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 approve university-related print projects. Also applies to projects created independently of our office.
- Transform 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.
- Provide 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 Publications Unit of the Office of University Relations. Questions should be referred to the Editorial Project Manager at ext. 3062 or esupublications@esu.edu. For special assistance or accommodations, please call 570-422-3062.

Brenda E. Friday, Ph.D., director, ESU Office of University Relations, ext. 3532
The Office of University Relations is located in the lower level of Reibman Administration Building on the corner of Normal and Prospect Streets. The main lobby for University Relations is in G8. Publications is located in G5 and G3. Sports Information is located in 216 Smith Street.
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 traditional seal

Like other institutional seals, the official ESU seal is meant to function as a stamp of validation and not as a logo. The university seal is used only for recognition on diplomas, ceremonies, official documents, or other materials as approved by the Editorial Project Manager. Using the university 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.

Sub-branding of the university logo

The subbrand logotype includes the ESU logo, name and the respective unit. Departments or offices should not try to create their own sub-brands. 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.

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

External or non-ESU logos

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

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 www4.esu.edu/licensing/index.cfm.
**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.

![East Stroudsburg University logo](image)

Any commercial or promotional use of the official signature, seal, and other indicia of ESU requires licensing approval. Contact the Office of University Relations Director or Editorial Project Manager for information regarding ESU’s licensing program. These marks are registered with the U.S. Department of Commerce Patent and Trademark Office and with the Pennsylvania Department of State Corporation Bureau.

**Burgy Logo and Graphic Standards**

East Stroudsburg University of Pennsylvania developed The Warriors #1 Fan, Burgy, in 2008. His image was designed to appear on its own or in conjunction with the institution’s “Warrior” logo. Burgy’s image was designed primarily for use by ESU’s athletic department and sports teams. Use by other university departments and personnel may be approved through the University Relations Office or the Office of Sports Information. No other depictions of a bear or bears are permitted on official or unofficial university products created for or by university personnel.

Burgy’s logo may not be altered in any way and must follow the guidelines contained in this style manual. The Sports Information and University Relations Offices may approve additional uses beyond what is contained in this style guide.

The following information provides campus personnel with specific logo guidelines and use.

**Use** – Burgy’s logo may not be altered in any way. Proper proportion must be maintained.

All logos must be used with a margin not less than \(\frac{1}{4}\) inch between the logo and nearest graphic elements.

Accompanying type must adhere to the \(\frac{1}{4}\) inch margin rule above.

More than one of the logo variations may be used in conjunction with another as long as these guidelines are adhered to (\(\frac{1}{4}\) inch margin between logos, proper colors, etc.).

**Colors** – Colors in the logos must be used as they are presented. No other colors may be substituted. If you have questions, contact the Publications office in University Relations.

The one-color versions of each logo may be used in black or white (on dark background only). No other color variations are permitted unless specific approval is given by the Office of University Relations or the Office of Sports Information.

**Samples** – Samples of Burgy’s logo use must be approved in writing by the Director of University Relations or the Director of Sports Information.

**Primary logos** – Burgy’s logo is to be used as stand alone images on merchandise and products.

![Burgy logo](image)
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 Publications Department of the Office of University Relations use the font families Myriad Pro, Stone, Agfa Rotis Serif and Agfa Rotis Semi 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.

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. We can give you an estimate after you submit your Publications Request form that we will review with you and fit into our schedule where appropriate.

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.

Your first step is to complete a publications request form, available at esu.edu/publications so we can get your project on our schedule.

Questions? Call the Editorial Project Manager at ext. 3062.
Publicity, Photography, Bulletin, Listservs, Digital Signage

Publicity

The Office of University Relations will 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 (if applicable) to allow for timely preparation and distribution of the press release.

You may draft a preliminary release based on the guidelines on the form and email it to bfriday@esu.edu. You may also send it via campus mail to University Relations, Reibman G8 or fax to 422-3846.

If submitting a photo, note that we prefer horizontal photos whenever possible. Cell phone photos will be accepted but they must be the original uncompressed files (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. Also, do not send any photo that is from a website. All photos submitted are subject to University Relations approval.

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 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 of the event or other photography need. 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. 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.

The University Bulletin/Calendar

If you would like an announcement in the University Bulletin for an event such as a student organization fundraiser please give University Relations a week’s notice. The deadline for submission of items is 10 a.m. Monday and Thursday (Monday only during summer). Please complete the bulletin submission form on the university relations webpage. This publication is sent via email and can be read online at esu.edu/universitybulletin. To submit items to the University Calendar, visit www.esu.edu/requests.

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.

Social Media

Social media is an online means of delivering information to others. Many readers and listeners can join in the conversation through social networks, blogs and websites.

