Pfeiffer University
Style Guide

Elements / Form / Usage

Office of Comunications at Pfeiffer University
Table of Contents

3 GRAPHICS
3 Graphic Standards Policy
4 The Pfeiffer University Seal
5 The Official Pfeiffer University Logo
6 The Pfeiffer University Word Mark
7 The Falcon Athletics Logo
8 Acceptable Variations of Logos and Word Marks

9 LOGO GUIDELINES
9 Reproduction and Minimum Size
9 Protected Area
9 Color Reproduction
10 Angle of Reproduction
10 Screening
11 Specialty Applications
12 Web Usage

13 PREFERRED STYLES FOR TITLES

15 PREFERRED STYLES FOR FALCON ATHLETICS TITLES
GRAPHICS

Pfeiffer University has distinctive signage that the public can associate with Pfeiffer. Wrongful use of this signage may confuse and upset the public causing possible negative consequences. Proper use of this signage will not only create an identity for the university, but also differentiate the school from other educational institutions.

Graphic Standards Policy
All material printed or produced by Pfeiffer University, or in the name of Pfeiffer University, will follow this version of the Pfeiffer Standards Manual. A copy of this document will be on reserve in the library. Extra copies may be requested from the Office of Communications.

At the direction of the President, the Director of Communications is responsible for reviewing all common applications of the Pfeiffer logo to ensure compliance with university policy. Written requests for departure from the Graphic Standards Policy should be directed to the Office of Communications.
The Pfeiffer University Seal

The Pfeiffer University seal is not to be confused with the university logo.

Both are two distinct graphic images. Use of the seal is reserved for the most dignified of university functions and on documents requiring official insignia. Its limited usage is with approval of the Office of Communications.

Examples of correct usage of the seal include: the official university flag, ceremonies, presidential communications, diplomas and certificates.
The Official Pfeiffer University Logo

The Pfeiffer University logo comprises a specific logotype in upper and lower case. The word ‘University’ appears in uppercase beneath the logotype and a solid line. It is commonly referred to as the “logo”.

The Pfeiffer University logo uses the Berkeley Old Style typeface and a signature f. The logo must always be printed in the chosen typeface.

To the right of the type is the profile of the Henry Pfeiffer Chapel offset by a gradated archway. The year ‘1885’ appears at the top of the arch with the century and year each on either side of the steeple.

All other adaptations of the logo are that – adaptations – and must be developed by a university-authorized professional graphic artist and approved by the Office of Communications.
The Pfeiffer University Word Mark

The Pfeiffer University Elongated Graphic utilizes Berkeley Old Style typeface and a signature $f$ in an elongated fashion without the graphics of the chapel and the archway.
The Falcon Athletics Logo

The Pfeiffer University Falcon logo is an important university “brand”. The Athletic Department is the primary user of this logo. However, when another university department is trying to appeal to an audience for athletic purposes, the Pfeiffer University Falcon logo may be used.

All other adaptations of the logo are that – adaptations – and must be developed by a university-authorized professional graphic artist and approved by the Office of Communications.
Acceptable Variations of Logos and Word Marks

1- Color Variations in solid coated colors:
Pantone Process Black
LOGO GUIDELINES

The Pfeiffer University logo is a copyrighted graphic of the university. As such, the logo must only be used for approved purposes and cannot be modified in any way without approval from the Office of Communications.

Reproduction and Minimum Size
Whenever possible, the logo should be used in one of the standard sizes, which may be obtained from the Office of Communications. The logo must never be reproduced smaller than the horizontal length of 2½ inches, unless proper authorization is received from the Office of Communications.

Protected Area
When using the logo, it is important that the area immediately surrounding the logo remains free of type or design images so that nothing competes with the logo itself. The rule of thumb for determining the required protected area in relation to the size of the logo is as follows: ½ inch free space around all sides of the logo.

Color Reproduction
The official university logo is, in most circumstances, printed in black and white. It was designed to accommodate screened images behind the logotype and to give the impression of two colors. Variations of the logo that are to be printed in color are primarily university letterhead and accompanying envelopes. Other variations need prior approval of the Office of Communications.
LOGO GUIDELINES (cont.)

