirituality** not shortened on second reference

**Center for a Sustainable Society**

**century** spell out numbers less than 10 (e.g. *ninth century*, *19th century*). Hyphenate adjectival forms (e.g. *18th-century view*).

**chair** or chairperson, preferable to chairman or chairwoman

**Chuck Bafaro Stadium at Bond Field** baseball field in the Lincoln Park Athletic Complex. Chuck Bafaro Stadium on second reference.

**cities** should be followed by a state abbreviation (see: **states**).

The following cities do not need state references: Atlanta, Baltimore, Boston, Chicago, Cincinnati, Cleveland, Dallas, Denver, Detroit, Honolulu, Houston, Indianapolis, Las Vegas, Los Angeles, Miami, Milwaukee, Minneapolis, New Orleans, New York, Oklahoma City, Philadelphia, Phoenix, Pittsburgh, St. Louis, Salt Lake City, San Antonio, San Diego, San Francisco, Seattle.

A state reference also may be omitted for Oregon cities that are easily recognizable to your audience (e.g. *Beaverton*, *Eugene*, *Forest Grove*, *Hillsboro*, *Portland*).

**class years** lowercase class (e.g. *class of 1999*, *class of 2000*). Apostrophe points away from number, and there is no comma between the name and year (e.g. *Jane Doe '34*). References between 1849 and 1916 should include the entire year (e.g. *Jane Doe 1892*). For dual degrees, refer to undergraduate first (e.g. *John Doe '57, O.D. '59*). Include the degree even if the student has not yet graduated; it then is the projected year of graduation (*O.D. '15, Psy.D. '15*).

**cocurricular** or extracurricular

**college** capitalize as part of a formal name (e.g. *College of Arts & Sciences*) but not alone on second reference (e.g. *the college*)

**College of Arts & Sciences** use ampersand. Arts & Sciences on second reference, CAS internally

**College of Business** Business on second reference, COB internally

**College of Education** Education on second reference, COE internally

**College of Health Professions** Health Professions on second reference, CHP internally

**College of Optometry** Optometry on second reference, OPT internally (not COO)

**commas** use commas to separate elements in a series, but do not use a comma before the conjunction in a simple series (e.g. *The flag is red, white and blue.*) Do use a comma before the concluding conjunction in a series if an integral element of the series requires a conjunction (e.g. *I had orange juice, toast, and ham and eggs for breakfast*) or in a complex series of phrases. Use in numbers greater than 999 (see also: **numbers**.)

**Commencement** formal title for graduation ceremony

**committee names** capitalize names of official committees recognized by university governance. Informal committee names (e.g. *holiday party committee*) are not capitalized.

**Communication Sciences & Disorders** shortened version of School of Communication Sciences & Disorders, part of the College of Education. Offers an undergraduate minor in communication sciences & disorders (CSD), as well as a master's in speech-language pathology (SLP).

**communication sciences & disorders** lowercase in reference to undergraduate minor

**composition titles** capitalize and italicize the title of all compositions, including books, computer games, movies, operas, plays, poems, albums and songs, radio and television programs, and lectures, speeches and works of art. Exception: If two levels of composition are listed together, such as a song and album title, italicize the larger composition and put the lesser piece in quotes (e.g. *"Come Together"* is the opening song on the Beatles' *Abbey Road* album.)

**Convocation** formal assembly of welcoming students to the institution

**Corporate & Foundation Relations**

**course work**

**cross-country** (noun and adjective)

**cross country** (sport) when referring to the running sport, no dash is used

**cross-cultural**

## D

**dashes** single space on either side of a dash and ellipses. Use en dash (width of the letter n) between numbers (e.g. *2011–2012*). Use em dash (width of the letter m) between words, such as to offset an abrupt change in the middle of a sentence.

**database**

**dates** use a comma when including day (e.g. *Saturday, Jan. 15, 1988*) but not with month and year only (e.g. *January 1988*).

