

# Graphic Identity Guidelines

Pfeiffer  
UNIVERSITY

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# The Role of Graphic Identity

Graphic identity is an outward expression of the personality, values, and goals of an institution. As a leading University, Pfeiffer has a local, regional, national, and international audience. Our logo and related graphics express our serious commitment to quality as well as the energy and caring that each of us at the University contributes.

The University Graphic Identity Guidelines outlines the standards to be used on all materials used to market the University to the public. Keeping to these strict guidelines will improve our branding, communications, and image to the community as a whole.

# The Pfeiffer Identity

## WHAT IS A BRAND?

[Text to come.]

## BRAND PLATFORM: WHO WE ARE

To understand our place in the higher education market, it's important for us to make sure we know exactly who we are and what we have to offer. Equally important, as we continue to grow and evolve, is remembering where we have been and what we stand for. Our brand platform is built upon our mission, encompasses our unique qualities and attributes, and culminates into the very essence of the Pfeiffer experience.

### Mission

Everything starts with our mission. Why we exist, what we are doing, and why we want to tell the world about it. Without these things, any branding effort would be little more than writing and imagery. At the fundamental core of our brand platform is our mission:

Established in 1885, Pfeiffer University is a globally engaged, regional university distinctive for its transformational undergraduate experiences and leadership in professional and graduate programs that fill demonstrated needs on its campuses in Charlotte, Misenheimer and Raleigh, and online. Vested in its history as a United Methodist-related university and propelled by an innovative faculty and staff, Pfeiffer prepares its students for a lifetime of achievement, scholarship, spirituality and service.

### Values

A campus community is shaped by the strength of its values. At Pfeiffer, we are

committed not only to academic excellence and innovation, but to a belief in the importance of personal engagement, empowerment, and self-actualization as well. Our community is grounded in Christian faith and character, and we strive to instill in each student a sense of integrity, an inclination to service and leadership, and respect for the diversity and dignity of each person.

### Brand Pillars

Our brand is built around five pillars representing the best of Pfeiffer. The specific combination of these attributes is what makes the Pfeiffer experience unique.

1. An integrative culture of learning and living
2. Mentoring and catalyzing student success
3. Knowledge and practice
4. Character, leadership, and service
5. An engaged community of excellence and innovation

### Personality

A brand personality is the public face of Pfeiffer—the set of characteristics that really capture what we're all about.

We are authentic, engaging, and welcoming, embracing the inherent worth and potential in all. We are confident. We are committed. And we are dedicated to exceptional education, empowering each student to lives of active, purpose-driven achievement, leadership, and service.

## BRAND ESSENCE: CONNECTED

“CONNECTED” is a powerful expression of the essential nature and distinctive character of Pfeiffer University. Here, we are a community of learners, engaged in a mutual journey of personal and professional growth through the pursuit of knowledge, skills, understanding and wisdom.

Learning at Pfeiffer is dynamic, integrative, and transformative, actively engaging students through intentional connections with knowledge, ideas, opinions and experiences – across disciplines, campuses, communities and the world. We don't merely provide instruction; we produce learning, by bringing students to discover and construct knowledge.

We teach students to integrate academic learning, personal development and professional preparation, and transform them into reflective, intentional, life-long learners.

“CONNECTED” reminds us of our noblest calling as educators – to help students develop in faith, character, knowledge and skills, for lives of leadership, service, and engaged citizenship.

## **BRAND MESSAGING: “BEYOND BOUNDARIES”**

[CONTENT TO BE CONFIRMED]

### **Tagline Concept**

By forging deep connections with ideas, peers, faculty and mentors, other disciplines, experiential learning, etc., students are liberated and empowered to wonder, to imagine, to more deeply understand and relate knowledge, and ultimately, to excitedly push themselves beyond real and perceived limits.

Similarly, for faculty, it’s not just about imparting knowledge; it’s much more about helping students synthesize that knowledge within a broader framework of experiences and interactions that brings deeper relevance, meaning and self-appropriation.

### **For Student Development**

From the perspective of student and campus life, “Beyond Boundaries” represents Pfeiffer’s pledge of a fully integrated, self-reinforcing, vibrant program of extra- and

co-curricular programming, experiences, and support services, creating a model of a “24/7” living-learning community that inspires students’ broad interests and active involvement in and beyond the Pfeiffer community.

