

# Brand Guide

Pittsburg State Identity Standards and Style Guide



Pittsburg State University

This brand guide has been created to assist all of our constituents in producing materials that are consistent and immediately recognizable as Pittsburg State University.

We encourage you to use them as you develop communications and materials for your unit.

**APPROVAL  
REQUIRED**

For approval or questions contact:

**University Marketing  
and Communication**

620-235-4122

[branding@pittstate.edu](mailto:branding@pittstate.edu)







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# Letter from the President

*To the Pittsburg State University Community:*

There's something special about being able to call yourself a Gorilla. It's a sense of pride, of belonging and of belief in an institution that, for more than a century, has provided students with an exemplary academic experience.

In the past, Pittsburg State had been described as a "best kept secret," but thanks to your efforts we are becoming known as one of the region's "best told stories." How we communicate with our audience is almost as important as what we communicate. The more cohesive and unified our message, the more likely it is to break through the clutter of today's world and convey the strength of this university.

This is why we have created the Brand Identity Standards Manual. Now in its third edition, this manual offers you a quick reference guide to the proper use of our logos, word marks and colors. I encourage you to follow these guidelines within your department, office or organization.

Our brand has stood the test of time, but it is up to us to ensure that Pittsburg State University continues to be a source of pride for all those who have walked on our campus.

*Once a Gorilla, Always a Gorilla!*

Sincerely,

**Dr. Steven A. Scott**

*President, Pittsburg State University*

## Integrated Marketing Council

Members of the Integrated Marketing Council represent academic, athletic and co-curricular areas of campus. Members include:

- Associate Vice President for University Marketing and Communication, *Chair*
- Associate Vice President for Enrollment Management and Student Success
- Dean of Graduate and Continuing Studies
- Chair of Marketing and Management
- Director of Admissions
- Director of Graduate and Continuing Studies
- Professor of Graphics and Imaging
- Associate Athletic Director for Strategic Partnerships and Community Outreach



# Why do we have brand guidelines?

A brand is much more than a logo, it is a promise. A brand lets consumers know what type of experience they can expect from your institution; and what distinguishes you from your competitors. In other words, a brand is a reputation and it is largely defined by our actions.

Pittsburg State University is fortunate to have one of the best brands in higher education. We are known for our personal attention to students, quality academics, affordable tuition, successful athletics and successful community partnerships.

We have several visual marks that are used to identify our university, but none is as well-known as our beautiful split-face Gorilla.

Designed in 1985, this mark has become one of the most recognized and beloved logos in the nation.

The split-face Gorilla is the primary mark, but it is not the only one. In all, there are eight different marks that are used to communicate our university's brand.

We have developed this brand standards manual to help you better understand how to properly use these marks. Inside you'll find detailed information on proper colors, sizes, web designs and much more.

I believe that everything we say and do communicates a story, which is why, for the first time, we've also included a short Style Guide for text.

We're excited to provide you with the third edition of our brand standards. I hope you find it useful and encourage you to let us know of any additions you would like to see.

Thank you for helping us tell the Pitt State Story. There's no better place to learn, thrive and succeed than Pittsburg State University. It really is where You Belong.

*Once a Gorilla, Always a Gorilla!*

**Chris Kelly**

*Associate Vice President, University Marketing and Communication*

# Identity

Pittsburg State University has three primary marks:

- University Wordmark
- Split-Face Gorilla Logo
- University Seal

All are registered trademarks of Pittsburg State University.

It is important to protect these symbols of the university. Uniform use of these marks builds awareness of the university. They should always appear intact and as designed, not distorted or altered.

**High-resolution logos are available at:**

[pittstate.edu/marketing](http://pittstate.edu/marketing)

Please contact University Marketing and Communication with any questions.

620-235-4122 • [branding@pittstate.edu](mailto:branding@pittstate.edu)

## Pittsburg State University™





# Split-Face Gorilla Logo

The Split-Face Gorilla logo is the most widely recognized logo of Pittsburg State University.

**APPROVAL  
REQUIRED**

The logo must appear in official colors (page 12) or black and white. For any exceptions, University Marketing and Communication must grant approval.

The lighter color must **always** appear on the right side. It is never acceptable for the right side to be darker than the left. When in doubt remember: "The right side is the light side." The Split-Face Gorilla logo should always have a border around it. Please do not alter the size of the stroke. The registration symbol ® is included in the current logo and must be used at all times.

**SPECIAL USE:** if using a frosted process on **clear** glass, the right side of the logo must be frosted. Contact the Office of University Marketing and Communication, 620-235-4122, for assistance.

## Resizing the Gorilla logo

To ensure quality in print media, the Split-Face Gorilla logo may not be reproduced in sizes less than 1/2" tall.

When resizing the Split-Face Gorilla logo, always make sure it is scaled proportionally. Holding down the shift key when resizing assures that it is scaled proportionally.

**APPROVAL  
REQUIRED**

Promotional items using university marks must be ordered through a licensed vendor or have prior written approval by University Marketing and Communication. This applies to all products (cups, balloons, giveaways, t-shirts, etc.), including those designed by students or student groups.