Abbreviate names of months when a date is included (except for March, April, May, June, July). Spell out “to” when a date is used in a sentence, (e.g. *from May 7 to May 14*).

In a listing, an en dash is acceptable.

(e.g. *Abbott Center ▶ May 7–14 ▶ Noon–3 p.m.*)

**Dean’s List**

**decades** no apostrophe in four-digit form (e.g. *1930s*). In two-digit form, apostrophe points away from numbers (e.g. *’30s*).

**degrees** (academic) no periods in degree abbreviations. Do not capitalize degree names (e.g. *She earned a bachelor’s degree in social work. He earned his master of business administration*). Use an apostrophe-s in bachelor’s degree, a master’s, etc., but not in bachelor of arts or master of science. Associate degree, no apostrophe-s.

## degree abbreviations

AuD | doctor of audiology

BA | bachelor of arts

BHS | bachelor of health science

BS | bachelor of science (includes dental hygiene)

BSW | bachelor of social work

EMBA | executive master of business administration

MA | master of arts

MAT | master of arts in teaching

MBA | master of business administration

MEd | master of education

MEd/VFL | master of education/visual function in learning

MFA | master of fine arts

MHA | master of healthcare administration

MS | master of science

MSAT | master of science in athletic training

MSF | master of science in finance

MSW | master of social work

OD | doctor of optometry

OT | master of occupational therapy

OTD | doctor of occupational therapy

PA | master of science in physician assistant studies

PharmD | doctor of pharmacy

PhD | doctor of philosophy

PsyD | doctor of psychology

PT | doctor of physical therapy

## Other common degrees

JD | juris doctorate (not offered at Pacific)

MPA | master of public administration (not offered at Pacific)

MSEd | master of science in education

(previously offered at Pacific)

**Delta Chi Delta** sorority, also known as Deltas

**Dental Health Science** shortened form of School of Dental Health Science, informally DHS. Also known as dental hygiene. Offers a bachelor's degree (BS) in dental hygiene. Operates a clinic on the Health Professions Campus in Hillsboro.

**dental health science** lowercase in reference to the discipline

**dental hygiene** informal name of subject studied within the School of Dental Health Science. Lowercase.

**department names** capitalize all versions of department name (e.g., *Department of Biology, Biology Department*). Do not capitalize subject without name of department (e.g. *She is studying biology.*)

**Development Office** also Office of Development, informally Development, division within University Advancement

**disc** compact disc, removable storage, CD, DVD

**disk** hard disk drive (which accepts a disc)

**disk drive** computer; not disc, as in compact disc

**Division III** Pacific's athletics national affiliation in the NCAA. Use NCAA Division III on first reference.

**doctorate** or doctoral degree, Ph.D. (if degree designation is needed, Ph.D. preferred over Dr.) Professor also preferred over Dr. to avoid confusion with medical doctors.

**dollar** use numerals and dollar signs (e.g. *\$6 million drive, \$40, not \$40.00 or \$40 dollars*)

**dormitory** do not use. Refer to as residence hall.

**Douglas C. Strain Science Center** Strain Science Center on second reference

**dual-meet** record, dual-meet schedule

## E

**EarClinic** when referring to the university audiology clinic. The Pacific EarClinic is located in Hillsboro.

**Education** shortened form of College of Education, COE (internally). Capitalize in reference to the college.

**education** lowercase as a common noun (e.g. *Pacific offers a quality education.*)

**email** no hyphen. Other e- words do use hyphens, including e-commerce, e-learning, etc.

**ellipses** three periods in a row to denote the omission of part of a sentence or a trailing off thought. Off-set with space before and after. If ending a sentence, use ellipses followed by space, then period.

**English Language Institute** ELL internally

**Eugene** Oregon's second largest city, located in Lane County, home of a College of Education campus

**Eugene Campus** formal name of Pacific University site in Eugene

**EyeClinic** when referring to the university optometry clinics Pacific EyeClinics are located in Beaverton, Cornelius, Forest Grove, Hillsboro, Portland and at the Washington School for the Blind in Vancouver, Wash.

