

## Editorial and Creative Services

Editorial and Creative Services (ECS) works with a wide range of UNH offices on strategic communications in support of student recruitment, University advancement, and research. ECS is committed to the consistent application of approved graphic identity standards, i.e., those design and writing standards that enable us to educate our publics about the one-of-a-kind place called UNH. These standards are now available on the Web at **[www.unh.edu/creative](http://www.unh.edu/creative)**.

If you have questions about using approved graphic identity on your own projects, please contact us at Editorial and Creative Services (ECS):  
(603) 862-1460 or e-mail [Editorial.CreativeServices@unh.edu](mailto:Editorial.CreativeServices@unh.edu).

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# Working with ECS

## Planning and Process

After we receive your job request form we will set up a preliminary meeting with the Editorial and Creative Services (ECS) staff. An editor and a designer will meet with you and guide your thinking as you consider how to communicate your message. Be ready to discuss the following:

- Who is your primary audience?
- What is your central message?
- What action do you want to result from your message?
- When will you distribute your publication?
- When will you distribute your message?
- What is your budget for the project?
- How will you measure your success?

## Costs

Editorial and design services are offered free of charge. ECS recoups only out-of-pocket costs. Such costs may include photography, printing, technical Web development, and associated distribution. Design and editing decisions are based on your budgetary considerations and limitations.

When the estimated cost exceeds \$35,000, University System policy requires that we work with UNH Purchasing to get competitive quotes on production costs. Bidding takes a minimum of three weeks, so it is important to see us early on large projects.

## Schedules

The best way to produce a quality publication is to build adequate time into your schedule. As you plan your project, keep in mind your deadline for completion. Working backward from this deadline, we will set up a schedule that includes stages for conceptualization, writing or editing, design, proofing by the client, photography, and production.

## Distribution

Your distribution strategy helps determine the look, feel, quantity, and cost of your project. For print projects, knowing the quantity enables the printer to order the right amount of paper for the job. At any mailing house, including UNH Mail Services, the mailing labels need to be readied in advance of the publication. For Web projects, e-mails lists must be readied and methods for building e-mail lists must be part of the distribution strategy.

If you have questions about your stationery and/or business cards, please contact us at (603) 862-1460 or e-mail [Editorial.CreativeServices@unh.edu](mailto:Editorial.CreativeServices@unh.edu).

## Graphic Identity

A consistent graphic identity is a key component of communicating the University of New Hampshire's brand.

All University of New Hampshire materials, whether printed or digital, must display the wordmark, properly.

The wordmark should be legible. Check for color accuracy.

The wordmark should be treated respectfully. Do not adapt it to illustrations or other logos.

Details regarding appropriate formats for print, Web, stationery, and business cards are available on this site. The quality of your communication depends on choosing the right format. A print download will not work properly for the Web and vice versa. Designated color and fonts choices follow this reasoning as well.

ECS has provided downloads for print and Web in four formats—Pantone, white, CMYK, and black and white—for all versions of our logos.

### The University Seal

The University seal is not available for download for either print or Web communications. It is reserved for use by the University President. Permission to use the seal must be made through Editorial and Creative Services.

### Athletics

In February of 1926, the New Hampshire Wildcat was chosen as the official college mascot. Prized for its “on-field” aggression, the Wildcat was redesigned in 2001. It is now the official logo for the Department of Athletics at the University of New Hampshire.

Athletics is the only department within the University that has been permitted to develop its own graphic identity program—complete with a copyrighted wordmark, family of logos, and unique color palette. Proceeds from the licensing of these logos and wordmark benefit athletic scholarships and may only be used by Athletics. These logos and wordmark may be used only by offices within athletics.

Athletics marks may not be used in conjunction with the University marks.

If you have any questions about the Department of Athletics graphic identity program, please call (603) 862-4677.

If you're unsure about which version of the wordmark to use or need to create one for your department or organization, please contact us at Editorial and Creative Services (ECS): (603) 862-1460 or e-mail [Editorial.CreativeServices@unh.edu](mailto:Editorial.CreativeServices@unh.edu). We will be happy to help you.

### Downloads

Wordmarks for the schools and colleges and many departments appear below and may be accessed here. If you do not find your department here, please contact Editorial and Creative Services. We will be happy to assist you.