### **For Traditional Undergraduate Students**

“Beyond Boundaries” is an invitation to prospective and current students to participate in a remarkably integrative and transformational university experience, combining holistic and applied learning, personal mentoring and advisement, service learning and leadership development, and capstone and internship experiences, in an exciting journey of personal and professional development. In a highly personal, welcoming and collaborative community, students are prepared with the knowledge, values and experiences to lead and serve in their professional lives and in the broader society, gaining an education of impact and enduring value.

### **For Graduate Students**

“Beyond Boundaries” is a promise of engagement and opportunity for students seeking higher level academic and career success. In a personalized and challenging learning environment, with instructional and learning technologies that facilitate access and connectedness among students and faculty, Pfeiffer’s academic, experiential, and advisory programs empower graduate students to new levels of personal and professional success.

### **For Adult Professional Students**

For returning adult students, “Beyond Boundaries” is a call to a University experience tailored to help students realize their

personal and professional goals. At Pfeiffer, students experience the highest caliber of learning and personal engagement, and thrive in a flexible, supportive community that helps them achieve personal and career success.

### **For Faculty and Administration**

“Beyond Boundaries” is a clarion call to realize a new vision for engaged liberal arts and professional learning, a promise of dynamic, integrative learning and living that inspires students to love knowledge, seek wisdom, serve God and neighbor, and live purposefully and passionately.

### **For Donors and Stakeholders**

“Beyond Boundaries” is a promise that Pfeiffer University will persist in creatively re-imagining higher education for contemporary needs and new populations of students, offering high value by facilitating learning connections that are effective and appropriate for both professional success and personal development. At the same time, Pfeiffer is committed to ensuring that the financial and other support of its donors, stakeholders, and strategic partners will have the greatest impact in advancing the University, its resources, and its educational performance. Since its founding in the late 19th century as a school for the rural poor, Pfeiffer has been consistently breaking the barriers of access to education and the resultant lifelong opportunities.

### **For the United Methodist Church, its Clergy, and its Congregations**

“Beyond Boundaries” is a promise that Pfeiffer University extends beyond its campus borders through outreach programs that provide professional development, training, and support to clergy and ministers so that they can effectively perform their ministries while achieving personal balance and well-being. These efforts also provide clergy and ministers with access to expert counsel and partnership with Church leadership at a time of change and renewal in discovering and attempting new models of congregational organization, worship, education, and ministry.

# The Pfeiffer Identity

## WHY CHANGE?

Pfeiffer’s logo, with its striking and unique italic “f”, continues to distinguish Pfeiffer externally and resonate with university communications materials, thus building valuable brand equity among Pfeiffer’s constituents.

As a new brand strategy and communications platform is implemented, some refining and adjustment of the logo was required. This refreshing of the current logo can be gradually introduced into new communications materials as needed.

Consistent with Pfeiffer’s brand strategy goals, we recommend that the logo be represented by the university wordmark alone, without any related mark or symbol.

## WHAT CHANGES?

The revised logo introduces new typefaces to update the logo. Subtle shifts in letterspacing and use of a “double-f ligature” create a tighter, more cohesive typographic wordmark. The thin yellow line was eliminated for easier reproduction at small sizes, and “university” has been set in a modern sans-serif typeface. The overall effect is to increase the size and impact of the logo without increasing the actual width or footprint of the wordmark.

The updated Pfeiffer wordmark reflects a more contemporary style, in keeping with Pfeiffer’s commitment to growth.

*Previous logo:*

The previous logo features the word "Pfeiffer" in a large, black, serif font with a prominent italicized 'f'. Below it, the word "UNIVERSITY" is written in a smaller, black, all-caps sans-serif font. A thin yellow horizontal line separates the two words.

## The Pfeiffer Wordmark

The core of the Pfeiffer graphic identity system is a distinctive treatment of the University name. Through repeated application of this wordmark, Pfeiffer builds loyalty and awareness among its various audiences. Failure to use this wordmark, or distortions of it, will diminish the identity system's effectiveness.

The wordmark for Pfeiffer University. The word "Pfeiffer" is rendered in a large, elegant, yellow script font. Below it, the word "UNIVERSITY" is written in a smaller, black, all-caps, sans-serif font, centered under the script word.