*Unacceptable wordmark use:*



# University Wordmark

The Pittsburg State University Wordmark shown here is the primary identity mark for the university. This mark has been created as a graphic file and should not be altered. The preferred use is on white or light colored backgrounds with the wordmark printed in black or PMS #186 (red).

The wordmark can be used in a horizontal line or stacked as shown.

The wordmark should not be stretched, screened or distorted.

**For your convenience, the mark is provided online in the approved formats and should not be recreated.**

## Resizing the workmark

To ensure legibility in print media, the logo should not be reproduced in sizes less than 3/16" tall (1 horizontal line) 3/8" tall (2 stacked lines)

When resizing the wordmark, always make sure it is scaled proportionally. Holding down the shift key when resizing assures that it is scaled proportionally.

### Unacceptable wordmark use:

- Do not stretch or distort
- Do not capitalize, italicize, outline, create color variations or use in another typeface
- Do not use the wordmark within paragraphs

Pittsburg State University™

Pittsburg State University™

Pittsburg State University™      Pittsburg State University™

Single line minimum size: 3/16" tall  
Pittsburg State University™

Stacked two line minimum size: 3/8" tall  
Pittsburg State University™

*Unacceptable wordmark use:*

Pittsburg State University™

Pittsburg State University™

Pittsburg State University

Pittsburg State University



# University Seal

The university seal featuring the columns of Russ Hall was adopted in 1994. The university seal is used on diplomas, certificates and other official university documents. It may also be used to recognize special university events or achievements and in programs targeting an international audience.

The seal should only be printed in one color.

- Black (or screened 50 % black) **or**
- Solid PMS #186 (red)

## Special use - by prior written approval only

- There may be applications where the seal is gold foil embossed or printed in metallic ink. Metallic inks must be approved prior to production.
- The seal may be reproduced in two colors on diplomas and official commencement printed materials.

## Resizing the seal

To ensure quality in print media, the seal may not be reproduced in sizes less than 1". This is especially important due to the fine line details within this graphic.

**APPROVAL  
REQUIRED**

Promotional items using university marks must be ordered through a licensed vendor or have prior written approval by University Marketing and Communication. This applies to all products (cups, balloons, giveaways, t-shirts, etc.), including those designed by students or student groups.



Minimum size of  
seal reproduction:  
**1 inch**



solid black



screened  
50% black



solid  
PMS #186

# Combining the Three Identity Marks

The wordmark may be combined with either the split-face gorilla or the seal.

The wordmark is usually centered below the split-face gorilla or the university seal or to the right.

The wordmark and logo are available in a number of configurations to accommodate a wide range of applications. Each configuration should be treated as one unit. The proportion and spacing of the elements should not be altered in any way. Other combinations may be acceptable in certain applications.

Please contact University Marketing and Communication for guidance in any use not shown here.

## Unacceptable use:

- The split-face gorilla and the seal should never be used together.
- The split-face gorilla with the words Pitt State Gorillas should never be used with the wordmark.



Pittsburg State  
University



Pittsburg State University™



Pittsburg State University™



Pittsburg State  
University



Pittsburg State  
University



# Secondary Split-Face Gorilla Logo

Follows the same usage guidelines as the Split-face Gorilla Logo.

## Unacceptable Split-Face Gorilla logo use:

- Do not flip or reverse colors – the darker color must **always** be on the left side.
- Do not create color variations, stretch or distort, delete or alter any elements
- Do not modify original shape
- The split-face gorilla cannot be modified in any way.



(to be used on a red or dark colored background only)

