Guidelines
for Publications Produced in the
Office of the Vice Provost for Educational Equity
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Office of the Vice Provost for Educational Equity

Many of the units housed in Educational Equity produce a number of publications throughout the academic year. It is my hope that the information in this manual will help to ensure editorial quality and consistency in all of the materials produced in our units.

These guidelines were compiled in response to questions and matters that come up frequently with regard to our publications and procedures in Educational Equity. This document has been produced by our office in consultation with the Department of University Publications.

W. Terrell Jones
Vice Provost for Educational Equity
The Department of University Publications

The Department of University Publications is a unit of the Office of University Relations which reports to the Office of the President. University Publications is responsible for the University's image in print, graphic identity program, visual and editorial standards, and the quality of its print communications.

University Publications provides a number of important services. It serves as an advising center for any person or department that has questions or needs assistance with any matters pertaining to graphic identity, visual and editorial standards, print and Web guidelines, and producing publications. It advises the University's licensing program on the appropriate use of our registered marks and symbols by external agencies. It works with the Office of Physical Plant to ensure consistent University sign standards. It directs the University Editor Representative System and produces high-quality publications, Web sites, and marketing materials.

Jeff Hermann is the University Editor and director of University Publications. He oversees the University’s print communications and is responsible for the University’s image in print. He may be contacted for matters pertaining to the Department of University Publications, publications policies, or licensing. You may contact Jeff by e-mailing jth3@psu.edu or calling University Publications at 814-863-1870.

Visual and Editorial Standards Web Site

The Department of University Publications maintains the Web site University Visual and Editorial Standards as a resource for faculty and staff. You can access the site by visiting: www.publications.psu.edu, which includes:

—Information about producing publications and working with University Publications
—The University’s Editorial Manual of Style
—The University’s Visual Standards Manual
—The University’s Web Style Manual
—Information about signage, advertising, and merchandise
The University Editor Representative (U.Ed. Rep) System

The University Editor Representative System is a network of people who serve as deputies for the Department of University Publications to help manage the quality and consistency of the University’s publications. Every campus, college, and administrative unit has a U.Ed. Rep who is appointed by the administrative head (chancellor, dean, or vice president) of that unit.

The U.Ed. Rep System is instrumental because it:

— Reaches into all areas of the University
— Recognizes that our campuses and colleges each have their own “culture”
— Invests in the value of local representation through a U.Ed. Rep who works in that unit
— Provides faculty and staff with a “go to” person for publications matters

Karen Magnuson is the manager of the University Editor Representative System and assistant director of University Publications. She may be contacted for matters pertaining to the U.Ed. Rep System, the University’s graphic identity program, and the University’s visual and editorial standards. You may contact Karen by e-mailing kmh9@psu.edu or calling University Publications at 814-863-1870.

The Role of the University Editor Representative

U.Ed. Reps act as a point of contact on publications issues for their units on behalf of University Publications. Their primary responsibility is to oversee the publications activity in their units, provide guidance regarding the University’s visual and editorial standards, and provide direction on producing publications.

U.Ed. Reps:

— Are deputies of the Department of University Publications
— Are appointed by their campus, college, or division administrator
— Are strategic communicators helping to maintain the University’s visual and editorial standards
— Know the unit they represent and can work directly with the faculty and staff in that unit
Primary responsibilities include:

— Reviewing requests for proposed publications

— Serving as a gatekeeper
   Identifying publications that can be handled in the office
   Directing major image pieces, primary promotional pieces, recruitment, and
   fund-raising pieces to University Publications for production
   Channeling other pieces as appropriate to the Multimedia and Print Center,
   outside printers, or other agencies

— Reviewing copy for
   University editorial style
   Information, grammar, and punctuation
   Required University statements

— Reviewing design and layout to make sure that it
   Meets University visual standards
   Includes the University mark (logo) in good form

— Assigning U.Ed. numbers to publications that are approved for printing

The University Editor Representative (U.Ed. Rep) for Educational Equity

Eileen Williams has been a U.Ed. Rep for Educational Equity for ten years. Her
responsibilities include:

— Carrying out the duties outlined for U.Ed. Reps

— Understanding the University’s visual and editorial standards

— Reviewing and approving the promotional publications produced in Educational
  Equity

— Providing feedback to faculty and staff in Educational Equity regarding their
  publications

— Directing Educational Equity publications to University Publications when
  appropriate, e.g., recruitment pieces, major image pieces

— Assigning U.Ed. numbers as appropriate to Educational Equity publications
**Eileen** serves as a liaison for University Publications and as a publications resource for Educational Equity. It is important to contact **Eileen** in the early stages of developing a publication to make sure adequate review and approval time is allotted.