**EyeTrends** Pacific EyeClinic's dispensary for glasses/frames

**extension** referring to campus phone numbers. May be shortened to ext. 2211 if space is limited, but not x2211.

**Early Learning Community** a preschool site operated on the Forest Grove Campus by the College of Education, ELC internally  
**extracurricular** or cocurricular



## F

**Facilities** also Facilities Department, Department of Facilities

**Family Weekend**

**Financial Aid** also Office of Financial Aid, Financial Aid Office

**Forest Grove** a city in western Washington County, about 25 miles west of Portland, site of the first Pacific University campus. Informally “The Grove.”

**Forest Grove Campus** formal name of Pacific University site in Forest Grove. Not “historic campus” or “main campus.”

**Forest Grove Aquatic Center** city-owned pool adjacent to the Forest Grove campus. Home venue for Pacific’s swim teams.

**Forest Grove Leader** newspaper in Forest Grove. *Leader* in second reference

**Forest Grove News-Times** newspaper in Forest Grove. *News-Times* on second reference.

**former names** see: **names**

**Founders’ Week** Founders’ Day, now Cornroast

## G

**Gamma Sigma** a fraternity, members also known as Gammas  
**goboxers.com** website for Pacific University Athletic Department

## H

**Hawai’i** 50th state, resident is a “person from Hawai’i” or “Hawaii resident,” not necessarily Hawaiian

**Hawaiian** refers to a person of Hawaiian/Pacific Islander ethnicity

**headlines** use title case, capitalizing all words except articles and prepositions

**healthcare**

**Healthcare Administration** shortened form of Masters of Healthcare Administration, a program within the College of Health Professions

**healthcare compliance** a master’s certificate available through the College of Health Professions

**Health Professions Campus** HPC internally. Located in Hillsboro and includes Creighton Hall and HPC2. Home of the College of Health Professions. Also referred to as the Hillsboro campus as we look to grow our programs in that community.

**the Hillsboro Argus** newspaper in Hillsboro. *Argus* on second reference

**Hillsboro campus** unofficial, but preferred, reference to the Health Professions Campus in Hillsboro

**Homecoming**

**Housing & Residence Life**

## I

**the Index** second reference for *The Pacific Index*

## K

**Kathrin Cawein Gallery of Art** the art gallery located in Scott Hall (pronounced “ka-wine”). Cawein Gallery on second reference.

**KPUR** Pacific’s student-run radio station

## L

**Learning Support Services** LSS internally

**LEED** Leadership in Energy and Environmental Design, environmental building certification from the Green Building Council. All Pacific buildings since 2005 are LEED-certified.

**Library** the library building on the Forest Grove Campus  
**Lincoln Park Athletic Complex** the athletic complex located north of the Bill & Cathy Stoller Center. Comprised of Lincoln Park Stadium, Chuck Bafaro Stadium at Bond Field and Sherman/Larkins Stadium. Operated in partnership with the City of Forest Grove.

**Lincoln Park Stadium** name of soccer, football, lacrosse and track and field facility in Lincoln Park Athletic Complex

**Lower Level** the basement of Marsh Hall

**Lu'au** feast and entertainment held the second Saturday in April. Lu'au began with the founding of Nā Haumāna 'O Hawai'i, which was founded in 1959. Lu'au preferred.

## M

**MAX** light rail system runs from Portland to Hillsboro

**maiden names** see: **names**

**Mail Services** on campus mail center

**Marsh Hall** main administration and classroom building on the Forest Grove campus, built in 1895. Home of Taylor Auditorium.

**Marketing & Communications** Office of Marketing & Communications, Marketing & Communications Office, MarCom internally

**master's degree** master of arts, MA; master of arts in teaching, MAT; master of business administration, MBA; executive master of business administration, EMBA; master of education, MEd; master of education/visual function in learning, MEd/VFL; master of fine arts, MFA; master of healthcare administration, MHA; master of science, MS; master of science in athletic training, MSAT; master of science in finance, MSF

**Masters of Healthcare Administration** formal name of program within the College of Health Professions. Note deviation from style in "masters."