Secondary Split-Face Gorilla Logo minimum size: 3/4" tall



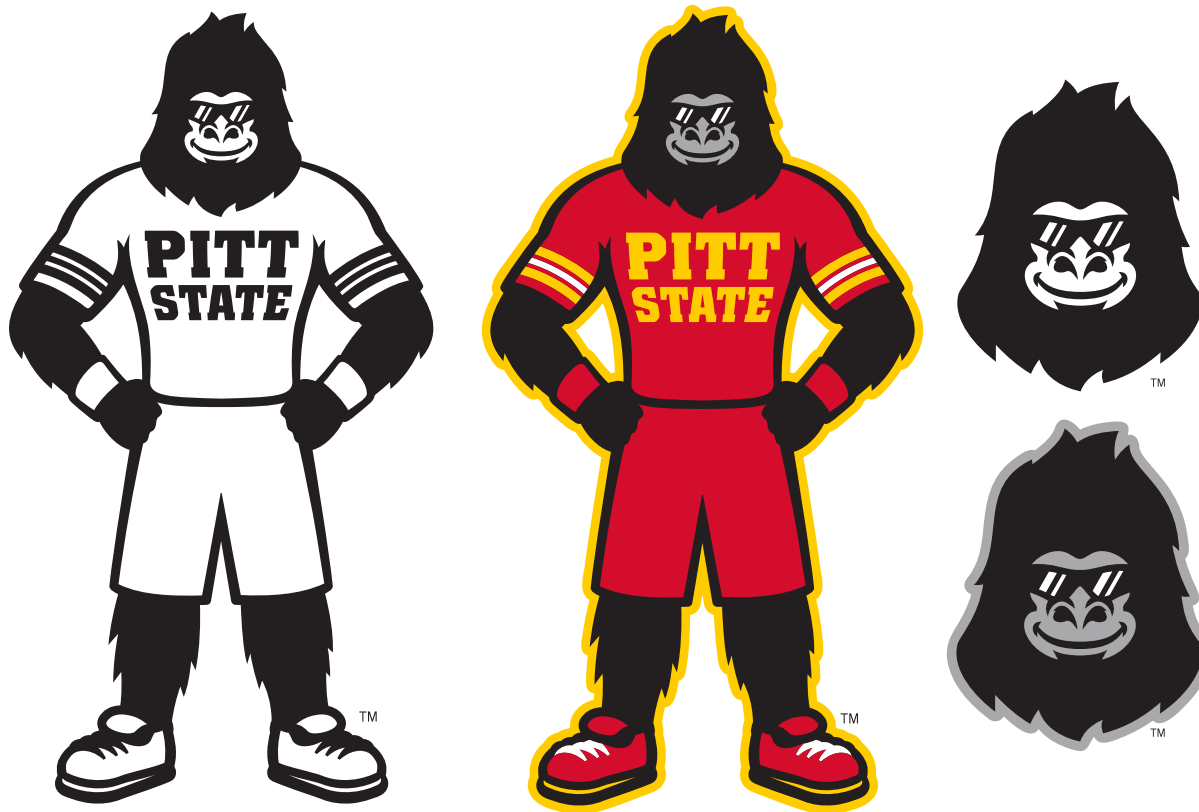
**APPROVAL  
REQUIRED**

Promotional items using university marks must be ordered through a licensed vendor or have prior written approval by University Marketing and Communication. This applies to all products (cups, balloons, giveaways, t-shirts, etc.), including those designed by students or student groups.

# Alternative Marks

## Youth Gus

The Youth Gus was created in 2013 specifically for children's items. It can only be used in reference to youth specific events or on items produced exclusively for children.  
This mark may not be used to replace the split-face gorilla in any application.



## Pitt State Script

The "Pitt State" script was created in 2013. It is primarily an athletics mark. This script should replace all items that formerly used the Brush Script font.



## Pitt Crew Logo

The Pitt Crew Logo is reserved for University Athletics use only and should **not** be used by any other department or entity.



# Historical Gorilla Logos

APPROVAL  
REQUIRED

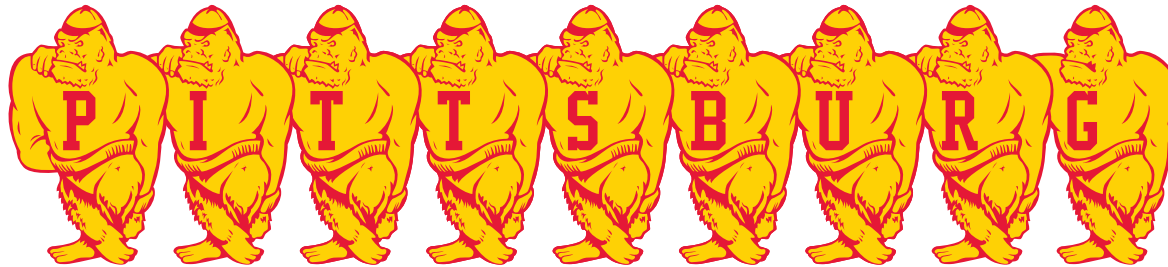
Earlier versions of the gorilla and university logos should be used only in historical reference.

The Office of University Marketing and Communication must approve the use of these images.

All images must include corresponding date of use or reference to historical reference such as 'vintage issue.'



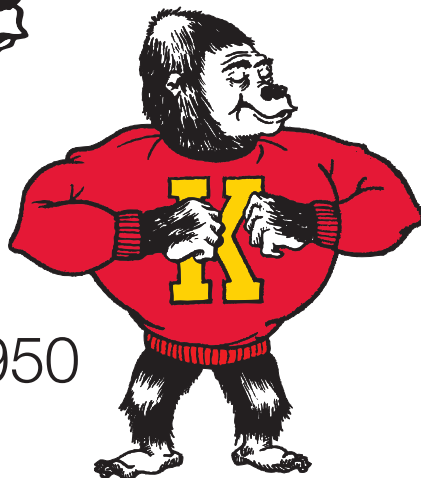
1923



1949



1950



1950



1956



1978

# Official Brand Colors

The official colors of Pittsburg State University are crimson and gold.

The Pantone Color Matching System colors are: PMS 186 (crimson) and PMS 116 (gold).

## PMS 186 (red)

CMYK.... C=0 M=100 Y=81 K=4

RGB ..... R=204 G=12 B=47

HEX ..... CC0C2F (web use)



PMS 186

## PMS 116 (gold)

CMYK.... C=0 M=16 Y=100 K=0

RGB ..... R=252 G=209 B=22

HEX ..... FCD116 (web use)



PMS 116

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## Co-Branding Marks

These brands have been approved for use and represent a complete departure from the core brand, establishing an independent identity.





# Student Use of Brand Materials

With prior approval from University Marketing and Communication, students may be granted limited use of the university's trademarks in communications.

All identity standards and policies apply.

APPROVAL  
REQUIRED

Products for resale or giveaway must be licensed through Learfield Licensing Partners and must be approved by University Marketing and Communication before commercial production. Student groups can be granted a student waiver, but they must still go through the registration process.