—Unit heads should review all draft publications before they are sent to **Eileen**.

—Please allow at least a two-week turnaround time for **Eileen** to review the draft of a publication.

—**Eileen** will automatically assign a U.Ed. number to your publication if it is being produced through University Publications.

—**Eileen**, as Educational Equity’s U.Ed. Rep., will give final approval on all publications.

Please call **Eileen Williams** if you have any questions about your publications. You may e-mail her at emj1@psu.edu, or call her at 814-865-5906. You also are welcome to contact University Publications at 814-863-1870 if you have questions about producing publications, University editorial style, or University visual standards.

**The Web and Publications Design Coordinator for Educational Equity**

**Mike Brahosky** is the Web and Publications Design Coordinator for Educational Equity. He is responsible for reviewing and finalizing the visual presentation of a unit’s print, Web, and electronic media publication prior to production, distribution, or external use.

—Unit heads should seek Mike’s assistance prior to producing print publications and/or electronic media design in an effort to maintain established Educational Equity and university design standards.

—**Mike** will review submitted publications and/or electronic media and reserves the right to modify, adjust, and/or alter the graphic appearance to meet Educational Equity and university design standards, unless the unit is working directly with the Department of University Publications.

The Web and Publications Design Coordinator will work in collaboration with the U.Ed. Rep., the Department of University Publications, and the units in Educational Equity to ensure the graphic quality and consistency of the unit's print and electronic communications.

You may contact **Mike Brahosky** at mab39@psu.edu or 814-865-1519.
Publications that Do/Do Not Require a U.Ed. Number

In general, publications that are used for promotional purposes should receive a U.Ed. number, which signifies that it meets the University’s visual and editorial standards.

Examples of promotional publications that must have a U.Ed. number include:

—Any publication used for recruitment purposes, or included along with other recruitment materials (including publications directed to undergraduate, graduate, faculty, and continuing and distance education audiences)

—Posters and flyers
—Newsletters, periodicals, and magazines
—Program and course guides
—Handbooks and catalogs
—Calendars of events
—Class schedules
—Fund-raising materials
—Programs and invitations for special or sponsored events
—Annual reports
—Maps
—Home pages for Web sites and promotional publications in electronic format

Publications that do not require a U.Ed. number include:

—Standard University stationery (letterhead, envelopes, and business cards)
—Materials produced for student clubs and organizations
—Classroom/instructional materials
—Forms
—Research papers
—Scholarly journals
—Internal memorandums
Correct Use of the University Name

*Penn State* is the communicative name for the University. All publications originating from Penn State should use the communicative name rather than the full name. The full name (The Pennsylvania State University) is reserved for formal documents, legal contracts, some mailing addresses, and form entries, such as the line, “Make checks payable to The Pennsylvania State University.” The full name also is used in the formal version of the statement of nondiscrimination. It may be used in some faculty listings and on formal certificates, if the originating department checks with the Department of University Publications first.

In text, the words *Penn State* are separate and both should be capitalized. Penn State may be referred to as *the University* on subsequent mention, but only if you are referring to the entire institution, not just a single campus, college, or other location. **It is not acceptable to call the University PSU or Penn State University.**

If the University mark (logo) appears on the cover of a publication, on a certificate, or on any other page that has words on it, the words *Penn State or The Pennsylvania State University* need not be used on the same page as part of a title, heading, or cover text. The mark serves as the identifier.

Required University Statements

All University publications (except formal invitations) must carry a form of the **Statement of Nondiscrimination** (Policy AD-42). In general, the complete (long) version of the statement should be used. However, in certain situations the short version may be used. Exceptions to the use of the complete version are to be made by the University Editor or designated representative.

