



# Style Guide

(updated July 1, 2010)

## Introduction

### Why Consistency is Important

In January 2000, the State System of Higher Education's Board of Governors adopted *Policy 2000-01, System Graphic Identity*, which established requirements for the presentation of PASSHE information in university communications and charged the Office of the Chancellor with preparing guidelines to assist staff within the Office of Communications and the universities in carrying out the requirements.

This style guide will help establish consistent presentation of PASSHE information in Office of the Chancellor and university materials. This will help to build understanding and awareness among audiences who are in a position to support PASSHE as a whole, whether they are legislators considering the governing board's appropriation request, or a large foundation pondering support for a statewide program.

The following guidelines will help to achieve the goal of raising awareness and building a strong, positive PASSHE image.

## Implementing the Usage Guidelines

Staff in the Office of the Chancellor and 14 PASSHE universities should comply with the guidelines presented here. At the same time, it is understood that existing university publications and other materials might not currently comply. These pieces need not be revised simply to accommodate the guidelines at this time. It is expected, however, that when publications or other materials are revised or when existing letterhead stock is depleted, new versions will adhere to the guidelines.

For PASSHE universities that publish a graphic standards and/or publication style guide, the information outlined in this document should be included.

The style guide is considered a work-in-progress. As such, it will be reviewed regularly and updated as necessary. All questions about this document should be directed to the Office of the Chancellor at 717-720-4010.

These guidelines apply to, but are not limited to, the following: admissions materials, (viewbooks, search pieces, videotapes, CD-ROMs, etc.); catalogs; commencement programs; newsletters; other periodicals and publications distributed externally or to large groups within the university; university alumni magazines and/or tabloids; annual or president's reports; university letterhead (including news and sports information release letterhead); print, outdoor, electronic, and broadcast advertisements; websites; "trade show" (i.e., college fair or other) booths and displays.

## Names and Lists

### 1. University Name

The legislation that created the State System of Higher Education, Act 188 of 1982, stipulates that each PASSHE institution be known as "(name, e.g., Bloomsburg) University of Pennsylvania" and should be identified as such on first reference in any printed or written material or document, with subsequent references reading either "(Bloomsburg) University," or simply "Bloomsburg." In addition, when the university name is submitted for a listing prepared by an outside source (such as college guide publishers and other directories), the full name (e.g., Bloomsburg University of Pennsylvania) should appear.

### 2. System Name

"State System of Higher Education" is PASSHE's proper, official name and should be used correctly in oral references and on printed and electronic materials. However, to clarify the System's state affiliation, on initial references, "Pennsylvania State System of Higher Education" should always be used; subsequent references can use the acronym "PASSHE."

The term "PASSHE" refers to the university system as a whole, and not simply to the central office in Harrisburg. Use "Office of the Chancellor" when referring to the System's central office and "Chancellor's Office" when you mean that area within the central office that includes the sitting chancellor and his or her support staff.

### 3. Second Reference

On second reference, the Pennsylvania State System of Higher Education should be referred to as "PASSHE." Do not use the abbreviation "SSHE." For variety, "State System" or "the System" may be used on second and subsequent references as well.

The word "the" should not be used in front of "PASSHE."

#### Correct:

- PASSHE universities are the largest provider of higher education in the Commonwealth of Pennsylvania.
- More than 90 percent of PASSHE students live in Pennsylvania.

#### Incorrect:

- Student retention rates within the PASSHE are increasing.

### 4. PASSHE Membership

Official publications and periodicals, admissions materials, letterhead, advertisements, website homepages, and booths must include a line noting the institution's legislated affiliation with PASSHE. The following should be used as a stand-alone line or as part of a complete sentence: "A Member of the Pennsylvania State System of Higher Education," (see numbers 3 and 4). The affiliation reference on the website also should include a link to PASSHE's website ([www.passhe.edu](http://www.passhe.edu)).

### 5. Board of Governors List

A university publication that includes the individual university's Council of Trustees also should list PASSHE's Board of Governors, since this is the governing body for the entire System.

A current Board list is always available from the Board Secretary in the Office of the Chancellor at 717-720-4010. The Board is also listed on PASSHE's website at [www.passhe.edu/content/?/governors](http://www.passhe.edu/content/?/governors).

When listing the Board, always indicate the chair and vice chairs. If your list includes members' hometowns, a legislator should be affiliated with his or her district, not Harrisburg; a student should be affiliated with his or her hometown, not campus.

If the Chancellor's name does not appear elsewhere in a publication (see numbers 6 and 7 below), it may be listed with the Board of Governors. However, it should be separated from the Board list so that it is clear to readers/viewers that he/she is not a member of the Board, nor is he/she an *ex officio* member.

## 6. Trustee Lists

The State System chancellor is an *ex officio* member of each university council of trustees. As such, his/her name should be included whenever the council is listed; his/her *ex officio* status should be noted.

## 7. Officials' Names

In publications that list the university president but not the council of trustees or Board of Governors, the names of the chairman of the Board and the chancellor must be listed. Such a listing would read:

Pennsylvania State System of Higher Education

Kenneth M. Jarin  
Chairman, Board of Governors

John C. Cavanaugh  
Chancellor

## 8. Official Designees

When the Board chairman or the chancellor names a designee for a formal program, the designee's name, title, and designee status should be included in any printed materials listing program participants.

## Logo Usage/Identity

### Logo

Our logo is the key building block of our identity, the primary visual element that identifies us. The logo is a combination of type style and a graphic element that have a fixed relationship and should never be embellished, outlined, or altered in any way. Always use the approved digital version.

### Proximity

It is important to keep an entity's logo clear of any other graphic elements. To regulate this, an exclusion zone has been established around the PASSHE logo. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the mark.

exclusion zone



Logo for other than a white background



## Logo Usage

### Multiple Logo Usage

When the Pennsylvania State System of Higher Education logo is used in combination with the logos of other entities, the logos of member institutions, affiliates or others should be equal by visual mass.

The placement of the State System of Higher Education logo should be on the left; or if stacked, on top. Be sure to heed the exclusion zone discussed on page 5.

They can be placed side by side or stacked on top of each other.

Side-by-side



Stacked



## Logo Misuse

Do not print the logo at an angle.



Do not condense the logo.



Do not expand the logo.



Never include text with the logo.



## Logo Usage/Color and Typefaces

### Colors

The colors that make up the State System of Higher Education logo are

#### Yellow

CMYK: C-0%; M-24%; Y-94%; K-0%  
RGB: **R-255; G-196; B-37**  
Pantone: 123 U

#### Blue

CMYK: C-89%; M-43%; Y-0%; K-0%  
RGB: R-0; G-125; B-195  
Pantone: 285 U1

### Grayscale and Black/White

If the logo needs to be reproduced in a medium that calls for black and white treatment, never screen or alter the color version. There are definitive digital grayscale and black and white versions of the logo that are to be used.



The colors shown on this page and throughout the manual have been printed through a non-Pantone process. The colors printed here should not be used for color matching purposes. For accurate standards, refer to the current edition of the Pantone Color Formula Guide. Pantone is a registered trademark of Pantone, Inc.