APPROVAL  
REQUIRED

Students working on class projects using any university mark must obtain the proper file at [pittstate.edu/marketing](http://pittstate.edu/marketing). University Marketing and Communication must approve all projects that include university marks.

## Student Organizations Use of Logos

APPROVAL  
REQUIRED

Official student groups registered with Campus Activities may use the university logo and wordmark in communication material to identify themselves with the university. All rules still apply to logo use, and approval by the University Brand Council must be granted before use.

Any athletic club must include the word “club” within their name and promotional material. (example: Pitt State Rugby Club)

# University Stationery

Official stationery provides programs and offices across the campus the opportunity to present a uniform and consistent university brand.

The university offers a number of design choices when it comes to ordering letterhead and envelopes. Two vendors, PSU Printing and Design Services and Pittcraft Printing, Inc., print all university stationery. Using only two printing vendors assures quality and consistency of the office letterhead and envelopes. All office and department stationery is printed on white paper. Other paper colors are allowed for special campaigns or mailings, but may not be used to create office stationery for day-to-day use.

A digital version of your letterhead can be created when you purchase printed copies. This copy is not intended to be printed on personal printers as color and quality can vary greatly. Any digital communication using the digital letterhead should be saved as a PDF or JPEG so it cannot be easily altered.

To order stationery, contact:

PSU Printing and Design Services  
106 Whitesitt Hall  
Pittsburg State University  
Pittsburg, KS 66762  
620-235-4427

or

Pittcraft Printing, Inc.  
112 E. Rose  
Pittsburg, KS 66762  
620-231-2600

## Letterhead

Upper left-hand corner includes the Pittsburg State University wordmark and may include the split-face gorilla or University Seal.

All contact information will be located on the upper right-hand corner.

### ACADEMIC

The college will be listed under the wordmark. The school or department will be listed under the college.

### NON-ACADEMIC

The office will be listed under the wordmark.

# Pittsburg State University

COLLEGE OF EDUCATION

Psychology and Counseling

206 Whitesitt Hall  
1701 South Broadway • Pittsburg, KS 66762  
620-235-4522 • 620-235-6102 (fax)  
psyc@pittstate.edu • pittstate.edu/psyc

All  
university  
stationery  
is printed  
on white  
paper.



## Pittsburg State University

COLLEGE OF EDUCATION

Psychology and Counseling

206 Whitesitt Hall  
1701 South Broadway • Pittsburg, KS 66762  
620-235-4522 • 620-235-6102 (fax)  
psyc@pittstate.edu • pittstate.edu/psyc



## Pittsburg State University

University Marketing and Communication

106 Russ Hall  
1701 South Broadway • Pittsburg, KS 66762  
620-235-4122 • 620-235-4125 (fax)  
mrkt@pittstate.edu • pittstate.edu



## Pittsburg State University

COLLEGE OF EDUCATION

Psychology and Counseling

206 Whitesitt Hall  
1701 South Broadway • Pittsburg, KS 66762  
620-235-4522 • 620-235-6102 (fax)  
psyc@pittstate.edu • pittstate.edu/psyc

# Envelopes

The wordmark will be located in the upper left-hand corner of the envelope and can include the split-face gorilla.

ACADEMIC: The college will be listed under the wordmark. The school or department will be listed under the college. NON-ACADEMIC: The office will be listed under the wordmark.

The address is flush left under the split-face gorilla. If using only the wordmark, the address is flush left with wordmark.



**Pittsburg State University**

COLLEGE OF EDUCATION

Psychology and Counseling

206 Whitesitt Hall  
1701 South Broadway  
Pittsburg, KS 66762

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**All University  
stationery is  
printed on  
white paper.**



**Pittsburg State University**

University Marketing and Communication

106 Whitesitt Hall  
1701 South Broadway  
Pittsburg, KS 66762

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**Pittsburg State University**

COLLEGE OF EDUCATION

Psychology and Counseling

206 Whitesitt Hall  
1701 South Broadway  
Pittsburg, KS 66762

# Business Cards

Official university business cards are printed through Printing and Design Services on campus. An established format for business cards is provided for university employees and students.

## Front:

**Option 1:** University Wordmark

**Option 2:** Split-face Gorilla

- College or division name
- Name and degree designation must use only one line
- Title appears below name
- Mobile phone number appears next to office phone number
- Website must be shortened by University Marketing and Communication
- No other elements may appear on business card front

## Back: (Optional)

Additional information for student recruitment purposes may be printed on back of business cards. Please contact University Marketing and Communication with any questions.