**Complete (Long) Version of the Statement of Nondiscrimination:**
The Pennsylvania State University is committed to the policy that all persons shall have equal access to programs, facilities, admission, and employment without regard to personal characteristics not related to ability, performance, or qualifications as determined by University policy or by state or federal authorities. It is the policy of the University to maintain an academic and work environment free of discrimination, including harassment. The Pennsylvania State University prohibits discrimination and harassment against any person because of age, ancestry, color, disability or handicap, national origin, race, religious creed, sex, sexual orientation, gender identity or veteran status. Discrimination or harassment against faculty, staff, or students will not be tolerated at The Pennsylvania State University. Direct all inquiries regarding the nondiscrimination policy to the Affirmative Action Director, The Pennsylvania State University, 328 Boucke Building, University Park, PA 16802-5901; Te. 814-865-4700/V, 814-863-1150/TTY.
Short Version:
Penn State is committed to affirmative action, equal opportunity, and the diversity of its workforce.

The following ADA alternative-format statement must be included in all publications (except formal invitations), directly above the statement of nondiscrimination:

This publication is available in alternative media on request.

The following ADA accommodation statement must be included in any publication that describes a specific program or special event (except for formal invitations). It should be included in the section describing how to register for the program or how to locate further information.

Penn State encourages persons with disabilities to participate in its programs and activities. If you anticipate needing any type of accommodation or have questions about the physical access provided, please contact ______________ in advance of your visit.

(Note: A contact person’s name and telephone number should be provided in the statement where indicated.)

TRIO Grant Statement

TRIO programs must adhere to the following notice, which comes with their grant award:

SPECIAL CONDITIONS FOR DISCLOSING FEDERAL FUNDING IN PUBLIC ANNOUNCEMENTS

The recipient agrees that, when issuing statements, press releases, requests for proposals, bid solicitations, and other documents or announcements describing this project, the recipient will state clearly:

- the dollar amount of federal funds for the project;
- the percentage of the total cost of the project that will be financed with federal funds;
- the percentage and dollar amount of the total cost of the project that will be financed by nongovernmental sources.

Recipients must comply with these conditions under Public Law 105-78, Sec. 508.

Below is an example of a statement that a TRIO program could include in its brochure:
[Name of program] services are offered through a federal grant of $????? for fiscal year 2005–06 from the U.S. Department of Education, with facilities and administrative support provided by The Pennsylvania State University.

University Mark

The University mark is our corporate logo and the primary element of our graphic identity system. All University publications (newsletters, brochures, flyers, posters, certificates, invitations, etc.) must include the University mark. If your material is printed at the Multimedia and Print Center, they can insert the mark on your publications for you.

Samples of the mark can also be found by visiting the University’s Visual and Editorial Standards Web site at: www.publications.psu.edu. Click on the “Image Collection” link and then select the “University Mark” link.

If you have questions about the University mark or the University’s graphic identity system, contact Karen Magnuson in the Department of University Publications by e-mailing kmh9@psu.edu or calling 814-863-1870.

Logos and Individual Unit Identities

The University mark serves as our corporate logo and individual departments and units are restricted from developing and promoting themselves using their own logos. In line with our “No Logo” policy, departments and units should avoid:

• wrapping the name of the University around a unit name or symbol
• wrapping a department or program name around a picture or symbol

Departments and units may enhance their individual identities by establishing a graphic look or style that is used consistently across all their print and electronic materials. This usually includes consistent use of type fonts. It also may include consistent use of special graphic elements such as the color block that was developed for Educational Equity or the rainbow that is used by the Commission on Lesbian, Gay, Bisexual and Transgender Equity. It also may include a word mark—a distinctive type treatment—that is developed for the name of the department or unit. However, word marks must be designed or approved by University Publications.

When you have a situation that requires both the University and the logo(s) of another agency(s), you have to assess the relationship and role each one plays in delivery of the service or product. The size and position of the University mark with respect to the other logo(s) should help to communicate that relationship.

Questions about logos may be directed to Jeff Hermann (jth3@psu.edu) or Karen Magnuson (kmh9@psu.edu) in the Department of University Publications.
Recruitment Publications

Per University policy, all recruitment publications must be produced or approved by the Department of University Publications. This helps to ensure the quality and accuracy of the publication. The services of University Publications are free of charge, and a project coordinator will work with you to make sure the printed piece meets your needs as well as University standards. The time it takes to produce your publication will depend on the scope of the project, so please contact Publications in advance to discuss your needs and a tentative time line. Units may call Publications (863-1870) anytime to schedule a production meeting to discuss a job or to talk with a project manager about the process.

Certificates

Certificates presented to faculty, staff, students, etc., from Educational Equity must include the University mark. A draft should be sent to Eileen for review to ensure that it is in good order, both visually and editorially.