Pfeiffer  
UNIVERSITY

# The Pfeiffer Wordmark

## CLEAR SPACE

The visual character of the Pfeiffer identity depends on clean, spacious, and elegant layouts. Always use the recommended clear space, as shown below, to maintain optimum legibility and avoid interference from nearby text, complex illustrations, or other elements that might compromise the logo's impact.

See page 6 for examples of the correct spacing of text placed near the wordmark.

- Generous clear space and consistent placement is essential for maintaining the integrity of the identity and its consistent application.
- The clear space is measured by the height of the lower-case letters (x-height) in the wordmark, as indicated in the diagram below. The minimum clear space must always be at least the width and height of one "x" on all sides of the wordmark. No typography or design element may be placed within this area.



## MINIMUM SIZE

Please follow these minimum-size guidelines to ensure the legibility and clarity of the Pfeiffer wordmark in print layouts and Web site design. Do not reproduce the wordmark in print or electronic applications in a size smaller than that shown at right.



The minimum height of the wordmark is .25" for print usage; 25 pixels for electronic media.



# The Pfeiffer Wordmark

## INCORRECT USAGE

The Pfeiffer University wordmark should be rendered with consistency and respect.

- It should never be tweaked, stretched, or otherwise manipulated, but reproduced with consistency and integrity.
- It should never be interpreted in a playful manner, shown at an angle, or filled with pattern, texture, or photographic imagery.



**Do not** set the wordmark in alternate typefaces.



**Do not** add additional text to the wordmark except in an approved "lock-up" (see p.8)



**Do not** rescale, stretch or otherwise manipulate the wordmark.



**Do not** alter the letterforms or add special effects in any way. In rare circumstances, a drop shadow may be necessary (if the logo is used on top of an image and can't be knocked out) but it is not recommended as a stand-alone style.



**Do not** obscure the wordmark by placing other strong graphic elements near, next to, or behind a color logo. A white (reversed) logo is preferable in most instances.



**Do not** use a color version of the logo on top of a light color background. In this instance, the logo should print black or reverse to white.



**Do not** reproduce the wordmark in colors other than the approved University colors.



**Do not** use the wordmark on an angle.



**Do not** add a box or a shape to the wordmark.

# Wordmark Lock-Ups

Each configuration that combines the wordmark and subordinate type in a defined relationship is referred to as a lock-up. Each lock-up is designed to satisfy specific application requirements of scale, media, and reproduction method. Each lock-up defines the relationship of the wordmark and subordinate type (size, scale, and position of each element). One of these three recommended lock-up styles should be used whenever possible.

Subordinate type for a department or office is set in Minion Regular upper- and lower-case. Generally, if the wordmark prints in yellow, the subordinate type should print in black or gray.

## HORIZONTAL LOCK-UPS



## VERTICAL LOCK-UP



## CENTERED LOCK-UP



## Tag Line Lock-Ups

### CENTERED



### FLUSH LEFT



# The University Colors

The Pfeiffer colors represent the core identity of the University and should be used across all communications. Accurate color references are shown in the color-specifications table. When color printing is not an option, the wordmark should be printed in solid black (on white or light-color backgrounds) or reversed-out white (on dark backgrounds).

## COLOR VARIATIONS

The Pfeiffer wordmark may be reproduced only in the University colors shown at right, or in black or white.

Color should always print 100 percent solid ink. Do not use gradients or tints of Pantone inks. Certain printing and reproduction methods may require the use of the black or reverse versions.

## PRINT COLOR SPECIFICATIONS

### Spot Color:

Pantone 123  
Pantone 429

### CMYK:

Yellow – C:0 M:25 Y:100 K:0  
Gray – C:38 M:27 Y:27 K:0

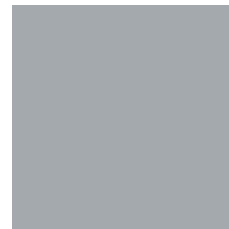
### Web RGB:

Yellow – R:255 G:198 B:39  
Gray – R:164 G:169 B:173

## UNIVERSITY COLORS



Pantone 123



Pantone 429



Black

Note: Please be sure to use Pantone swatches to match colors. Colors reproduced in this document may not be accurate.

Pfeiffer  
UNIVERSITY

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# Complimentary Color Palette

These complementary colors do not replace the college colors. They have been selected because they complement the college yellow and black and avoid unpleasing contrasts. These recommended colors might be used as highlights in publications or other promotional media. The main guideline when choosing such colors is that they avoid confusion with the college colors. Colors chosen should be sufficiently distinct from yellow and black to avoid the impression that they are variations of college colors.