## Front Option 1: University Wordmark

## Front Option 2: Split-face Gorilla

**Pittsburg State University**  
OFFICE OF THE PROVOST


**Dr. Lynette J. Olson**  
Provost and Vice President for Academic Affairs

220 Russ Hall  
1701 S. Broadway • Pittsburg, KS 66762  
620-235-4104 • 620-235-4080 (fax)  
lolson@pittstate.edu  
www.pittstate.edu/office/provost

 **Pittsburg State University**  
COLLEGE OF TECHNOLOGY  
School of Construction

**James L. Otter, LS, LEED AP**  
Director

W223a KTC • 1701 S. Broadway • Pittsburg, KS 66762  
620-235-4349 • 620-235-6558 (fax)  
jlotter@pittstate.edu • www.pittstate.edu/construction

 **Pittsburg State University**  
Office of Admission

**Melinda Roelfs**  
Director

Student Welcoming Center, 107 Horace Mann  
1701 S. Broadway • Pittsburg, KS 66762  
620-235-4226 • 620-235-6003 (fax) • 1-800-854-PITT  
maroelfs@pittstate.edu • www.pittstate.edu

**Pittsburg State University**  
COLLEGE OF ARTS AND SCIENCES  
History, Philosophy and Social Sciences

**Stephen A. Harmon, Ph.D.**  
Professor

406B Russ Hall • 1701 S. Broadway • Pittsburg, KS 66762  
620-235-4314 • 620-235-4338 (fax)  
sharmon@pittstate.edu  
www.pittstate.edu/department/social-sciences

 **Pittsburg State University**  
Intercollegiate Athletics

**Jim Johnson**  
Director of Athletics

204 Weede • 1701 S. Broadway • Pittsburg, KS 66762  
620-235-4510 • 620-235-4661 (fax) • 620-555-5555 (cell)  
jjohnson@pittstate.edu  
www.pittstategorillas.com

 **Pittsburg State University**  
KELCE COLLEGE OF BUSINESS  
Management and Marketing

**Dr. Lynn M. Murraray**  
Chair and Associate Professor of Marketing

110c Kelce • 1701 S. Broadway • Pittsburg, KS 66762  
620-235-4586 • 620-235-4513 (fax)  
lmurray@pittstate.edu • www.pittstate.edu/mgmkt

## Student Business Cards

PSU students may purchase Student Business Cards. These cards have a fixed format and must include the word “STUDENT” or “GRADUATE STUDENT” in the lower right-hand corner.

**Pittsburg State University**  
COLLEGE OF ARTS AND SCIENCES

**Name of Current PSU Student**  
Area of Study

1701 S. Broadway  
Pittsburg, KS 66762  
620-XXX-XXXX  
student@pittstate.edu

**GRADUATE STUDENT** 

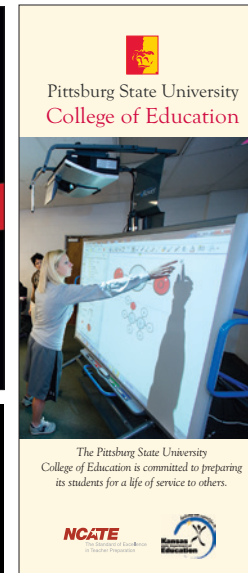
# Marketing & Advertising

**APPROVAL  
REQUIRED**

External and internal advertising including posters, outdoor materials, printed publications, online and broadcasts that will include graphic representation of the university and uses the university logos must be approved by University Marketing and Communication to ensure compliance with identity standards and brand messaging.

Submit all proposed advertising at least one week before publication to the Office of University of Marketing and Communication.

*NEED HELP? For assistance with and development of branded publications, presentations, displays, or advertising, please visit: [pittstate.edu/marketing](http://pittstate.edu/marketing).*





Pittsburg State University

# STUDY ABROAD

explore discover learn

Experience one of the best educations available... an international education.

**YOU BELONG**  
at Pittsburg State University

Pittsburg State University • Fall 2014

## Family & Consumer Sciences

# TODAY

### Making a difference in the world

*Dr. Duane Whitbeck*

This newsletter's theme is "Making a Difference in the World." Family and Consumer Sciences is a profession that is interconnected and networked with aspects at every level of society. Recently Carol Werhan, Troy Anderson, and I along with nine of our students attended the AAFCS National Conference in St. Louis. Last year five students attended the conference in Houston Texas. Each year Pittsburg State has one of the largest groups of students that attend the national conference and they come back energized about their profession and about the things they learned. Last year Holly Page and Denise Bertone engaged students from two interior design courses in addressing the issue of renovating a local school auditorium that was originally built in 1928 that was in need of major repair. Taking on such service learning opportunities helped to teach that a small group of interested, dedicated people can make a difference.

FCS is a discipline where we both work on prevention of problems through education as well as help to address needs through networking, collaboration and specific knowledge that will make a difference. We challenge you to share with others weekly what you do and what opportunities there are for the next generation who can make a difference in their world with a FCS related degree.

*Dr. Duane Whitbeck, chairperson*

A former faculty member, Chris Elliott gave a charge to new initiates of Phi Upsilon Omicron. It was titled, "Do your best and then make it better." She stated that "each individual should take our profession forward to heights that it has never seen. Open new doors and when you enter, take a marching band with you. Make sure your message is heard loud and strong. Let everyone you encounter know how important and how vital Family and Consumer Sciences is to our world. Yes, Do your best and then make it better." Recently I developed a course on Advocacy where students each identified an issue they want to develop an advocacy plan around. During the semester I shared my own plan as we went through the steps of gaining the necessary support for making a difference. Nothing happens in isolation and through the efforts of Dr. Carol Werhan, FCS Teacher Educator, and others at the state level, and NASAFCS we have worked on a project to get Family & Consumer Sciences Education recognized as a teacher shortage area. Currently there are so many openings that graduates have

*(see Difference, pg. 7)*

Family & Consumer Sciences is well represented at the AAFCS national conference in St. Louis in June 2014 with three faculty members and nine students. Three students co-presented a workshop with Dr. Duane Whitbeck, Dr. Carol Werhan and Troy Anderson each also gave presentations. Missing from the picture is faculty member Troy Anderson.