**McCready Hall** auditorium located in Taylor-Meade Performing Arts Center

**midnight** preferable to 12 a.m.

**Ming** a Chinese temple idol given to Pacific by Mary Elizabeth Smith Tomme '40 and Georgena Potts '39 as a temporary replacement for the missing Boxer.

**months** spell out when they stand alone or with a year only. Do not separate month and year with comma. In a complete date, abbreviate appropriate months: Jan., Feb., Aug., Sept., Oct., Nov., Dec. Spell out all others. (e.g. *Smith changed jobs in February 2011. The event was held Jan. 2. The baby was born Aug. 6, 2012.*)

## N

**Nā Haumāna 'O Hawai'i** literally, the students of Hawai'i. Do not use Hawai'i Club or Hawaiian Club. Use proper punctuation when possible. If impossible, use only mark in the word Hawai'i.  
**names** maiden or former names should be listed between first and last name, in parenthesis, to identifying an alumna who may have attended Pacific under a different name (e.g. *Susan Jones attended Pacific and later became Susan Smith; she is listed as Susan (Jones) Smith*). Hyphenate last names or omit parenthesis only when deferring to the person's own preference or legal name (e.g. *Jane Williams attended Pacific and later changed her name to Jane Williams-Brown; she is listed as Jane Williams-Brown. Jennifer Johnson attended Pacific and later changed her name to Jennifer Johnson Roberts; she is listed as Jennifer Johnson Roberts*).

**newspapers** italicize the names of the *News-Times* and other news publications. If appropriate, such as in class notes, designate location within newspaper title (e.g. *Canby (Ore.) Herald*).

**noon** preferable to 12 p.m.

**numbers** spell out numbers less than 10, except for age

## O

**Occupational Therapy** shortened form of School of Occupational Therapy, OT informally. Part of the College of Health Professions.

Offers a master's in occupational therapy (OT) through the class of 2014 and a doctor of occupational therapy (OTD) starting in 2012.

**occupational therapy** lowercase in reference to the discipline

**Old College Hall** Pacific's first building, and the oldest educational building in the West, built in 1850

**online**

**Optometry** shortened form of College of Optometry, only capitalized in reference to the school. Offers doctor of optometry, OD, degree. Also operates clinics and dispensaries: Pacific EyeClinic & EyeTrends in Forest Grove, Cornelius, Hillsboro, Beaverton, Portland.

## P

**PAC** do not use. Antiquated abbreviation for Pacific Athletic Center. The building is now the Bill & Cathy Stoller Center, or Stoller Center on second reference.

**Pacific** the Pacific University alumni magazine, formerly *Pacific Today*. Do not capitalize or italicize "magazine" in conjunction with *Pacific*.

**Pacific Community Outreach Coalition** PCOC internally

**Pacific EarClinic** the university audiology clinic, located

in Hillsboro

**The Pacific Index** student newspaper, since 1893; the *Index* on second reference

**Pacific Information Center** PIC internally

**Pacific News** faculty/staff e-newsletter published monthly

**Pacific Outback** outdoor recreation program. Outback on second reference.

**Pacific University** Refer to Pacific University by its full name on first reference and periodically throughout your text. It is acceptable to shorten the name to "Pacific" or "the university" after the first reference, but only occasionally. Repeating "Pacific University" reinforces brand, identity and location for your audience. Do not use "PU" in any communications.

**Performing Arts Series**

**periods** use one space after a period at the end of a sentence

**Phi Kappa Rho** a fraternity

**Phi Lamda Omicron** a sorority, members also known as Philos

**Phonathon** fundraiser featuring student callers

**phone numbers** use dashes rather than dots or parenthesis (e.g. 503-352-2211)

**Pharmacy** shortened form of School of Pharmacy. Part of the College of Health Professions. Offers a doctor of pharmacy (PharmD) Only capitalize in reference to the school.

