

EAST STROUDSBURG UNIVERSITY of Pennsylvania

Publications Style Guide

A Manual for Consistency in Graphic Standards, Visual Identity, and Written Style at ESU



esu.edu/publications

A MEMBER OF THE PENNSYLVANIA STATE SYSTEM OF HIGHER EDUCATION

Welcome ...

East Stroudsburg University of Pennsylvania's Publications Department, a unit within the Office of University Relations, designs and produces publications in categories including, but not limited to, brochures, flyers, high-end student recruitment packages, catalogs, postcards, handbooks, newsletters, magazines, event programs, annual reports, marketing materials, banners and other materials designed to communicate with and inform audiences about ESU. Audiences range from the internal campus community, to alumni, the general public, existing and potential donors, and existing and prospective students. Content promotes and informs readers about such subjects as: academic, athletic and student programs, our tradition of academic excellence, our people (including our alumni) and their accomplishments, and the university's value to the community, commonwealth and society in general.

The university website also publishes many of the above pieces as online publications to enhance communication, reduce printing quantities in the interest of sustainability, and communicate with specific audiences in addition to the university community and the general public. Visit www.issuu.com/esupublications to view a collection of some of our publications that have been published online.

The Publications Department provides the following services:

- Graphic design for all university publications
- Writing, editing and proofreading assistance
- Preparation of printing specifications for external competitive bids when internal printing is not an option
- Coordination and management of above pre-print production services and schedules
- Review and approval of university-related print projects. Also applies to projects created independently of our office.
- Transformation of Microsoft Word or Publisher files (when independently created) into higher end publications and websites to meet university standards as well as department and office needs.
- Branding assistance for all university publications.

The ESU Publications Style Guide, A Manual for Consistency in Graphic Standards, Visual Identity, and Written Style, seeks to ensure:

- Consistency and high standards in style and content in all university publications
- A graphically consistent image
- Truth in advertising
- Postal regulation compliance
- University requirements regarding identifying graphics and affirmative action statement compliance and design

The ESU Publications Style Guide establishes official policy and standards for the design and text of ESU publications (both print and web), stationery and other applications.

The manual outlines specific rules and usages to be followed. Adhering to these standards will help ensure that communications from every college, department, office and organization speak with a clear, uniform voice.

This guide is published by the Office of University Relations. Questions should be referred to the Editorial Project Manager at ext. 3062 or esupublications@esu.edu.

Brenda E. Friday, Ph.D., Director of University Relations, ext. 3532

University Relations Staff

Director of University Relations

Brenda E. Friday, Ph.D., ext. 3532

Editorial Project Manager

Caryn S. Fogel, ext. 3062

Public Relations/Social Media Manager

(hiring), ext. 3139

Sports Information Director

Greg Knowlden, ext. 3312

Director of Web Services

Maccabee Levine, ext. 3995

Web Manager

Steve LaBadie, ext. 3999

Graphic Artist/Illustrator

Mary Davis, ext. 3288

Administrative Assistant

Selena Hines, ext. 3534

The Office of University Relations is located in the lower level of the Reibman Administration Building on the corner of Normal and Prospect streets. The main lobby for University Relations is Reibman G8. The publications offices are in Reibman G5 and G3. The Web Services Team is located on the third floor of Stroud Hall, and Sports Information is located at 216 Smith Street.

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Publications Policy

It is East Stroudsburg University's policy that all printed and web material intended for public distribution or viewing be approved by the Publications Department of the Office of University Relations. Publications and web materials are reviewed for proper use of logos, inclusion of statements regarding nondiscrimination and special assistance that are required by the Pennsylvania State System of Higher Education, of which ESU is a member, and to ensure appearance and content generally

correspond to the university's visual and content standards.

Email a PDF, Word or Publisher file and any high resolution photos you would like to include to the Publications Department of the Office of University Relations, esupublications@esu.edu, or call ext. 3062 for more information. Please also complete a Publications Request Form located on the university relations webpage.

Essentials for All University Publications

All publications intended for off-campus distribution must include the following items:

- The East Stroudsburg University logo
- The full name of the university
- A Member of the Pennsylvania State System of Higher Education
- The university Web site: www.esu.edu
- The non-discrimination notice
- The special accommodations statement

The ESU Logo

For information about the East Stroudsburg University logo and sublogos and their usage, please see pages 5-8.

PASSHE Name Usage Guidelines

The Pennsylvania State System of Higher Education (PASSHE) has established requirements regarding the presentation of PASSHE information in university communications (January 2000, amended May 2004). In any printed first reference to the university, the complete name shall be used: "East Stroudsburg University of Pennsylvania." The abbreviated "East Stroudsburg University" or "ESU" may be used on subsequent references.

Official publications, periodicals, letterhead, advertisements, websites, and information booths must also include a line noting the institution's affiliation with PASSHE: "A Member of the Pennsylvania State System of Higher Education." NOTE: This can appear below and smaller than the ESU logo or name, or on the back cover of brochures/books. It should not be larger than the word "university." In copy, "Pennsylvania State System of Higher Education" shall be used on first reference and "PASSHE" on subsequent references.

Non-discrimination Notice

The university non-discrimination notice must appear on all publications:

East Stroudsburg University of Pennsylvania is committed to equal opportunity for its students, employees and applicants. The university is committed to providing equal educational and employment rights to all persons without regard to race, color, sex, religion, national origin, age, disability, sexual orientation, or veteran's status. Each member of the university community has a right to study and work in an environment free from any form of racial, ethnic, and sexual discrimination including sexual harassment, sexual violence and sexual assault. (Further information, including contact information, can be found on the university's web site at: <http://www4.esu.edu/titleix/>.) In accordance with federal and state laws, the university will not tolerate discrimination.

This policy is placed in this document in accordance with state and federal laws including Titles VI and VII of the Civil Rights Act of 1964, Title IX of the Educational Amendments of 1972, Sections 503 and 504 of the Rehabilitation Act of 1973, the Americans with Disabilities Act of 1990, and the Civil Rights Act of 1991 as well as all applicable federal and state executive orders.