**FAMILY & CONSUMER SCIENCES**

# University Housing

**APPROVAL REQUIRED**

Promotional items using university marks must be ordered through a licensed vendor or have prior written approval by University Marketing and Communication. This applies to all products (cups, balloons, giveaways, t-shirts, etc.), including those designed by students or student groups.

Visit [pittstate.edu/marketing](http://pittstate.edu/marketing) for a list of vendors licensed to use Pitt State trademarks.





# Photography

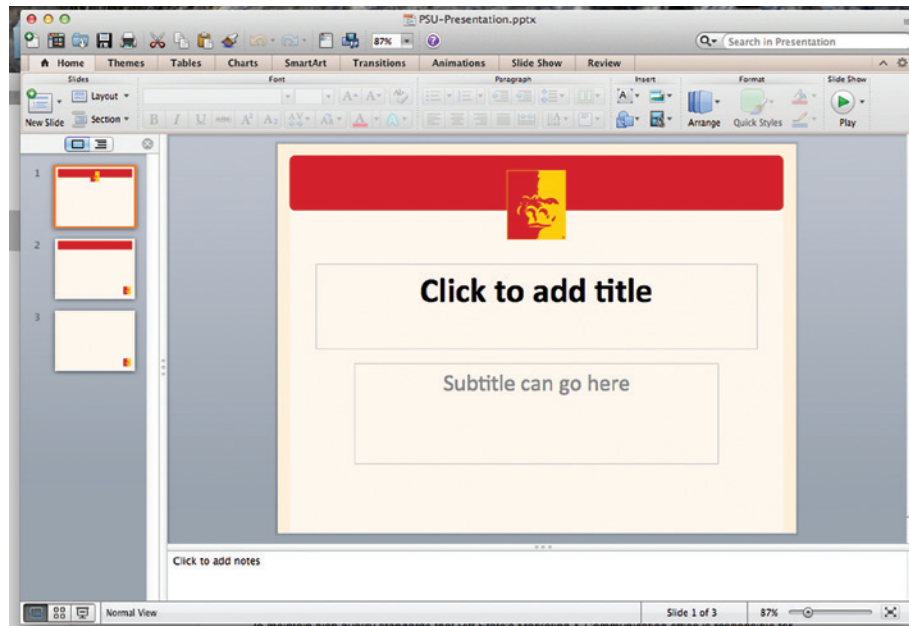
The university provides professional photography services to official university units for a small fee.

*To request a photo shoot or specific photographs, visit: [pittstate.edu/marketing](http://pittstate.edu/marketing)*



# PowerPoint Slides

University Marketing and Communication has made available several PSU branded PowerPoint slide backgrounds for members of the university community. Master slides are available at [pittstate.edu/marketing](http://pittstate.edu/marketing).



# Social Media

The social media team oversees the central social media pages for the university, helping all PSU constituents stay connected and up-to-date.

*For assistance with your social media needs, visit: [pittstate.edu/marketing](http://pittstate.edu/marketing)*





# The University Name

It is important to use an approved name when referring to the university. The legal name is Pittsburg State University and it should appear this way the first time the university is referenced in a document, including web pages. The preferred secondary reference is Pittsburg State. In addition to the formal name, there are acceptable informal names that can be used.

## Preferred:

Pittsburg State University  
Pittsburg State  
Pitt State  
PSU  
Pitt

## The following are **not acceptable** uses:

P.S.U.  
Pitt State U  
Pitt U  
Pittsburgh State University  
Pittsburg State U

## Acceptable use of the Mascot name should follow these guidelines:

Home of the Gorillas  
Gorilla Basketball  
Gorilla Debate  
Pittsburg State University Gorillas

# Protected University Names

Pittsburg State University  
Pittsburg State  
Gorilla Athletics  
Gorilla Nation  
Pitt State  
Pitt State Gorillas  
PSU  
Gorillas  
Pittsburg State University Gorillas  
Pitt State Football  
Gorilla Football  
Pitt State Basketball  
Gorilla Basketball  
Gorilla Women's Basketball

The above list is not all-inclusive. There may be additional protected uses of Pittsburg State's marks that are added after printing of this guide.

# Trademark Licensing

Any company seeking to market and/or manufacture products bearing the name, seal and other identifying marks of Pittsburg State University must obtain a license from the university to use such marks. These logos and wordmarks are protected trademarks of the university.

The licensing program protects our institution's good name and promotes the names, marks and logos of Pittsburg State University. The university has contracted Learfield Licensing Partners to aid in the administration, protection and marketing of the program.

## Learfield Licensing Partners

8900 Keystone Crossing, Suite 605

Indianapolis, IN 46240

phone: 317-669-0808 fax: 317-669-0810



Promotional items using university marks must be ordered through a licensed vendor or have prior written approval by University Marketing and Communication. This applies to all products (cups, balloons, giveaways, t-shirts, etc.), including those designed by students or student groups.