## PRINT COLOR SPECIFICATIONS

### Spot Colors:

Pantone Warm Red  
Pantone 285  
Pantone 354  
Pantone 7401  
Pantone 428  
Pantone Warm Gray 9

### CMYK:

Red – C:10 M:100 Y:85 K:0  
Blue – C:100 M:0 Y:100 K:20  
Green – C:100 M:3 Y:30 K:0  
Cream – C:0 M:30 Y:100 K:0  
Lt Gray – C:0 M:7 Y:30 K:0  
Wm Gray – C:20 M:40 Y:60 K:5

### Web RGB:

Red – R:209 G:50 B:56  
Blue – R:0 G:121 B:64  
Green – R:0 G:153 B:168  
Cream – R:255 G:184 B:25  
Lt Gray – R:249 G:224 B:164  
Wm Gray – R:183 G:129 B:79

## COMPLEMENTARY COLORS



Pantone Warm Red



Pantone 285



Pantone 354



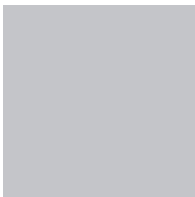
Pantone 265



Pantone 151



Pantone 729



Pantone 428



Pantone Warm Gray 9



Pantone 7401

Note: Please be sure to use Pantone swatches to match colors. Colors reproduced in this document may not be accurate.

# Typography

Typography is an important element of any design system and creates a distinctive and unified style for University communications. When applied consistently across the entire range of marketing communications, typography helps unify the appearance of all materials so that audiences recognize and become familiar with the Pfeiffer identity.

Recommended fonts are shown at right. As a general rule, these fonts should be used for all communications materials. Other fonts may be used at the designer's discretion as long as they do not compete with or overshadow the Pfeiffer wordmark or deviate from the integrity of the Pfeiffer identity guidelines. Use of fonts other than the ones shown here should be approved by the Office of Marketing and Communications.

*Note: These recommended fonts for designers are not standard on most computers. For general use, such as the body of a letter or HTML text in websites, Times and Arial will suffice (shown at far right).*

## SERIF

Minion Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

MINION SMALL CAPS & OLDSTYLE FIGURES

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

*Minion Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Minion Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Hoefler Text Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

HOEFLER TEXT ROMAN SMALL CAPS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

*Hoefler Text Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Hoefler Text Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## SANS SERIF

Akzidenz-Grotesk BQ Light

ABCDEFGHabcdefghijlmn  
1234567890

*Akzidenz-Grotesk BQ Light Oblique*

*ABCDEFGHabcdefghijlmn  
1234567890*

Akzidenz-Grotesk BQ Regular

ABCDEFGHabcdefghijlmn  
1234567890

Akzidenz-Grotesk BQ Italic

*ABCDEFGHabcdefghijlmn  
1234567890*

**Akzidenz-Grotesk BQ Bold**

**ABCDEFGHabcdefghijlmn  
1234567890**

Akzidenz-Grotesk BQ Condensed

ABCDEFGHabcdefghijlmn  
1234567890

**Akzidenz-Grotesk BQ Bold Condensed**

**ABCDEFGHabcdefghijlmn  
1234567890**

Univers 45 Light

ABCDEFGHabcdefghijlmn  
1234567890

*Univers 45 Light Oblique*

*ABCDEFGHabcdefghijlmn  
1234567890*

Univers 55 Roman

ABCDEFGHabcdefghijlmn  
1234567890

*Univers 55 Oblique*

*ABCDEFGHabcdefghijlmn  
1234567890*

**Univers 65 Bold**

**ABCDEFGHabcdefghijlmn  
1234567890**

Univers 57 Condensed

ABCDEFGHabcdefghijlmn  
1234567890

**Univers 67 Bold Condensed**

**ABCDEFGHabcdefghijlmn  
1234567890**

## WEB FONTS

Arial

ABCDEFGHJKLMNOPQRST  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Arial Bold**

**ABCDEFGHJKLMNOPQRST  
abcdefghijklmnopqrstuvwxyz  
1234567890**

Times New Roman

ABCDEFGHJKLMNOPQRSTU  
abcdefghijklmnopqrstuvwxyz  
1234567890

**Times Bold**

**ABCDEFGHJKLMNOPQRST  
abcdefghijklmnopqrstuvwxyz  
1234567890**

## The University Seal



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

Each is a distinct graphic image. 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 Marketing and Communications.