Special Accommodations Statement

For events or classes, the following statement should be included, along with the wheelchair logo if possible: "For assistance or special accommodations, call 570-422-xxxx." The phone number listed would be that of the event sponsor or the office seeking to draw people to the event or to enroll in classes.

Logo Usage for Publications

Use of ESU Logo

The distinctive logo is an important element in a cohesive university identity system—a strong visual expression of the institution it represents. This logo must appear on all university publications to help establish a continuity of image and a uniform public identity.

The ESU Office of University Relations is responsible for ensuring the correct use of the university logo. Approved logo reproductions are available from this office in a variety of formats, including .png, .jpg, .tif, and .eps. If you require the logo in a different format, contact the office to make arrangements.

The ESU logo is made up of several elements: the mountain graphic with “ESU” reversed out of the background, the type “EAST STROUDSBURG UNIVERSITY,” and the horizontal rules.

The mountain graphic is a stylized representation of the Delaware Water Gap, the National Recreation Area adjacent to East Stroudsburg. The initials “ESU” are reversed out of the mountain background with the exaggerated “S” symbolizing the Delaware River winding through the Gap.

The logo typeface is Optima condensed 80%. The initials “E” and “U” within the mountains are Optima Bold condensed 80% and “EAST STROUDSBURG UNIVERSITY” is set in Optima Regular condensed 80%. “EAST STROUDSBURG” and “UNIVERSITY” are set on two lines, flush with the left and right edges of the mountain graphic and the type.

Solid bars are above and below ruled lines with “FOUNDED 1893” set in Optima Regular, not condensed, and reversed out.

One-color Applications on Light Backgrounds

The East Stroudsburg University logo is designed to be reproduced in its entirety, as a single unit in one color. Whenever possible, reproductions should be made directly from the logos on file at University Relations.



One-color Applications on Dark Backgrounds

When tints are not available, the entire logo should be reproduced, in positive, inside of a white box.

Two-color Applications on Light Backgrounds

The official East Stroudsburg University logo colors are Black (for the mountain graphic) and PMS 485 Red (for the type, horizontal rules and solid bars).

Full-Color Applications

When reproducing the ESU logo in four-color process printing, the colors should be the same as in two-color applications. Use 100% Magenta and 100% Yellow to produce the red.

Two-color Applications on Dark Backgrounds

The entire logo should be reproduced, in positive, inside of a white box.

The Editorial Project Manager is responsible for ensuring the correct use of the university logo. Using the university logo in non-university publications or on non-university-sanctioned products is prohibited without prior approval from the Editorial Project Manager or the Director of University Relations.

Whenever possible, the logo should be reproduced using digital files available by emailing the Publications office at esupublications@esu.edu. The

logos are available as Mac/PC files and in eps, Adobe Illustrator, jpeg, tiff and gif formats, depending on your needs. They are available in CMYK for four-color printing, and in Pantone 485 and black for two-color printing. They are also available in black for one-color printing. Logos should not be distorted, but used at 100 percent or a proportional enlargement or reduction of that size. If you need help resizing the logo, contact Publications personnel.



The presidential seal

Like other institutional seals, the official ESU presidential seal is meant to function as a stamp of validation and not as a logo. The presidential seal is used only for recognition on diplomas, ceremonies, official documents, or other materials as approved by the Editorial Project Manager. Using the presidential seal in non-university publications is prohibited without prior approval from the Editorial Project Manager or from the Director of University Relations. The seal is to be printed in black only.



The university seal

If your publication design is not conducive to a rectangular logo, you may use the university seal, which was developed as an alternative to the presidential seal.



Sub-branding of the university logo

The sub-brand logotype includes the ESU logo and name of the department or unit. Sub-brands adopt an endorsed brand identity system and must follow the rules set out for them in the same way as any other university-approved logo. Departments or offices should not try to create their own sub-brands.

Following is the Office of Admissions logo for the 2013-14 academic year. This logo was professionally created under the direction of University Relations to represent the university's recruitment efforts. Alternate colors of this logo (black, white) can be supplied to you by University Relations.

ESyou.

External or non-ESU logos

External or non-ESU logos are not permitted on ESU's website or any publications.

Athletics logos

The Warriors logo and its sport-specific variations also may be obtained from Publications. That logo is also available in the same formats and color arrangements described for the university logo.

When two-color or four-color process reproduction is not an option, a solid black logo is acceptable.



Licensing and Branding

If you plan to use any of ESU's official logos or wordmarks for items other than printed publications (i.e., pens, t-shirts, hats, etc.), please refer to the Licensing and Branding section of the university website at www.esu.edu/licensing. Any commercial or promotional use of ESU's official logo, seal, or wordmarks requires licensing approval. These marks are registered with the U.S. Department of Commerce Patent and Trademark Office and with the Pennsylvania Department of State Corporation Bureau. Contact the Director of University Relations or Editorial Project Manager for more information regarding ESU's licensing program.

Colors and Fonts

ESU's official colors are red and black.

The red used should match Pantone 485.

Because colors print differently on various media, Pantone 199 is used on uncoated stock in the university print shop to get the same shade of red.

Official university publications created by the Office of University Relations use the font families Myriad Pro, Helvetica, Optima and USA Sans Serif.

Other fonts may be used as accents, particularly in headlines and text pullouts.

Publications Department Services

The Publications Department provides graphic design, writing, photography, editing services, branding assistance, copy formatting and proofreading for university offices. Whether it is a brochure, poster, newsletter, handbook, advertisement, magazine or annual report, our designers, writers and editors can provide content geared to your specific audience and a professional look for your publication.

Costs for publication services are determined on a case-by-case basis. Printing and related costs in most cases usually must be absorbed by the requesting department. However, if you have a publications need but do not have funding, please talk to us about it as we may be able to help you find funding.