## Finding a licensed vendor:

Visit [pittstate.edu/marketing](http://pittstate.edu/marketing) for a list of vendors licensed to sell Pitt State merchandise.

## Getting a license:

Visit [learfieldlicensing.com](http://learfieldlicensing.com) for a step-by-step guide on getting licensed with Pittsburg State University.

For the most up-to-date Branding Identity Standards please visit [pittstate.edu/marketing](http://pittstate.edu/marketing).

# Pittsburg State University Stylebook

## Office of Marketing and Communication

Unless otherwise noted, Pittsburg State University adheres to the Associated Press Stylebook.

## A

### Academic Degrees

When necessary to establish a person's academic credentials, avoid using abbreviations. Instead, use bachelor's degree or bachelor's rather than B.A. or B.S.; master's degree or master's rather than M.A. or M.S.; doctoral degree or doctorate rather than Ph.D. or Ed.D. *Smith has a bachelor's degree in business administration.*

(See also Titles)

**Adviser**, not advisor

### Alma Mater

Capitalize when the reference is to the school song. *Let us join in singing the Alma Mater.* Lowercase when referring to one's school. *Pittsburg State University is my alma mater.*

### Alumnus, alumni, alumna, alumnae

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

### Alumni and Constituent Relations, Office of

The Office of Alumni and Constituent Relations, located in the Wilkinson Alumni Center, is responsible for building and nurturing relationships between Pittsburg State University and its alumni and constituents around the world.

### Alumni Association

The PSU Alumni Association represents PSU's more than 65,000 alumni and works closely with PSU's Office of Alumni and Constituent Relations. It has an elected board of directors.

### Apple Day

Commonly considered PSU's oldest tradition, the event, which is celebrated on the first Tuesday in March, commemorates a legislative appropriation in 1907 to fund the university's first permanent building (Russ Hall). Also known as Commemoration Day.

### Auxiliary Manual Training Normal School

(See Names)

## B

### Bicknell Family Center for the Arts

It is the Bicknell Family Center for the Arts on first reference, Bicknell Center thereafter.

### Boards, committees, commissions, task forces

Capitalize the full and formal name of advisory boards, committees, commissions, task forces. Lowercase shortened or descriptive names. The University Sustainability Committee, the Athletic Fee Council, the department's finance committee.

### Board of Regents, Kansas

On second reference: Board of Regents, regents or Kansas regents.

### Bradley School of Nursing, Irene Ransom

It is the Irene Ransom Bradley School of Nursing on first reference. On second reference, Bradley School of Nursing.

### Buildings

Capitalize the full name of campus buildings and sub units within buildings in all references. Russ Hall, Hughes Hall, Whitesitt Hall, Weede PE Building, John Lance Arena, Axe Library, Student Success Center. Lowercase shortened names on second reference such as Overman Student Center, student center; Carnie Smith Stadium, the stadium; Bryant Student Health Center, student health center.

## C

### Campuswide

### Centennial Bell, Centennial Bell Tower

Capitalize in all references.

### Chair

Not chairman, chairwoman or chairperson

### Colleges

The College of Arts and Sciences, the Kelce College of Business, the College of Education, the College of Technology.

### Commemoration Day (See Apple Day)

### Crossland Family University House

It is the Crossland Family University House on first reference, University House thereafter.

## D

### Dates

For clarity in news releases, always include the day of the week with the date. *Apple Day will be observed on Tuesday, March 7, 2017.*

## Department

Capitalize the formal name: Department of Art, Department of English, Department of Chemistry, but not the informal reference: art department, English department, chemistry department.

## Departments/programs/emphases/majors

Programs and emphases within departments are often mistakenly referred to as departments. Likewise, students will often say they are “majoring” in something that is actually an “emphasis” within a department.

Wrong: *Sue Smith is a senior pre-med major from Frontenac.*

Right: *Sue Smith is a senior biology major from Frontenac. She is in the pre-med program.*

Wrong: *Sue Smith graduated from PSU last spring with a bachelor's degree in diesel and heavy equipment.*

Right: *Sue Smith graduated from PSU last spring with a bachelor's degree in automotive technology, with an emphasis in diesel and heavy equipment.*

When in doubt, check the department website or refer to the academic program listing on the university website.

## Doctor, Dr.

Use Dr. in first reference only as a formal title before the name of someone who holds a doctor of dental surgery, doctor of medicine, doctor of optometry, doctor of osteopathic medicine, doctor of podiatric medicine, or doctor of veterinary medicine. *Dr. Jonas Salk*

## Dormitory

Residence Hall is preferred.

## E

**Emerita, emeritae (female);**

**emeritus, emeriti (male)**

Use professor emerita (plural professors emeritae) for a retired woman faculty member who retains her academic rank. Use professor emeritus (plural professors emeriti) for a retired male faculty member. Use professors emeriti for a group made up of both sexes.

## F

**Faculty**

In American usage, faculty is a collective noun. Therefore, one may be a member of the faculty, but cannot be “faculty.” He is a popular member of the faculty... Not: He is one of the most popular faculty on campus.

**Fiscal Year**

The university's fiscal year is July 1 to June 30. It is identified by the calendar year in which it ends. Fiscal year 2016 ended on June 30, 2016.