Internal Documents/Invitations

To be consistent with University guidelines for promotional publications, all invitations should include the University mark and the name of the sponsoring department or program. Size and placement of the mark will depend on each item, but in general, it should be featured in a key location, e.g., mark should be centered if text is centered.

It is not necessary for Eileen to review social and award recognition invitations in Educational Equity.

Letters from the Commission Chairs

Formal communications, both internal and external, should follow University publication guidelines. Please provide a draft copy of the communication to Educational Equity’s University Editor Representative, Eileen Williams, at least two days prior to mailing.
Online Publications

The Department of University Publications recommends that a University Editor Representative do an initial review of electronic publications, including home pages, before they are posted to the Web sites. Since these electronic publications can be revised or altered at any time, the University Editor representatives will review electronic publications and Web sites periodically.

University Stationery

University stationery, including letterhead, envelopes, mailing labels, and business cards, has a standard design consistent throughout all locations and departments of the University, and must be printed by Multimedia and Print Center (formerly Document Services). The print center maintains the official master formats for all of these materials and will format all orders accordingly.

Stationery can be ordered by visiting the Multimedia and Print Center Web site at www.multimediaprint.psu.edu/. Select the “Online Stationery” tab and follow the prompts.

The Multimedia and Print Center also maintains the stationery formats for all TRIO programs at the University, including Upward Bound, Upward Bound Math and Science Center, Talent Search, Student Support Services Program, Educational Talent Search Program (York), EOC Philadelphia, and EOC Southwestern Pennsylvania. The letterheads, envelopes, and business cards are formatted consistently and include the appropriate TRIO logo. To order TRIO stationery, contact Linda Lykens at the Multimedia and Print Center, 814-865-7544.

The use of computer-generated letterhead should be discontinued.

Printers, Agencies, and Advertising

All units are encouraged to use the Multimedia Print Center (MPC) (formerly Document Services) when possible.

Employment advertising can only be done through Human Resources (see Policy HR-33).

Promotional advertising is designed in consultation with the Office of Marketing and Advertising (see Policy AD-8).
Licensed Vendors/Promotional Merchandise

Any University department that purchases specialty/promotional merchandise must use a vendor who is licensed by Penn State. This pertains to all merchandise whether it is intended for sale or as a give-away item. Merchandise includes totes, pens, mugs, hats, clothing, bags, portfolios, key chains, luggage tags, etc.

A list of local licensees may be obtained by contacting Maureen Riedel, director of the University’s licensing program, at mee11@psu.edu or 814-865-3905.

All designs for promotional merchandise produced by the units in Educational Equity should be reviewed by the U.Ed. Rep. Please send your designs to Eileen Williams before they are sent to a vendor.
Publications Review Form

University policy requires that once your publication has been published, three copies of the publication should be sent to Eileen as the University Editor Representative for Educational Equity. A completed copy of the “Publications Review Form” (see below) should accompany the copies.

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**Office of the Vice Provost for Educational Equity**

**PUBLICATIONS REVIEW FORM**

| U.Ed. Number: | OVP 05-???
| Publication Title: |
| Office Initiating Publication: |
| Purpose: |
| Audience: |
| Total Number Published: |
| Frequency: |
| Total Cost: |
| Vendor: |
| Distribution: _____Campus Mail _____U.S. Mail _____Web |

Please complete and return this form with three copies of the publication to:
Eileen Williams, 313 Old Main, University Park, PA 16802
This publication is available in alternative media on request.
The Pennsylvania State University is committed to the policy that all persons shall have equal access to programs, facilities, admission, and employment without regard to personal characteristics not related to ability, performance, or qualifications as determined by University policy or by state or federal authorities. It is the policy of the University to maintain an academic and work environment free of discrimination, including harassment. The Pennsylvania State University prohibits discrimination and harassment against any person because of age, ancestry, color, disability or handicap, genetic information, national origin, race, religious creed, sex, sexual orientation, gender identity, or veteran status and retaliation due to the reporting of discrimination or harassment. Discrimination, harassment, or retaliation against faculty, staff, or students will not be tolerated at The Pennsylvania State University. Direct all inquiries regarding the nondiscrimination policy to the Affirmative Action Director, The Pennsylvania State University, 328 Boucke Building, University Park, PA 16802-5901; Tel 814-865-4700/V, 814-863-1150/TTY.

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