We strive to maximize the results on a minimal budget so that we obtain a professional product that reflects the university's visual identity, gets your message across to your audience, and meets university goals toward sustainability.

Your first step is to complete a [publications request form](#), available on the university relations webpage so we can get your project on our schedule.

Usually you should allow 8-10 weeks to complete your project, including design and printing. Some projects, however, can be completed within a couple of days, while others may take several months.

Other extra services, such as photographic shoots that are not intended for general use in university publications or our website, also may require the financial assistance of other offices on campus. Usually we allow approximately an hour for any given photographic shoot. Those that run longer may require the requestor's assistance in paying the photographer's costs. These instances are determined on a case-by-case basis.

Questions? Call the Editorial Project Manager at ext. 3062.

Event Planning, Publicity, and Photography

Event Planning

The Offices of University Relations and Conference Services have developed an Event Planning Checklist to assist you in planning a successful event. For details, please visit the “Planning a Campus Event” section of the [Conference Services webpage](#).

Master Calendar

In order for your ESU-sponsored or affiliated event to be listed on the master calendar, you must enter the details into [Virtual EMS](#). Please visit the “Virtual EMS” section of the Conference Services webpage.

Press Releases

University Relations is here to assist you with publicity for upcoming events, exhibits, new programs or changes in programs, awards, achievements and appointments, research (ongoing or completed), community outreach efforts and exceptional students, faculty and staff. Please complete and submit the [publicity request form](#) located on the University Relations webpage at least two weeks before the event to allow for timely preparation and distribution of the press release.

If submitting a photo, please note that we prefer horizontal photos whenever possible. Cell phone photos will only be accepted if they are in the original uncompressed size (the “Actual Size” option on your cell phone). Do not send a photo that has been uploaded to Flickr or other websites and then copied/pasted into your email. All photos submitted are subject to University Relations approval.

Social Media

ESU maintains a presence on [Facebook](#), [Twitter](#), [Instagram](#), [Flickr](#), [YouTube](#) and Snapchat. Participation in social media facilitates an exchange of information to students, the general public, alumni and ESU faculty and staff. It gives us the opportunity to highlight the achievements of our students, faculty and staff and inform about events on campus.

Many university organizations have established their own presence on social media--apart from the official university sites.

For more information about official ESU social media pages, please contact the Public Relations/Social Media Manager at ext. 3139.

Digital Signage, Listservs and Warrior Notes

Digital signage requests and listservs to students must be approved by the vice president of student affairs or the assistant vice president of student affairs. Please call 422-3463 for more information. Approvals for listservs to faculty and staff should be obtained from the dean and chair of the originating department. Due to the increased number of listserv requests, University Relations has developed Warrior Notes, which compiles all or most listserv messages each day into one, concise communication. The bulleted list of notifications and reminders is sent to all faculty, staff and students via email each afternoon. If your message should not be sent to all faculty, staff and students, please specify, and it will be sent as a separate listserv to the audience you choose. For instructions on using these avenues of communication, please download the [ESU Communication Guide](#) from the University Relations webpage.

Photography

Photography services for official university purposes are available through University Relations, using freelance professional photographers. Depending on the availability of a photographer and/or the nature of the event to be covered, a point-and-shoot camera may be provided on loan (in lieu of a photographer) at the discretion of the office. When taking your own photos, please try to take both horizontal and vertical shots and be aware of what’s in the background.

To request a photographer, complete the [photography request form](#) on the University Relations webpage two weeks in advance. Please note that photographer availability cannot be guaranteed.

A Microsoft Outlook calendar appointment will be emailed to you when a photographer has been assigned. Please contact esuphotography@esu.edu or call ext. 3532 for more information.

In an effort to contain university costs, it may be necessary to limit some photo coverage or to charge back some assignments to a department or division budget.

Website Style Guide

University web pages should provide easy and consistent access to information. The following sections outline the general best practices that should be applied to web page content and design.

Template

Templates have been created for use by all officially recognized University organizations. All officially recognized University web pages must use these templates in the creation of their websites to ensure a consistent, and professional visual identity. The consistent use of these templates also increases site usability while minimizing visitor confusion and/or frustration due to constantly changing page elements. The template defines styles for common web page elements such as fonts, headings, links, paragraphs, list elements and more. The template styles must not be overridden.

Usability and Accessibility

Each website should use a consistent layout and navigation scheme. Website navigation should be easy to find, understand and use. The website should be navigable without the use of a mouse. Website owners are responsible for ensuring that their website is highly usable prior to publishing any changes.

Website content must always consider accessibility standards. Web page creators should follow the guidelines and standards available from <http://www.w3.org>.

General Content Guidelines

Website content should be up-to-date and accurate. The web page maintainer is responsible for the timeliness and accuracy of website content. All pages should be spell-checked prior to publishing. Blank, empty and/or placeholder pages should not be used. This includes "under construction" or "coming soon" pages.

Content should be organized in a meaningful way. Web pages should be divided into content sections. Each content section must be labeled with a meaningful, written heading that accurately describes the content in the section that immediately follows, and marked using appropriate semantic markup.

Text should be formatted grammatically. The excessive use of capital letters, italics and bolding should be avoided. Do not underline text. Let the template dictate the color and size of text. Use standard paragraphs and list elements to format the flow of text.

When importing content from other applications, take care to remove unnecessary code and formatting that is not applicable to the web. Test imported content prior to publishing it.

All links should be tested to make certain that they are not broken and that they link to appropriate content. Link text should accurately describe the destination of the link.

Pages should contain more than lists of resources or links. A heading and paragraph explaining the purpose of the page is required and makes the information more visually balanced and appealing.

Images and other media elements should be optimized for the web prior to publishing of a web page. Resize and then crop photos to the maximum size that they will be when viewed on a web page. Use only high-quality photography. Blurry and/or grainy photography detracts from the message of a web page. You can gain assistance in the editing of images or in acquisition of new photos by contacting the web services department.