**Foreign students**

Use international students

**Foundation, PSU**

It is PSU Foundation, Inc., on first reference and the foundation on second reference.

## G

**Gorilla(s)**

Capitalize in all references to athletics teams, students and members of the university community. Historians trace the adoption of the Gorilla as the university's mascot to the 1920s. It was initially a less than flattering reference to a group of students whose goal was to boost enthusiasm at athletic contests.

**Gus, Gus Gorilla**

The name of PSU's mascot – always capitalized.

## H

**Hyphen**

Hyphenate inclusive dates and times 8-10 a.m., 8 a.m.-5 p.m., Aug. 15-18.

## K

**Kansas Polymer Research Center**

(KPRC second reference)

The research center is located in the Tyler Research Center.

**Kansas State College of Pittsburg**

(See Names)

**Kansas State Teachers College of Pittsburg**

(See Names)

**Kansas Technology Center**

It is the Kansas Technology Center on first reference and KTC thereafter.

**Kelce**

It is the Kelce College of Business or the Gladys A. Kelce College of Business.

**The L. Russell Kelce Planetarium** is located in Yates Hall.

**KRPS**

The university's public radio station, 89.9 FM.

## M

**Manual Training Normal School**

(See Names)

*continued*

## N

### Names

Pittsburg State University has had five names since its founding in 1903, each reflecting the institution's growth and changing mission.

Those are:

1903-1912 – State Manual Training Normal School Auxiliary

1913-1922 – State Manual Training Normal School

1923-1958 – Kansas State Teachers College of Pittsburg

1959-1976 – Kansas State College of Pittsburg

1977-Present – Pittsburg State University

## O

### Oval, the

The Oval is the common area bound by Russ Hall, Heckert-Wells Hall, Whitesitt Hall and Overman Student Center. Capitalize in all references.

### Overman Student Center

(See Student Center)

## P

### Pittsburg State University

On second reference, Pitt State, PSU or Pittsburg State. Never use Pitt State University.

### Plaster Center

It is the Robert W. Plaster Center on first reference, Plaster Center thereafter.

## R

### Room numbers

Do not use room before the number and building name when it is clear the reference is to a room number. *The lecture is in 109 Grubbs Hall.*

## S

### Schools

Schools are units within colleges: the School of Construction (College of Technology), the Irene Ransom Bradley School of Nursing (College of Arts and Sciences).

### State names and abbreviations

We follow A.P. (Associated Press) guidelines regarding state abbreviations. The U.S. Postal Code abbreviations should be used only with full addresses, including the Zip Code.

As a general rule, the names of all 50 states should be spelled out when used in the body of a story or other text, whether standing alone or in conjunction with a city. Abbreviations are acceptable in lists, tabular material and other short-forms.

Punctuation note – Place a comma between the city and state name and another comma after the state name, unless ending a sentence: *He lives in Lee's Summit, Missouri, and works in Overland Park, Kansas.*

EIGHT STATE NAMES ARE NEVER ABBREVIATED IN TEXT: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah.

FOLLOWING ARE THE STATE ABBREVIATIONS:

Alabama (Ala.), Arizona (Ariz.), Arkansas (Ark.), California (Calif.), Colorado (Colo.), Connecticut (Conn.), Delaware (Del.), Florida (Fla.), Georgia (Ga.), Illinois (Ill.), Indiana (Ind.), Kansas (Kan.), Kentucky (Ky.), Louisiana (La.), Maryland (Md.), Massachusetts (Mass.), Michigan (Mich.), Minnesota (Minn.), Mississippi (Miss.), Missouri (Mo.), Montana (Mont.), Nebraska (Neb.), Nevada (Nev.), New Hampshire (N.H.), New Jersey (N.J.), New Mexico (N.M.), New York (N.Y.), North Carolina

(N.C.), North Dakota (N.D.), Oklahoma (Okla.), Oregon (Ore.), Pennsylvania (Pa.), Rhode Island (R.I.), South Carolina (S.C.), South Dakota (S.D.), Tennessee (Tenn.), Vermont (Vt.), Virginia (Va.), Washington (Wash.), West Virginia (W.Va.), Wisconsin (Wis.), Wyoming (Wyo.)

### Student Center

Jack H. Overman Student Center or Overman Student Center on first reference, student center thereafter.

## T

### Theater, Theatre

Spell according to the official name when referring to an organization or location. *PSU Studio Theatre or Pitt State Theatre.* In all other cases use the American spelling, theater. *She studied theater as an undergraduate.*

### Titles

Capitalize titles appearing before a name and lowercase those after a name.

*President Steve Scott; Steve Scott, president of Pittsburg State University.*

Identify a faculty member by academic rank and department: *Paul Herring, associate professor of engineering technology. Associate Professor of Engineering Technology Paul Herring.*

When necessary to establish a person's credentials, use *Ph.D. Joe Smith, Ph.D., spoke about his research...*

Non-professorial titles of teaching faculty: Lecturers are lecturers in their subject: *Jane Doe, lecturer in psychology.* Instructors are instructors of something: *John Smith, instructor of dance.*

## U

Universitywide







Pittsburg State University  
University Marketing and Communication

August 2016