When printing the logo on light backgrounds, use the standard artwork. When reversing out of dark backgrounds, Pfeiffer University should appear in white.

Angle of Reproduction
Under normal circumstances, the logo will not be printed at an angle other than horizontal.

Screening
The logo should not be screened due to the fact that a screen is part of the design of approved adapted versions.

Specialty Applications
Specialty applications of the logo (mugs, t-shirts, decals, etc.) must be approved in advance by the Office of Communications.
Web Usage

The Pfeiffer University logo is a copyrighted graphic of the university. As such, the logo must only be used for approved purposes and cannot be modified in any way without approval from the Office of Communications.

Reproduction and Minimum Size
Whenever possible, the logo should be used in one of the standard sizes, which may be obtained from the Office of Communications. The logo must never be reproduced smaller than the horizontal length of 1 3⁄4 inches.

Protected Area
When using the logo, it is important that the area immediately surrounding the logo remains free of type or design images so that nothing competes with the logo itself. The rule of thumb for determining the required protected area in relation to the size of the logo is as follows: ½ inch free space around all sides of the logo.

Color Reproduction
The official university logo is, in most circumstances, printed in black and white. It was designed to accommodate screened images behind the logotype and to give the impression of two colors. Variations of the logo that are to be printed in color are primarily university letterhead and accompanying envelopes. Other variations need prior approval of the Office of Communications.
PREFERRED STYLES FOR ACADEMIC DEGREES

If mention of degrees is necessary to establish someone’s credentials, the preferred form is to avoid an abbreviation and use instead a phrase such as: John Doe earned a doctorate in psychology.

Use an apostrophe in bachelor’s degree.

Use such abbreviations as B.A., M.A., Ph.D. only when the need to identify many individuals by degree on first reference would make the preferred form cumbersome.

Use these abbreviations only after a full name—never after just a last name.

NOTE: A bachelor’s degree or bachelor’s is acceptable in any reference. Do not precede a name with a courtesy title for an academic degree.

Wrong: Dr. John Doe, Ph.D.
PREFERRED STYLES FOR TITLES

Associate Professor of History John Doe has been at Pfeiffer University since 1990.

John Doe, adjunct professor of English and Communication*, has been at Pfeiffer University since 1990. Jane Doe, adjunct professor of history, has been at Pfeiffer University since 2000.

* There is an exception to the style for the major English and Communication. Capitalize the proper names of languages. In a major with a proper name (i.e. English) and a non-proper name (i.e. Communication), follow proper name style for both items.

John Doe, chair of the Department of English and Communication, has been at Pfeiffer University since 1990.

John Doe, chair of the History Department, has been at Pfeiffer University since 1990.

The history department is integral to Pfeiffer University.

Preferred Styles for Ph.D. (or other Doctor degrees)

Titles to follow name.

John Doe, Ph.D. is adjunct professor of history.
PREFERRED STYLES FOR TITLES (CONT.)

Preferred Styles for other degrees

Other degrees are not to be listed after name unless the faculty member is an alumnus of Pfeiffer University.

John Doe ‘04, M.S. ‘06 is a full professor in the history department.

Second Reference - all degrees

On second reference to a person with any degree, use last name only.

alumnus, alumni, alumna, alumnae

Use alumnus when referring to a man who has attended a school (alumni is the plural). Use alumna for similar references to a woman (alumnae is plural). Alumni is used when referring to a group of men and women.

When referring to an alumni’s graduation year or an anticipated graduation year, use the following: John Doe ‘00 John Doe G’00
PREFERRED STYLES FOR FALCON ATHLETICS TITLES

DO NOT refer to the team without attaching an “s” to the word.

Falcon (no “s”) may be used to refer to an individual.

The Falcon baseball team takes to the field on Wednesday in a Conference Carolinas match-up.

Be careful in use of possessives and plurals.

The Falcons’ home court.

Reference to the mascot is unisex and refers to both genders.

DO NOT use the term lady falcons. They are the women’s team, the women, or simply the Falcons.

Avoid abbreviations when referring to or utilizing the university’s complete name.

DO NOT use the only PU as a reference to Pfeiffer University.