All videos provided on web pages must be captioned and be accompanied by a text transcript. All audio recordings provided on web pages must be accompanied by a text transcript.

Support and Guidance

The web services department offers support, guidance and assistance to all official web page maintainers. If you have questions about a web page or need support please contact us at ext. 3995.

Stationery and Business Cards

Desktop Printing and Electronic Letterhead

University faculty and staff may request customized letterhead and envelope files by contacting the Editorial Project Manager at 422-3062. Please allow two weeks for design.

Commercial Printing

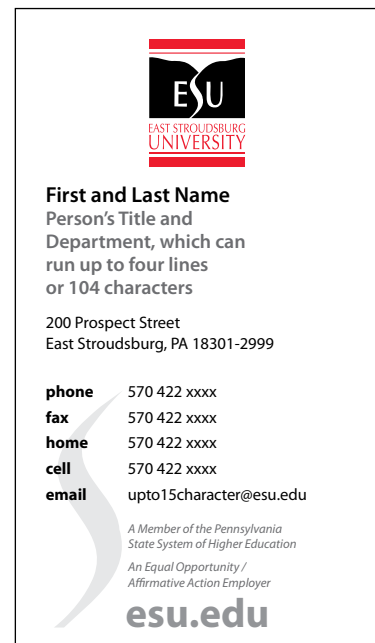
To order preprinted stationery, please contact Printing and Duplicating Services at ext. 3484 or Sharon Lee at slee@esu.edu. All executive stationery is printed in two-color, PMS 485 and black, on 24 or 60 lb. letterhead and envelope. The balance of university stationery is printed in black on 24 lb. white bond letterhead and envelope (brightness 94).

Correspondence Guidelines

- Establish a flush-left margin of 1" from the edge of the sheet.
- Type the date line no closer than 2" from the top edge of the sheet followed by the correspondence address and salutation—all flush left.
- Paragraph text should always be kept at least 2.5" from the top edge of the sheet. Text should be flush left with a 3-space indent on the first line of each paragraph and one line space between paragraphs. Typewritten material should be centered vertically on the page; therefore a margin of 1" from the right edge of the sheet should also be maintained.
- Typewritten material should extend no closer than 1" from the bottom edge of the sheet. Please refrain from squeezing too much copy on one page. If copy length exceeds this, use another page.

Business Cards

Business cards are ordered online through Five Thousand Forms, Inc. For step-by-step instructions on how to order business cards from this online vendor, please contact the Office of University Relations at 570-422-3534.



Style Guide for Text

University Relations uses AP (Associated Press) style for all print and electronic publications. This should be used as a reference guide for faculty, staff and others who draft campus communications.

academic degrees:

Capitalized with punctuation and no spaces.

B.A., B.S., M.A., M.S., M.Ed., Ed.D., Ph.D.

Use lowercase when referencing generic degrees, majors and minors.

*bachelor's degree
master's
doctorate*

When listing a major or degree program, capitalize only the official diploma title, not the program or concentration (unless it includes a proper name).

*She graduated with a Bachelor of Arts in theatre.
He earned a bachelor's degree in English.
He received his Doctor of Education from IUP.
Sue Smith is a history major at ESU.*

Use an apostrophe in bachelor's degree, master's, etc., but there is no possessive in Bachelor of Arts or Master of Science.

Also: an associates degree (no possessive).

academic majors: Lowercase all majors except for those incorporating proper nouns: theatre, biology, Spanish.

addresses: Use the abbreviations Ave., Blvd., and St. only with a numbered address. Spell them out and capitalize when part of a formal street name without a number.

*Prospect Street
Ransberry Avenue*

Lowercase and spell out street when used alone or with more than one street name.

Normal and Prospect streets

Use numerals for address numbers. Spell out and capitalize First through Ninth when used as street names. Use numerals for 10th and above.

Abbreviate compass points used to indicate directional ends of a street in a numbered address.

147 S. Green St.

Use periods in the abbreviation P.O. for P.O. Box numbers.

adviser: This spelling is preferred over advisor.

alma mater: Lowercase.

alumnus/alumni, alumna/alumnae: Use alumnus (alumni in the plural) when referring to a man. Use alumna (alumnae in the plural) when referring to a woman. Use alumni when referring to a group of mixed or unknown gender. ESU alumni should be listed with their graduation years after their names, as follows:

Frank Pullo '73 M'76, Ed.D.

The first year indicates his bachelor's degree earned at ESU, the year preceded by "M" signifies his master's earned at ESU, and the final degree is his highest degree earned at another university.

a.m., p.m.: Lowercase, with periods.

building names: First references to building names should use the entire name.

capitalization:

chapters: Capitalize chapter when used with a numeral in reference to a section of a book or legal code. Roman numerals should be avoided. Chapter 1, Chapter 20.

classes: Lowercase references to an individual's class standing: Joe Smith is a junior biology major.

colleges: Capitalize and use the formal style for the names of East Stroudsburg University's colleges: the College of Business and Management, the College of Arts and Sciences, the College of Health Sciences, the College of Education, University College, the Graduate College.

Council of Trustees: Capitalize when used formally: The Council of Trustees of East Stroudsburg University of Pennsylvania, the ESU Council of Trustees. Lowercase when using informally, without ESU: the council of trustees, the council.

courses: Capitalize full course titles; lowercase general references.

ESU is offering Public Relations this spring.