You may need to install Stuffit Expander (Macintosh) or WinZip (Windows) to extract the files.

The package contains EPS files in the following versions: CMYK blue (for 4-color printing); PMS 288 blue (for spot color); black; and white.

# Graphic Identity in Print

## The UNH Wordmarks

There are several approved versions of the UNH wordmark for print publications. These are designed to afford maximum flexibility for print publications. Their use is mandatory for all University publications.

When resizing the wordmark or any other downloadable graphic e.g., the logo, it is critical that it be resized proportionately. Use the shift key when drag-sizing (this applies to both Macs and PCs) or use equal percentages when using a scaling tool. Otherwise the image will distort.

There are no variations permitted to the UNH wordmarks. Visit downloads to access all approved UNH wordmarks. If you cannot find your department, please contact Editorial and Creative Services. We will be happy to assist you. If you're unsure about which version of the wordmark to use, please contact us at Editorial and Creative Services (ECS): (603) 862-1460 or e-mail [Editorial.CreativeServices@unh.edu](mailto:Editorial.CreativeServices@unh.edu).



## Color Palette for Print

The University's primary colors are Pantone 288 (blue), black, and Pantone 429 (gray). The University logo and wordmark should be printed in blue or black, or be reversed out (white) of your predominant color.

University colors are based on the Pantone Matching System (PMS). Pantone colors are provided for coated and uncoated paper. Also provided are four-color process ink formulas (CMYK), color digital display values (RGB), and hexadecimal values for the Web.

The colors of the secondary palette have been selected to complement the primary colors. These are the colors to use when designing your materials.

If you're unsure about which color system to use, please contact us at Editorial and Creative Services (ECS): (603) 862-1460 or e-mail [Editorial.CreativeServices@unh.edu](mailto:Editorial.CreativeServices@unh.edu).

### PRIMARY PALETTE



PANTONE 288



PANTONE BLACK



PANTONE 429

### COMPATIBLE PALETTE



PANTONE 625



PANTONE 577



PANTONE 659



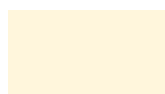
PANTONE 129



PANTONE 484



PANTONE 159



PANTONE 7499



PANTONE 463



PANTONE 7541

## Family of Fonts for Print

The UNH font families are Adobe Garamond, Minion, Myriad, Gill Sans, and Trajan. Use of these fonts supports a unified look and feel across the University's print communications.

### *Serif fonts*

Adobe Garamond and Minion are the standard fonts used by the University for promotional materials ranging from booklets to business cards, posters to PowerPoint presentations. Minion is similar in appearance to Garamond; however, Minion is more compact and may be useful where space is at a premium.

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890  
ADOBE GARAMOND

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890  
MINION

### *Sans Serif fonts*

Myriad and Gill Sans are used by the University as secondary fonts in applications such as major brochures, catalogs, and newsletters where a diversity of type style is required. Myriad offers a more condensed alternative to Gill Sans—though the two fonts are similar in appearance and effect.

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890  
MYRIAD

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890  
GILL SANS

### *Display font*

Trajan is the display font used in the University's wordmark.

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890  
TRAJAN

## Graphic Identity for Stationery and Business Cards

Official UNH stationery and business cards must be ordered through Printing Services by calling (603) 862-0537.

University policy requires that all University offices and departments use the standard stationery formats available. The office or department name, location, and telephone number are generally included, along with the University's wordmark and logo. All stationery needs can be handled by Printing Services. If there is a format question about your job, Printing Services will refer you to Editorial and Creative Services.

The current paper standard for University stationery is 24 lb. Strathmore Writing, laid finish, white, printed in University blue (PMS 288). Printing Services can supply an approved list of optional paper stocks and comparative prices for recycled and recyclable papers.

If you have questions about your stationery and/or business cards, please contact us at Editorial and Creative Services (ECS): (603) 862-1460 or e-mail [Editorial.CreativeServices@unh.edu](mailto:Editorial.CreativeServices@unh.edu).