**pharmacy** lowercase in reference to the discipline or facility

**Physical Therapy** shortened form of School of Physical Therapy, PT informally. Part of the College of Health Professions. Offers a doctor of physical therapy (PT). Note capitalization only in reference to the school, not the discipline. Operates clinics at Health Professions Campus in Hillsboro and at Cornelius Wellness Center.

**physical therapy** lowercase in reference to the discipline

**Physician Assistant Studies** shortened form of School of Physician Assistant Studies, PA informally. Part of the College of Health Professions. Offers a master of science in physician assistant studies. Note capitalization only in reference to the school, not the discipline.

**physician assistant** not physician's assistant

**PLUM** *Pacific's Literature by Undergraduates Magazine*

**p.m.** See also: times of day

**Portland** Oregon's largest city, located on the Willamette (Wil-AM-mit) River 25 miles east of Forest Grove; home of optometry clinic, psychology clinic, MFA in writing office

**President's Office** also Office of the President

**Professional Psychology** shortened form of School of Professional Psychology, SPP informally. Not shortened to Psychology (undergraduate major). Part of the College of Health Professions. Offers a master's of arts in counseling psychology, a doctor of psychology (PsyD) in clinical psychology and a doctor of philosophy (PhD) in clinical psychology. Note capitalization only in reference to the school, not the discipline. Operates clinics at the Health Professions Campus in Hillsboro and in Portland.

**professor** capitalize if used as a title immediately before a person's name. Do not abbreviate.

**psychology** lowercase in reference to the discipline or the undergraduate minor

**PU** do not use. See "Pacific University" listings

**publications** see: **composition titles**

**PUNN** common name for Pacific University Network News, a weekly internal e-newsletter

## R

**Research Office** also Office of Research

**Registrar's Office** also Office of the Registrar

**Residence Hall** not dormitory

**Residence Life** also Housing & Residence Life

**Residence Housing Association** RHA informally

**Resident Assistant** RA informally

## S

**school** capitalize as part of a formal name (e.g. *School of Pharmacy*) but not alone on second reference (e.g. *the school*)

**School of Arts & Humanities** Arts & Humanities on second reference, part of the College of Arts & Sciences

**School of Audiology** Audiology on second reference, part of the College of Health Professions. Offers a doctorate in audiology (AuD).

**School of Communication Sciences & Disorders** part of the College of Education, offers an undergraduate minor in communication sciences & disorders, as well as a master's in speech-language pathology. Note capitalization only in reference to the school, not the major.

**School of Dental Health Science** Dental Health Science, informally DHS. Also known as dental hygiene. Note capitalization only in reference to the school, not the discipline. Offers a bachelor's degree in dental health science. Note capitalization only in reference to the school, not the discipline.

**School of Healthcare Administration and Leadership** Healthcare Administration and Leadership on second reference. Part of the College of Health Professions.

**School of Learning and Teaching** Learning and Teaching on second reference, part of the College of Education

**School of Natural Sciences** part of the College of Arts & Sciences

**School of Occupational Therapy** Occupational Therapy on second reference, OT informally. Part of the College of Health Professions. Offers a master's in occupational therapy (OT) through the class of 2014 and a doctor of occupational therapy (OTD) starting in 2012. Note capitalization only in reference to the school, not the discipline.

**School of Pharmacy** Pharmacy on second reference Part of the College of Health Professions. Offers a doctor of pharmacy (PharmD).

**School of Physical Therapy** Physical Therapy on second reference, PT informally. Part of the College of Health Professions. Offers a doctor of physical therapy (PT). Note capitalization only in reference to the school, not the discipline. Operates clinics at Health Professions Campus in Hillsboro and at Cornelius Wellness Center.

**School of Physician Assistant Studies** Physician Assistant Studies on second reference, PA informally. Part of the College of Health Professions. Offers a master of science in physician assistant studies. Note capitalization only in reference to the school, not the discipline.