Courses in physics and art tend to fill up quickly.

dean, dean's list: Capitalize before an individual's name when used formally: Dean Jane Doe. Lowercase when used after the name: John Doe, dean of the College of Arts and Sciences. Dean's list should not be capitalized.

chair/chairman/chairwoman/chairperson: Adhere to the individual's preference if known; otherwise, use chair.

emerita/emeritae, emeritus/emeriti: Use *emerita* when referring to a female retired faculty member who has been granted this status. Use *emeritus* when referring to one male, *emeritae* when referring to two or more females, and *emeriti* for a group of males or if the group is of mixed or unknown gender.

entitled: Books, articles, etc. are titled. Individuals who have earned or inherited various rights are entitled.

faculty member: Do not use *faculty* to refer to a single member thereof: Dr. Brown is a member of the faculty.

foreign words: Italicize foreign words that are not commonly used in English.

off campus, on campus: Two words, hyphenated only when used as a modifier.

*Many university students live off campus.
Off-campus living requires a commute to classes.
More freshmen are choosing to live on campus.
The convenience of on-campus living can't be beat.*

online: One word, lowercase.

percent: Spell out the word in text, repeating it when describing a range. Use numerals in percentages.

College increases your lifetime earnings between 35 percent and 65 percent.

president: Capitalize only as a formal title before one or more names: President Welsh, President Obama, Presidents Welsh and Obama. Lowercase in all other uses: Dr. Welsh is president of East Stroudsburg University.

professor: Abbreviate only in lists or tables. Capitalize only at the beginning of a sentence or when used before the name as part of a title.

R.S.V.P.: Uppercase with periods.

school names: Capitalize the name of a school or college when it's used as part of a proper name.

*He went to high school in Albany.
She graduated from Stroudsburg High School.
The college offers courses in...
The university prides itself...*

semesters and seasons: Lowercase spring, summer, winter, and fall, unless part of a formal name or a publication. Initial cap, but no comma in between if year is given.

*Registration for fall begins soon.
The Spring 2016 commencement ceremony is in May.
The Fall Semester 2016 begins at the end of August.*

state names: Spell out the names of the 50 U.S. states when they stand alone in text.

state abbreviations: When used in text following the name of a city, states are abbreviated differently than the postal abbreviations. The abbreviations are: Ala., Ariz., Ark., Calif., Colo., Conn., Del., Fla., Ga., Ill., Ind., Kan., Ky., La., Md., Mass., Mich., Minn., Miss., Mo., Mont., Neb., Nev., N.H., N.J., N.M., N.Y., N.C., N.D., Okla., Ore., Pa., R.I., S.C., S.D., Tenn., Vt., Va., Wash., W.Va., Wis., Wyo.

states not abbreviated: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah

times: Use a colon to separate hours from **minutes:** 11 a.m., 1 p.m., 3:30 p.m. Use the words *noon* and *midnight* rather than 12 p.m., 12 a.m. Do not use double zeroes to indicate an hour.

titles: Professional titles should be capitalized when they immediately precede an individual's name. Use lowercase when they are used after a name.

*Director of Admission John Smith
Jane Smith, director of Communications*

On first reference, use abbreviated academic credentials after full names. Use a comma between the person's name and degree. The university's style is to list only doctoral degrees after a person's name.

John Smith, Ph.D.

On subsequent references to an individual who holds a doctorate, use *Dr.* and the last name.

Dr. Smith

In general do not use the courtesy titles *Mr.*, *Mrs.*, *Miss*, or *Ms.* Only use *Mr.* if it is combined with *Mrs.*

John Smith

Mr. and Mrs. Smith

Do not use *Dr.* before a name and the academic degree following a name.

Incorrect: Dr. Sally Smith, Ph.D.

titles of works: Books, movies, song titles, and album titles are set off in quotation marks. Italicize the names of newspapers and journals. Magazines are simply capitalized: *Time magazine* carried the *Washington Post* review of the Beatles' "Abbey Road."

website: One word, lowercase.

Campus Buildings

The following list contains the official names of campus buildings. Please use the full name on first reference.

Abeloff Center for the Performing Arts

Joseph H. & Mildred E. Beers Lecture Hall

Business Management (427 Normal / 208 Smith)

Center for Hospitality Management

- Hotel, Restaurant and Tourism Management
- P & J's Restaurant

Computing Center

Conference Services (96 Normal Street)

Dansbury Commons

- Dining Hall
- Lower Dansbury Commons

DeNike Center for Human Services

- Health Studies
- Master of Public Health Program
- Nursing
- Recreation Services Management

Department of General Services / Field Offices

Economics Department (420 Normal)

Facilities Management Annex

- Mailroom

Facilities Management Complex

Fine and Performing Arts Center

- Art + Design Department
- Cecilia S. Cohen Recital Hall
- Dale Snow Theater
- Madelon Powers Gallery
- Music Department
- Smith-McFarland Theater
- Theatre Department

Flagler-Metzgar Center

- Alcohol, Tobacco and Other Drugs
- Commuter Student Services
- Counseling and Psychological Services
- Student Conduct and Community Standards

- University Health Services

Gessner Science Hall

- Physics

Hawthorn Suites

- Fitness Center (Rec B)
- Student Residence

Hemlock Suites

- Office of Residence Life and Housing
- Student Residence
- University Police

Henry A. Ahnert, Jr. Alumni Center

- Alumni Engagement
- East Stroudsburg University Alumni Association
- East Stroudsburg University Foundation
- University Advancement

Warren E. '55 and Sandra Hoeffner Science and Technology Center

- Classrooms and offices for Chemistry, Computer Science, Geography, Mathematics
- Institutional Research
- McMunn Planetarium
- Niedbala Auditorium
- OASIS (Office of Accessible Services Individualized for Students)

Innovation Center

- Business Accelerator
- Entrepreneurial Leadership Center
- Research and Economic Development
- Sterling Strauser Gallery
- Workforce Development

Institutional Storeroom and Garage

Kemp Library

- Al Cohn Memorial Jazz Collection

Koehler Fieldhouse and Natatorium

- Athletic Training

- Athletic Sports Medicine Clinic
- Clinical Exercise Physiology
- Exercise Science
- Human Performance Lab
- Intercollegiate Athletics
- Movement Activities and Lifetime Fitness
- Swimming Pool
- Weightroom