Examples of correct application of the seal include: the official university flag, university signage ceremonies, presidential communications, diplomas and certificates.

The seal may be screened in light gray (or light percentage of black) for limited applications, such as behind text on an official document.

## The Pfeiffer Falcon



Essential to building and sustaining Pfeiffer's brand is connecting the falcon mascot to the university. Use of this graphic as a logo is solely for Pfeiffer Athletics. It is to be used only for marketing Pfeiffer University athletics and, when appropriate, promoting undergraduate student development activities and other approved applications for external or internal audiences. It—and the image below—may be used to enhance promotional materials for undergraduate audiences secondarily to the official Pfeiffer University logo.



Also available for limited use as a graphic element for the purpose of enhancing undergraduate marketing collateral or other promotional materials is the image of the falcon mascot with the Pfeiffer University identifier.

Use of these falcon mascot images should be applied with the guidance and/or approval of Pfeiffer's marketing and branding unit.



# Stationery

## LETTERHEAD

University letterheads follow the format at right. The typing format for the standard letterhead and letterhead second sheet (shown at right) is an integral part of the design and should be followed.

Type should be set in Times New Roman (DOS/Windows) or Times Roman (Mac) at 11 pt. The left and right margins should be set at 1". The upper margin should be set at 2" and the bottom margin at 1". The signature should be set flush left. The body copy is flush left—not justified.

The date line of the letter begins two inches from the top of the letterhead. Allow one line space above the addressee's name, title, company name, etc., and two lines above the salutation. In the body of the letter, add one line space between paragraphs. There are no indentations. The maximum line length should not exceed six and one half inches. Allow three line spaces for the signature above the name of the sender.

.5"

2"

Pfeiffer  
UNIVERSITY

P.O. Box 960  
Misenheimer, NC 28109  
704-463-1360  
pfeiffer.edu

June 1, 2014

Addressee's Name  
Title  
Company or Office Name  
Number and Street  
City, State, Zip

Salutation:

This letter demonstrates the recommended typing format for all correspondence using this letterhead.  
This typing format is an integral part of the letterhead design.

The body of the letter aligns flush left to a set left margin of one inch for the entire letter. Use 11 pt. type for all typed information (10 pt. type is an acceptable alternative.) The right margin is not justified. The date line of the letter begins two inches from the top of the letterhead. Allow one line space above the addressee's name, title, company name, etc. and two lines above the salutation. In the body of the letter, add one line space between paragraphs. There are no indentations. The maximum line length should not exceed six and one half inches. Allow three line spaces for the signature above the name of the sender.

This letter demonstrates the recommended typing format for all correspondence using this letterhead. This typing format is an integral part of the letterhead design. The body of the letter aligns flush left to a set left margin of one inch for the entire letter. Use 11 pt. type for all typed information (10 pt. type is an acceptable alternative.) The right margin is not justified. The date line of the letter begins two inches from the top of the letterhead. Allow one line space above the addressee's name, title, company name, etc. and two lines above the salutation. In the body of the letter, add one line space between paragraphs. There are no indentations. The maximum line length should not exceed six and one half inches. Allow three line spaces for the signature above the name of the sender.

Sincerely,

Name of Sender  
Title of Sender  
Initials  
cc:

CHARLOTTE | MISENHEIMER | RALEIGH-DURHAM

.5"

1"

1"

BUSINESS CARDS

Business-card layout is shown at right.