**School of Professional Psychology** Professional Psychology on second reference, SPP informally. Not shortened to Psychology (undergraduate major). Part of the College of Health Professions. Offers a master's of arts in counseling psychology, a doctor of psychology (PsyD) in clinical psychology and a doctor of

philosophy (PhD) in clinical psychology. Note capitalization only in reference to the school, not the discipline. Operates clinics at the Health Professions Campus in Hillsboro and in Portland.

**School of Social Sciences** part of the College of Arts & Sciences

**Scott Hall** formerly Harvey Scott Memorial Library

**Students for Environmental Awareness** SEA informally  
**seasons** lowercase winter, spring, summer, fall, except when referring to semesters (e.g. *Fall Semester*)

**semester** lowercase alone, capitalize name of a semester (e.g. *Fall Semester, Fall 2012*)

**sentence** spacing use only one space between sentences

**Service Center**

**Sherman/Larkins Stadium** name of softball facility in Lincoln Park Athletic Complex

**Silk Road Review** Pacific University literary magazine

**states** spell out all state names when they stand alone in text. Abbreviate states using AP Style, not postal codes) when they follow state names. Never abbreviate Alaska, Hawai'i, Idaho, Iowa, Maine, Ohio, Texas or Utah. Note style on Hawai'i differs from AP Style. Do not capitalize the word "state" (e.g. *She lives in New York state. Our neighbor to the north is Washington state. We live in the state of Oregon.*)

**Strain Science Center** shortened version of Douglas C. Strain Science Center

**Stoller Center** shortened version of Bill & Cathy Stoller Center. Pronounce (St-oh-ler). No acronym. Do not refer to as PAC or Pacific Athletic Center.

**Student Activities**

**student-athlete**

Student Optometric Association SOA informally  
Student Outreach Admissions Representatives SOAR internally  
Students Today Alumni Tomorrow STAT informally  
Student Life

## T

Taylor Auditorium located in Marsh Hall  
Taylor-Meade Performing Arts Center home of the McCready Hall auditorium, music department  
Theatre Department also Department of Theatre  
theatre a form of fine arts marked by live performance, a venue for a live performance. Sometimes theater (defer to formal title when appropriate).  
theater an auditorium where movies are shown. Sometimes theatre (defer to formal title when appropriate).  
Theta Nu Alpha a sorority  
times of day a.m., p.m., noon, midnight. Do not include double-zeros (e.g. *8 a.m. not 8:00 a.m.*) Avoid redundancy (e.g. *don't say 10 a.m. this morning*). Use words to describe a time frame (e.g. *The event takes place from 9 a.m. to noon.*) En dashes are acceptable in lists or when space is limited (e.g. *Lecture, 9 a.m.–noon, today.*)  
titles capitalize position or job when used as a title before a person's name; lower case after a name (e.g. *President Lesley Hallick delivered a speech. Hallick is Pacific's 17th president.*)  
Tom McCall Center for Policy Innovation Tom McCall Center on second reference  
Tom Miles Theatre located in Warner Hall  
Tom Reynolds Field  
Trombley Square  
Tutoring and Learning Center TLC internally

## U

University Center officially Washburne Hall, the student union, UC on second reference or internal audience  
UC Box #\_\_\_\_\_  
University Information Services UIS internally  
university capitalize as part of a formal name (e.g. *Pacific University*) but not alone on second reference (e.g. *the university*)  
University Advancement also Office of University Advancement, UA informally  
URL an address for a specific webpage. Include www in URLs within text. If the URL stands alone, www is unnecessary. If a web address is long and complex, contains a long string of numbers or contains more than two backslashes, consider a URL shortener, such as bitly.com

## V

Vandervelden Court University-owned, on-campus student apartment units  
Vandervelden Apartments privately-owned, off-campus apartment homes

## W

Washburne Hall also University Center or UC, informally  
Washington County home of the Forest Grove Campus and Health Professions Campus in Hillsboro  
website  
webpage  
World Wide Web shortened Web

## Notes & Doodles



[pacificu.edu/identity](https://pacificu.edu/identity)