Laurel Residence Hall

Leadership Studies and Military Science (ROTC Office, 427 Normal)

Lenape Residence Hall

Linden Residence Hall

Mattioli Recreation Center

McGarry Communication Center

- Instructional Resources
- WESS

Minsi Residence Hall

Monroe Hall

- Communication Studies
- Speech-Language Pathology

Moore Biology Hall

- Biological Sciences
- Sign Language Interpreter

Multicultural Affairs (96 Normal)

Orientation and New Student Programs (403 Normal)

Philosophy and Religious Studies

President's Residence

Procurement and Contracting (145 Ridgeway)

Reibman Administration Building

- Academic Affairs (Office of the Provost)
- Associate Provost and Dean of University College
- Admissions
- Human Resource Management
- President's Office
- University Relations
- Vice President of Administration and Finance
- Vice President of Student Affairs

Rosenkrans Hall

- Academic Advising for Undeclared Students
- Academic Deans' Offices
- Academic Enrichment & Learning (DAEL)
- Act 101
- Arts & Sciences, College of
- Business and Management, College of
- Business Office
- Digital Media Technologies
- Education, College of
- Health Sciences, College of
- Printing & Duplicating Services
- STAR Program
- Tutoring Center
- Student Support Services

Shawnee Residence Hall

- LGBTQA Center

Stroud Hall

- Early Childhood & Elementary Education
- English
- Field Experiences & Partnerships
- History and Geography
- International Programs
- Modern Languages
- Political Science
- Professional and Secondary Education
- Psychology
- Reading
- Sociology, Social Work and Criminal Justice
- Special Education and Rehabilitation

Trio Building

- APSCUF
- TRIO
- Upward Bound

University Apartments

University Center (also known as Student Union)

- Campus Card Center
- Career Development and Student Success

- Graphics Center
- Greek Life
- Pennsylvania State Employee Credit Union (PSECU)
- Student Senate Chambers
- Student Activities
- University Book Store

University Police Station - Hemlock Suites

University Ridge

Utility Plant

Women's Center (411 Normal)

Zimbar-Liljenstein Hall

- Enrollment Management
- Graduate College
- Physical Education Teacher Certification
- Mekeel Childcare Center
- Sports Management
- Student Enrollment Center
- Veterans Services

Lehigh Valley Center

50 West Broad Street, Bethlehem, Pa.

University Departments

Academic Affairs, Vice President

Academic Advising

Academic Computing

Academic Enrichment and Learning (DAEL)

Administrative Computing

Administration and Finance, Vice President

Admissions

AFSCME (American Federation of State, County and Municipal Employees)

Alcohol, Tobacco and Other Drug Prevention Services

Alumni Engagement

Applied DNA Sciences Laboratory

APSCUF (Association of Pennsylvania State College and University Faculties)

ARAMARK Dining Services

Art + Design Department

Arts and Sciences, College of

Athletic Office

Athletic Sports Medicine Clinic

Athletic Training Education Program

Biological Sciences

Business and Management, College of

Business Management

Business Office

Campus Activities Board

Campus Card Center

Career Development Center

Chemistry

Child Care Center

Clinical Exercise Physiology

Communication Studies

Commuter Student Services

Computer Science

Computing and Communication Services

Conference Services

Counseling and Psychological Services

Criminal Justice Administration

Dance

Digital Media Technologies

Dining Hall

Distance Education

Early Childhood and Elementary Education

Economics
 Education, College of
 Enrollment Management
 English
 ESU Foundation*
 Exercise Science
 Extended Learning
 Facilities Management
 Field Experience and Partnerships
 Frederick Douglass Institute for Intercultural Studies
 Graduate College
 Graphics Center
 Health Studies
 Health Sciences, College of
 History and Geography
 Honors Program
 Hotel, Restaurant and Tourism Management
 Human Resource Management
 Human Performance Lab
 Institutional Research and Assessment
 Instructional Resources
 Instructional Support and Outreach
 Intercollegiate Athletics (Koehler/Athletic Office)
 Intercultural and Interdisciplinary Studies
 International Programs
 Leadership Studies and Military Science
 Learning Center
 LGBTQA Center (Lesbian, Gay, Bisexual, Transexual, Queer, Ally)
 Library Acquisitions
 Library Dean's Office
 Library Periodicals
 Mailroom
 Master of Public Health Program
 Mathematics Department
 Mattioli Recreation Center
 McMunn Planetarium
 Modern Languages
 Multicultural Affairs
 Northeastern PA Writing Project
 Nursing
 Office of Accessible Services Individualized for Students (OASIS)
 Older Adult Learning Center, The (TOALC)
 Orientation and New Student Programs
 Philosophy and Religious Studies
 Physical Education Teacher Education
 Physics
 Political Science
 President's Office
 Prince Hall Partnership
 Printing and Duplicating Services
 Procurement and Contracting
 Professional and Secondary Education
 Psychology
 Reading
 Recreation Services Management
 Research and Economic Development
 Residence Life and Housing
 ROTC
 Sociology, Social Work and Criminal Justice
 Special Education and Rehabilitation
 Speech-Language Pathology
 Sports Information
 Sport Management
 STAR Program
 Stony Acres *
 Stroud Courier
 Student Activity Association *
 Student Affairs, Vice President

Student Conduct and Community Standards

Student Enrollment Center

Student Support Services

Student Teaching

Summer School

Technology Support Services

Telecommunications

Theatre

University Advancement

University Center

University Health Services

University Police

University Relations

University Ridge

University Store *

Upward Bound

WESS

Women's Studies Program

** Private entity affiliated with ESU*

Glossary – Athletics

ESU Affiliations

NCAA – National Collegiate Athletic Association is a semi-voluntary association of 1,281 institutions, conferences, organizations and individuals that organizes the athletic programs of many colleges and universities in the United States and Canada. It is headquartered in Indianapolis, Indiana.