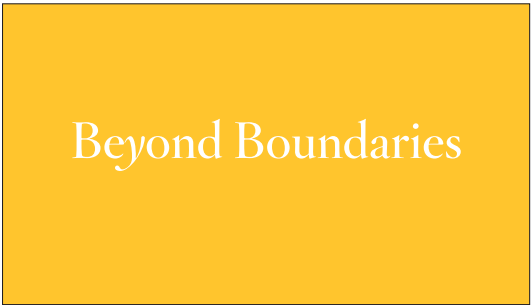


**Pfeiffer**  
UNIVERSITY

P.O. Box 960  
Misenheimer, NC 28109  
pfeiffer.edu

**Erica N. Burroughs '04**  
*Director of Development*  
erica.burroughs@pfeiffer.edu

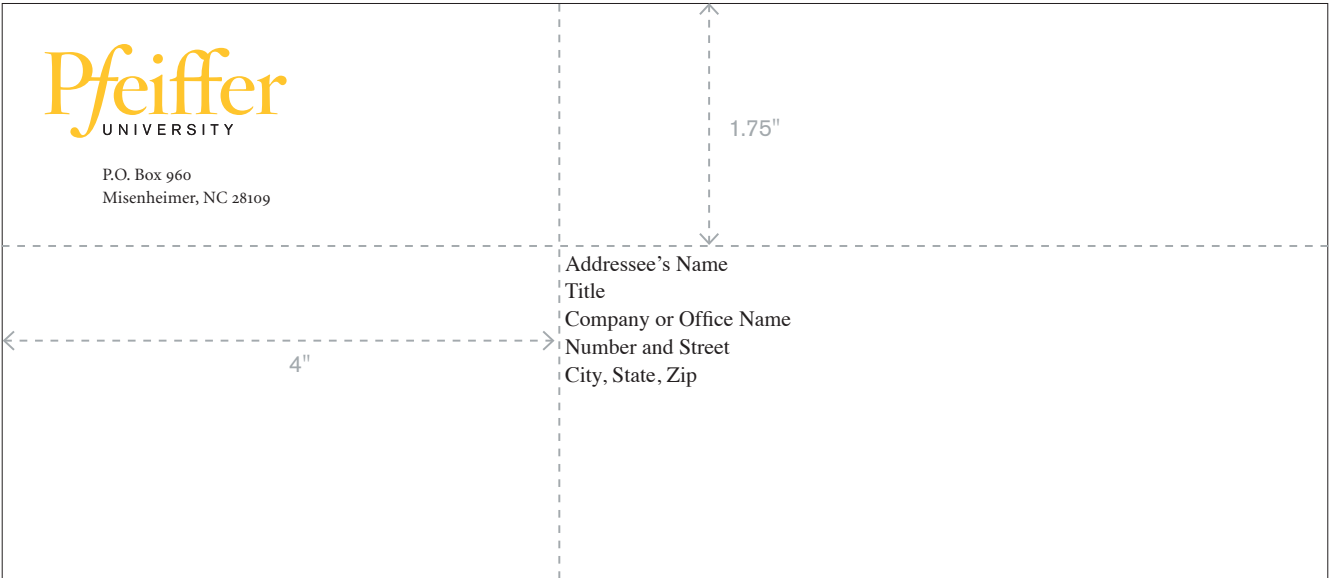
OFFICE: 704-463-3038  
MOBILE: 704-480-1508  
FAX: 704-463-1363



# Stationery

## #10 ENVELOPE

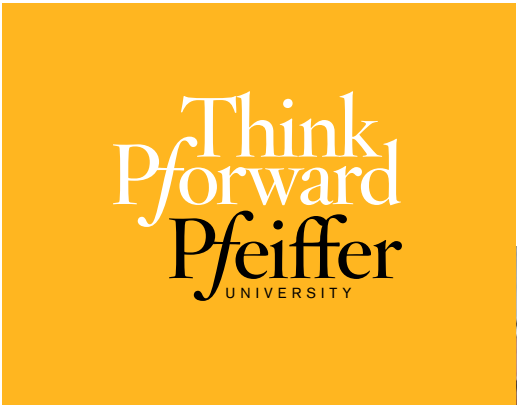
Address on envelope should be typed as shown, 4" from left and 1.75" from top.



# Sample Publications



VIEWBOOK



TRAVEL PIECE



At Pfeiffer,  
**Biology**  
 is a very  
 “in” thing to do.



## Our graduates get in.

The graduate school  
placement rate for  
Pfeiffer biology majors  
is exceptionally high.

Sports  
are in your  
blood. Now,  
put them on  
your resumé.



## Experience Sports Management.

Pfeiffer Sports Management majors  
have interned with the Washington  
Redskins, Brooklyn Nets, Carolina  
Panthers, Charlotte Motor Speedway  
and many others.

PROGRAM MAILERS

Brand Applications







## A University as Bold and Innovative as Charlotte itself

Pfeiffer University is helping to shape Charlotte's growth and success with innovative, high-demand graduate and degree completion programs that blend the latest theory with practical applications and real-world problem solving.