### Business Cards

Business cards must follow the graphic identity guidelines. As with other stationery items, Printing Services will work within the guidelines to accommodate your specific needs. One note of caution: please attempt to include only primary contact points on your business cards. With mobile phones, Web sites, e-mail, and fax the norm rather than the exception, cards become increasingly busy. Also, keep your message to one side only. As cards are typically placed in rolodex-type files, material on the reverse goes unseen.

In accordance with University policy, the logo and wordmark must be used on all stationery items (letterhead, envelopes, business cards), as well as on all advertisements. The logo and wordmark must also be used on all signage. Their use is also strongly recommended in all slide or multimedia presentations, videos, and Web pages.



OPTION 1



OPTION 2



OPTION 3

## Stationery and Business Cards within the University

### *Colleges, schools, and departments*

The University of New Hampshire comprises seven colleges and schools. Each has its own distinct identity, but is also part of the University's identity. The University and its academic divisions depend on one another for their success and reputation.

University policy requires that all UNH schools and colleges use the standard stationery formats available through Printing Services. The office or department name, location, and telephone number are generally included, along with the University's wordmark and logo. Student business cards are also available. Most stationery needs can be handled by Printing Services.

### *Stationery and Business Cards for Cooperative Extension*

As a major outreach arm of the University, Cooperative Extension has a presence in all 10 New Hampshire counties. The wide-ranging work of Cooperative Extension staff and their volunteer colleagues offers a powerful reminder of the University's impact on the state's citizens.

University policy requires that all Cooperative Extension offices use the standard stationery formats available through Printing Services. The county name, office location, and telephone number are generally included, along with the University's wordmark and logo. Most stationery needs can be handled by Printing Services.



### *Stationery and Business Cards for Institutes and Partners*

University policy requires that all units within UNH as well as external partners use the standard stationery formats available through Printing Services when representing the University.

All secondary logos are to be subordinate to the UNH logo and wordmark in both size and placement. Secondary logos either representing research and service entities within UNH, or external partners must not compete visually with the UNH logo and wordmark. Maintain proper distance between the UNH and secondary logo. Doing so will call attention to the secondary brand without diminishing the impact of its association with the University of New Hampshire.



## Graphic Identity on the Web

The UNH Web site is complex. Visitors know they are at an official University of New Hampshire site when the school, college, department, or organization's information appears below its UNH-approved masthead.

### Masthead Specifications

The University logo and wordmark must be featured prominently in the upper left portion of the masthead. The sub-entity name should appear in Myriad Bold or Verdana type below the wordmark. The type size of the sub-entity name is not to exceed 30 pixels in height (may be smaller). Acceptable colors for the masthead are Blue (000066) with white (ffffff) lettering, or white (ffffff) with blue (000066) lettering.

Additional illustrative elements are allowed provided that they are limited to the right third of the masthead and do not visually compete with the wordmark and logo. They must be approved by Editorial and Creative Services.

Web sites designed prior to January 2009 may be exempt from these guidelines until they are redesigned in the future. Before beginning a redesign, please contact us at Editorial and Creative Services: (603) 862-1460 or e-mail [Editorial.CreativeServices@unh.edu](mailto:Editorial.CreativeServices@unh.edu).

### Variations

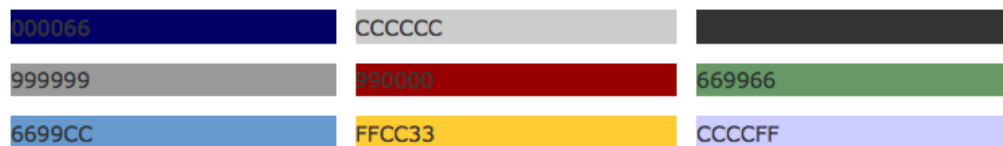
There are no variations. The logo and wordmark must not be stretched, shortened, or otherwise altered in any way.

### Color

The official University blue for the Web is #000066. Use of Web safe colors is strongly recommended. Web safe colors look the same on every browser. Provided are some suggestions for color palettes that work well with the UNH blue and are Web safe.

#### *Primary Colors*

May be used in larger blocks. Also may be used for navigation below the masthead and horizontal nav bar.



#### *Suggested Accent Colors*

Other colors may also be used in small quantities.