PSAC – Pennsylvania State Athletic Conference is a college athletic conference that participates in the National Collegiate Athletic Association Division II. The conference is composed of 16 full-time members within Pennsylvania and one associate member in New York.

Coaching/Polling Organizations

ABCA – American Baseball Coaches Association is a baseball coaching organization formed in 1945. It is the primary professional organization for baseball coaches at the amateur level.

AFCAC – American Football Coaches Association is an association of over 11,000 football coaches and staff on all levels. According to its constitution, some of the main goals of the American Football Coaches Association are to “maintain the highest possible standards in football and the profession of coaching football,” and to “provide a forum for the discussion and study of all matters pertaining to football and coaching.”

AVCA – American Volleyball Coaches Association is an organization of nearly 5,000 members, incorporated as a private non-profit educational corporation in 1981, as the Collegiate Volleyball Coaches Association.

CSCAA – College Swimming Coaches Association of America is the oldest a professional coaching organization of college swimming and diving coaches dedicated to serving and providing leadership for the advancement of the sport of swimming at the collegiate level.

IWLCA – Intercollegiate Women’s Lacrosse Coaches Association is a membership-led nonprofit association representing the nation’s intercollegiate women’s lacrosse coaches within Division I, II & III of the National Collegiate Athletic Association (NCAA). The IWLCA is a 501c Non-Profit educational organization.

NABC – National Association of Basketball Coaches has continually worked to further the best interests of the game of basketball as well as the players and coaches who participate in the sport.

NCBWA – National Collegiate Baseball Writers Association is dedicated to the advancement of college baseball

NFCA – National Fastpitch Coaches Association (softball) is the professional growth organization for fastpitch softball coaches from all competitive levels of play.

NFHCA – National Field Hockey Coaches Association is a non-profit organization serving field hockey coaches and supporters of the game from across the United States. The mission of the organization is to stimulate the professional development of coaching leadership within the sport of field hockey.

NSCAA – National Soccer Coaches Association of America is an organization of American soccer coaches founded in 1941. The NSCAA has grown from a handful of college soccer coaches to more than 22,000 members, making it the largest coaching organization in the world.

USTFCCCA – U.S. Track & Field and Cross Country Coaches Association is a New Orleans, Louisiana-based professional association representing men’s and women’s cross country and track & field coaches in the United States.

WBCA – Women’s Basketball Coaches Association is an association of coaches of women’s basketball teams at all levels.

CoSIDA – College Sports Information Directors of America is the organization that has since 1952 bestowed Academic All-American recognition on male and female athletes in Divisions I, II, and III of the National Collegiate Athletic Association (NCAA)—covering all NCAA championship sports—and NAIA athletes.

ECAC-SIDA – Eastern Collegiate Athletic Conference-Sports Information Directors Association is one of the nation’s largest sports information director associations, with member colleges and universities ranging from Maine to North Carolina. The association includes NCAA Divisions I, II, III, as well as NAIA schools and junior colleges.

Warrior Teams

Men's Sports

- Baseball
- Basketball
- Cross Country
- Football
- Soccer
- Track and Field
- Wrestling

Women's Sports

- Basketball
- Cross Country
- Field Hockey
- Golf
- Lacrosse
- Soccer
- Softball
- Swimming
- Tennis
- Track and Field
- Volleyball

Athletics Newsletters

All athletics newsletters must be aligned with University Relations guidelines. Below are the procedures:

Coaches are responsible for gathering information and high-resolution photos for use in their newsletters and submit the content for their publications to Sports Information Director Greg Knowlden/University Relations for review. All content must be approved by Greg Knowlden or another member of the University Relations team to ensure it is appropriate and meets standards.

Approved content will be shared with the Athletic Director or Vice President of Student Affairs for approval.

Once content has been approved, coaches will work directly with SAA Graphics Center to develop the layout and design of his/her newsletter.

A rough draft of the newsletter will be submitted to the coach, Athletic Director, Vice President of Student Affairs and Greg Knowlden/University Relations for final edits/ approval.

Coach works with Alumni Engagement to develop mailing list for his/her publication.

Coach works with Graphics Center to have newsletters printed and mailroom to have newsletters distributed.

Mail Preparation and Postage

Your publications budget should include any mail preparation and postage costs you anticipate incurring. To benefit from ESU's nonprofit rate, publications must be designed to specific sizes and bear a mailing panel that conforms to postal requirements. These continually change, so please address this issue with the publications Department of the office of university relations or with the mailroom supervisor, ext. 3093. To ensure proper use of the nonprofit indicia, we ask that the indicia be applied by the mailhouse that is preparing your mailing or by the ESU mailroom.

ESU contracts with Raven One-to-One Marketing in Allentown for mailing services. The publications department or the Mailroom supervisor can obtain a quote for mailing preparation services once we have specifications on your job. Rough postage estimates can be obtained by the mailhouse once it has your publication, or something similar, in hand.

ESU's nonprofit indicia allows for mailing only at the East Stroudsburg Post Office on Courtland Street or at the Lehigh Valley Post Office in Allentown. To obtain that rate, publications must be mailed in quantities of at least 200 at a time.

1. Addressing Mail Pieces

- USPS regulations require that all mail carry nine digit zip codes to the extent that such are available. All mail sent by university offices must carry the appropriate nine digit zip codes in the return address. All university offices shall make every reasonable effort to determine and use the appropriate nine-digit zip code for the addresses of outgoing mail available at the website: www.usps.com/zip4.
- All outgoing university mail should be addressed by typewritten or computer generated labels. If handwritten, the addressee area must be legibly printed in ink.
- Detailed mailing procedures, zip code listings, postal rates and detailed information are available from the ESU mailroom supervisor.

2. Dispatch Time

- Mail will be dispatched from the mailroom once a day to the U.S. Post Office prior to 3:30 p.m., Monday through Friday, except on holidays or

on days when the university is officially closed. Mail received in the mailroom after 3 p.m. will be processed the next business day.