East Stroudsburg University maintains a presence on Facebook, Twitter, Instagram, Flickr and YouTube. This 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 sites, please contact Web Manager Steve Labadie or the Director of Web Services, John Stabinger.
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

Stationery is the primary means of establishing the ESU image at a personal level.

**Desktop Printing**

Two-color templates provide an attractive alternative to one-color printing when printing letterhead and envelopes on desktop color printers. These templates print equally well in one color.

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).

The university logo is placed at the top of the letterhead, .5 inches from the top, 4 inches from the left edge of the paper. The logo must measure .75" wide.

Office identification is set flush left in 8/10 pt. Myriad Pro Semibold and positioned .5" from the top and 6" from the left. It is followed by East Stroudsburg University of Pennsylvania and the 200 Prospect Street address. This is followed by a blank line and then the phone number, fax and email, up to three lines, set in 8/10 Myriad Pro regular. Phone and fax numbers use the following format: 570 422 3532, using a space, not a dash or hyphen between elements of the number.

Phone, fax and email are followed by the words phone, fax and email, respectively, set in 8/10 Myriad Semibold Pro, left aligned at .1" or 9 pt. to the right of the longest (usually the email address) line, not to exceed a total line length to extend more than .5" from the right edge of the paper.

The web address, esu.edu, should be set in 28 pt Myriad Pro bold, printed 15% black, and should align .5" from the left edge of the paper, and the baseline should be .5" from the bottom edge.

A Member of the Pennsylvania State System of Higher Education | An Equal Opportunity / Affirmative Action Employer should be set in 6 pt. Myriad Pro regular, .5" from the bottom of the page, where the baseline is aligned with the bottom of esu.edu, and 3" from the left edge of the paper. This also aligns with the bottom right corner of the “swoosh” watermark.

Stationery guidelines

**Letterhead**

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 two colors (PMS 485 and black) on 24 lb. white bond.

**Typing Format**

Much of the effectiveness of the stationery depends on the typing format. The following guidelines will provide a clean, well-balanced look for all letterhead:

**Correspondence**

- 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.
First and Last Name
Person’s Title and Department, which can run up to four lines or 104 characters

200 Prospect Street
East Stroudsburg, PA 18301-2999

phone  570 422 xxxx
fax     570 422 xxxx
home   570 422 xxxx
cell   570 422 xxxx
email  upto15character@esu.edu

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 associate degree (no possessive).

**academic majors:** Lowercase all majors except for those incorporating proper nouns: fine arts, 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 in elementary education.

**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 chairperson.
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 2014 commencement ceremony is in May.
The Fall Semester 2014 begins at the end of August.

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


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 titles after full names. Use a comma between the person’s name and degree.

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
- Admission
- Diversity and Equal Opportunity
- 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
- 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

Satellite campuses:

Lehigh Valley Center
50 West Broad Street
Bethlehem, PA

Philadelphia
701 Market Street
Center City Philadelphia
University Departments

Academic Affairs, Vice President
Academic Advising
Academic Computing
Academic Enrichment and Learning
Administrative Computing
Administration and Finance, Vice President
Admission
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
Diversity and Equal Opportunity
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 (Physics)
Modern Languages
Multicultural Affairs
Music
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
Sports Management
STAR Program
Stony Acres *
Stroud Courier
Student Activities 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.

**AFCA** – 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 Tribune Direct 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.
- 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:  q Yes  q No
Printing:  q On Campus  q Off Campus, state where -______________________________ Phone#____________________
Mailing to be:  (Indicate by checking the appropriate box)
q Inserted in #10 Envelope. Order pre-printed ESU department return address envelopes through the ESU Print Shop.
q Designed as a tabbed mailer. Remember to allow space for the postal rate stamp on the layout and return ESU address.
q Other (explain)_________________________________________________________________________________
Mailing List Generated From:  (Indicate by checking the appropriate box)
q Computing Center  q Departmental Mailing List  q Other (explain)

MAILING and PRINT ORDER

<table>
<thead>
<tr>
<th>Approval</th>
<th>Signature</th>
<th>Date:</th>
<th>Est. Cost</th>
<th>Total Cost</th>
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<tr>
<td>Dean or Vice President Pre-Approval</td>
<td>Signature:</td>
<td>Date:</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>University Relations Review</td>
<td>Signature:</td>
<td>Date:</td>
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<tr>
<td>Department Mail Acct. #:</td>
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<td>= Est. Cost</td>
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<td>$</td>
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<tr>
<td>ESU Print Shop Review</td>
<td>Signature:</td>
<td>Date:</td>
<td>$</td>
<td>$</td>
</tr>
<tr>
<td>FINAL APPROVAL of VICE PRESIDENT</td>
<td>Signature:</td>
<td>Date:</td>
<td>Total Cost</td>
<td>$</td>
</tr>
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</table>

PRINT DATE:          COST CODES Total Cost $  

LGMAILIN.2001 updated 10/2003