Ready to acquire the knowledge and skills that only a cutting-edge, global education can deliver? Choose Pfeiffer University – an education tailored to a growing Charlotte, and a changing world.

# Pfeiffer

UNIVERSITY

Beyond Boundaries



4701 Park Rd.  
Charlotte, NC 28209  
704-945-7320  
[www.pfeiffer.edu](http://www.pfeiffer.edu)

- Charlotte
- Misenheimer
- Raleigh-Durham

**GRADUATE PROGRAMS**

- Business Administration
- Leadership
- Financial Fraud Investigations\*
- Health Administration
- Elementary Education
- Special Education
- Marriage and Family Therapy
- Practical Theology

\* Starting soon

**UNDERGRADUATE DEGREE COMPLETION PROGRAMS**

- Business Administration
- Criminal Justice
- Health Administration
- Human Relations
- Interdisciplinary Studies



# Editorial Style Guidelines

The Marketing and Communications office is responsible for the writing, design, and production of all official Pfeiffer publications.

To achieve an institutional standard in all external publications, the Marketing and Communications office has put together stylistic recommendations for writers based on The Associated Press (AP) Stylebook. We have excerpted some common conventions.

## 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 and master's degrees.
- 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.
- A bachelor's degree or bachelor's is acceptable in a 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 Communications\*, 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 nonproper name (i.e. Communication), follow proper name styles 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.
- This 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 the adjunct professor of history.

## Preferred Style 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 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 alum's graduation year, use the following:
  - John Doe '00
- For alumni who are married to one another, use this style:
  - John ('00) and Jane Smith ('00) Doe

## PREFERRED STYLES FOR ATHLETIC 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 Falcons baseball team takes to the field on Wednesday in a Conference Carolinas match-up.
- When referring to a team, the correct pronoun is "its" (not their).
  - The men's basketball team improved its overall record with three wins this weekend.
- Be careful in use of possessive and plurals.
  - The Falcons' home court.
- 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 PU as a reference to Pfeiffer University.



## ADDITIONAL COMMON AP RULES THAT PFEIFFER USES

**Abbreviate months when used with days, and use numerals** (1, 2, 3, etc.) not ordinal numbers (1st, 2nd, etc.). Exceptions are March, April, May, June and July; write them out. For example, write Sept. 2, 2008, not September 2nd, 2008. But when using only the month and year, spell out the month.

**Spell out numbers zero through nine and use numerals for 10 and higher.**

Numbers used at the beginning of a sentence are spelled out. Example: *Five hundred twenty-four students attended.*

Try to write the sentence so it doesn't begin with a number. Example: Attending the event were *524 students from local colleges.*

Years are one of the exceptions. For example: *2008 was a bad year for investors.*

**Use numbers for ages.** This is another exception. When used like an adjective, say *X-year-old*, including the hyphens. Otherwise, don't use the hyphens. For example: *the 5-year-old girl kicked her brother, who is 8 years old.*

**To indicate time, use figures and lowercase letters** (9 a.m., 6 p.m.). Put a space between the figure and the letters. Exceptions are *noon* and *midnight* (9 a.m.-noon). Do not say *12 noon* or *12 midnight*.

## States and Cities

When the name of a state stands alone in a sentence, spell it out. When the name of a city and state are used together, the name of the state should be abbreviated per AP style (not U.S. Post Office, 2-letter style). (Exceptions are *Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas* and *Utah*). States should also be abbreviated when used as part of a short-form political affiliation. Examples: *He came from Lafayette, Ind. The peace accord was signed in Dayton, Ohio. The wildfire began in California and moved east toward Carson City, Nev.*

State abbreviations in AP style differ from the two-letter ZIP code abbreviations:

Ala.	Md.	Ore.
Ariz.	Mass.	Pa.
Ark.	Mich.	R.I.
Calif.	Mo.	S.C.
Colo.	Mont.	S.D.
Conn.	Neb.	Tenn.
Del.	Nev.	Vt.
Fla.	N.H.	Va.
Ga.	N.J.	Wash.
Ill.	N.M.	W. Va.
Ind.	N.Y.	Wis.
Kan.	N.C.	Wyo.
Ky.	N.D.	
La.	Okla.	

**AP style does not require the name of a state to accompany the names of the**

**following 30 cities:** 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, Washington.



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