3. Campus Communications

- The campus mail system is for official interoffice mail only. Campus communications concerning official campus business will be delivered to campus departments. Only official campus correspondence is to be sent through campus mail in interoffice envelopes. When used, include the department name as well as individual's name. When any person uses the campus mail for unofficial purpose, the mail in question will not be delivered; such as solicitations, for profit business, chain letters, personal items, food, cash, coins, etc., and the individual will be duly notified (when possible).

The U.S. Postal Service constantly updates postal regulations. Please contact the mailroom for assistance on any of the following:

1. **Large Mailings** - Contact the ESU Mailroom supervisor to obtain information concerning the most efficient, cost effective method to process over 200 pieces.
2. **A Large Mailing Request form** is required for all large mailings prior to printing postal indicia/ stamp. The form is available from the ESU Mailroom Supervisor and must be completed with appropriate approval signatures.
 - The mailroom will handle and process large mailings up to 1,000 pieces. All mailings over 1,000 pieces are sent to a mail house contractor for preparation and delivery to the USPS. Please contact mailroom supervisor for assistance.
 - All university departmental mailing lists should be updated at least quarterly (preferably before each mailing).
 - When mailing labels are ordered from the computing center, request labels in presorted zip code order (00000-99999).
 - To qualify as a large mailing, all envelope content must be same correspondence type and weight (invoices and personalized correspondence do not qualify).

3. It is the responsibility of the department to ensure that the appropriate preparation and class of mail is utilized. Planning is the key element in the utilization of the non-profit, standard, or First Class rates.
 - Business Reply Mail (BRM) - The advantage of using the Business Reply mailing envelope is that postage is not charged until the piece is returned. Business Reply mail requires special handling and nine digit zip codes. All business reply pieces in excess of 100 pieces must be pre approved by the appropriate Vice President. A reproduction sample must be presented to USPS.
 - The originator should contact the ESU Mail Room supervisor at least four weeks in advance of the intended mailing date. This time is required to contact the Readability Specialist at the U.S. Postal Service for approval of the business reply and to order the typesetting.
 - It should never be assumed that BRM previously accepted is still acceptable. Contact the ESU Mail Room supervisor or manager prior to printing.
 - Preprinted generic #9 envelopes are available through the Printing and Duplications Services Office for mailings of less than 100 pieces at a nominal cost to the originating department.
4. For special mail services such as Express Mail, Priority Mail, Certificate of Mailing, Registered Mail, Certified Mail, or package shipment, please contact the Mailroom for assistance.

LARGE MAILING REQUEST FORM

ESU MAIL SERVICES REQUIREMENTS FOR A DEPARTMENTAL MAILING OVER 200 PIECES

UPDATED FEBRUARY 2006

Planning stage:

1. Plan in advance with the time estimation of 6 to 8 weeks for print order completion and mail delivery.
2. Pre-Approval and signatures of Dean or Vice President, and Final -Approval by Vice President is necessary.
3. Draft your mailing brochure or mail pieces. Estimated time for response requests is 2-3 weeks from mail date.
4. To include Business Reply envelopes, you should request from the Print Shop in 5-6 weeks in advance.
5. Plan 3-5 business days from the print shop to addressing contractor for preparation and delivery to USPS.

To complete the form below, have the following information ready:

- ___ Include the anticipated mailing date; the response date, if any; the estimated number of mailing pieces with ESU return address preprinted in upper left corner, and if a Business reply is requested.
- ___ Check whether the mailing pieces are to be inserted into a #10 envelope or designed as a tabbed flyer. The ESU Mail Room Manager and University Relations will assist and approve the design set up. **(Pieces designed as mailers save on the cost of mailings.)**
- ___ Origin of the mailing address list (complete list needed for addressing the mailing pieces).

Remember, complete and forward this form with a final draft of the postal design layout attached or information to be inserted into envelopes. If you have any questions, please call extension 3093 or 3871.

Routing steps:

1. Complete and attach a final draft of the postal design layout, and forward/or walk to the Dean or Vice President. When approved, get signature below on form.
2. Forward by mail or walk the form and draft to University Relations. You will be notified of any change needed. Incorporate time into your schedule for design changes.
3. Forward by mail or walk the form and draft to Mailroom Manager. You will be notified of any change needed.
4. Note whether printing is on campus to be sent onto the ESU Printing and Duplication Services.
5. Final Approval signature by Vice President.

Please complete:

Contact Person: _____ Department: _____ Cost Code # _____ Ext. _____
 Estimated # of Pieces: _____ Anticipated Mailing Date (3-5 business days after receive pieces from Printer): _____
 Response Date of mailing, if any: _____ Business Reply Requested: Yes No

Printing:

On Campus Off Campus, state where - _____ Phone# _____

Mailing to be: (Indicate by checking the appropriate box)

- Inserted in #10 Envelope. Order pre-printed ESU department return address envelopes through the ESU Print Shop.
- Designed as a tabbed mailer. **Remember** to allow space for the postal rate stamp on the layout and return ESU address.
- Other (explain) _____

Mailing List Generated From: (Indicate by checking the appropriate box)

- Computing Center Departmental Mailing List Other (explain)

MAILING and PRINT ORDER		
1. Dean or Vice President Pre- Approval	Signature: _____	
<input type="checkbox"/> Yes <input type="checkbox"/> No (See Comments)	Date: _____	
2 University Relations Review--	Signature: _____	
	Date: _____	
3.ESU Mail Room Review	Signature: _____	Est. Cost \$
Department Mail Acct. #: _____	Postage \$ _____ + Address prep \$ _____ =	
4.ESU Print Shop Review --	Signature: _____	Est. Cost \$
	Date: _____	
FINAL APPROVAL of VICE PRESIDENT / Signature: _____		Total Cost
	Date: _____	
PRINT DATE: _____	COST CODES _____	Total Cost \$

LGMAILIN.2001 updated 10/2003