## **Family of Fonts for the Web**

The UNH font families are Arial and Verdana for body text; Georgia is used for headlines. Other fonts may be used, but the UNH family of fonts should be set as the default. Use of these fonts supports a unified look and feel across the University's online communications.

### ***Type Size***

The University recommends the use of the scalable em unit for font sizes wherever possible. When used with fonts on the Web, an em unit is used to measure fonts in relation to the specified browser font size.

Font sizes will be proportional to the specified font in a browser's preferences, which is controlled by the user and is adjustable by the user. For example, 1 em is 100 percent of the specified font. This will account for sight-impaired users who need to set their font sizes larger than most.

## **Photography and Video on the Web**

The Web is a highly visual medium in which text and images work together to attract and hold viewers' attention. Scanners and digital cameras have made it easy to upload images to Web sites. Photographs must be vivid and of high quality. Otherwise, they don't belong online. Today, technology has also made posting of video relatively simple. As with photography, any video clips must be of the highest quality. If not, they should not be included in your Web page.

## **Keeping Your Pages Updated**

Owners/administrators of Web sites hosted on the UNH server and those affiliated with the University of New Hampshire and hosted elsewhere are responsible for keeping their pages updated and accurate. Web sites must be reviewed by the owner or administrator every six months to ensure the accuracy and relevance of the content displayed. Out of date pages must be deleted or archived. Web sites that have not been updated within 18 months will be archived. These sites will not be searchable.

## **Advertising**

Advertising from groups not affiliated with the university is not allowed on UNH Web pages without the permission of Editorial and Creative Services.

## Editorial Style Guide

Consistency of editorial style and design strengthens the identity of an institution's published materials, online and in print. Following a consistent style lets the writer concentrate on delivering the best content and messages to the reader. The editorial style manual for the University of New Hampshire's print and electronic marketing materials is based on *The Chicago Manual of Style* (15TH edition). These Web pages summarize rules covering some of the more frequently encountered style issues. For other style questions, please refer to the *Chicago Manual* or its easy-to-use Q & A site.

*Note: News releases and media relations communications are based on the Associated Press Stylebook. UNH Media Relations can provide additional information about their services.*

### UNH Affirmative Action Statement

***For employment ads:***

An AA/EOE institution.

***For posters:***

The University of New Hampshire is an equal opportunity educator and employer.

***For brochures:***

The University of New Hampshire is a public institution with a long-standing commitment to equal opportunity for all. It does not discriminate on the basis of race, color, religion, sex, national origin, age, sexual orientation, gender identity or expression, veteran's status, disability, or marital status in admission or access to, or treatment or employment in, its programs or activities.

***For most publications, please also add the ADA statement:***

This publication is available in alternative media by request.

***For graduate programs, please add:***

Women and minorities are encouraged to apply.

***For admissions applications and bulletins:***

The University of New Hampshire is a public institution with a long-standing commitment to equal opportunity for all. It does not discriminate on the basis of race, color, religion, sex, national origin, age, sexual orientation, gender identity or expression, veteran's status, disability, or marital status, in admission or access to, or treatment or employment in, its programs, services, or activities.

Inquiries regarding discriminatory harassment (including sexual harassment) should be directed to Donna Marie Sorrentino, Director of Affirmative Action and Equity, Room 305 Thompson Hall, 105 Main Street, Durham, N.H. 03824, phone (603) 862-2930 (Voice/TTY), fax (603) 862-2936, or to the Regional Director, Office for Civil Rights, U.S. Department of Education, 33 Arch Street, Suite 900, Boston, MA 02110-1491.

There are various grievance procedures to provide for the resolution of complaints under this policy. Information may be obtained at the Affirmative Action and Equity Office, or e-mail [affirmaction.equity@unh.edu](mailto:affirmaction.equity@unh.edu).

***Note:*** For catalogs, there are also two paragraphs that must follow this one, concerning loan and employment requirements and the fact that we can't be sued for changes in the schedule and so forth. For the long version of the University's affirmative action statement, go to <http://www.unh.edu/undergrad-catalog/general.cfm?id=2>. Updated September 2009.

## Capitalization

For titles, use lowercase except when preceding a name or when used in a mailing address.

President Mark W. Huddleston; Mark W. Huddleston, president of the University of New Hampshire; the president. Dean Barbara Arrington; Barbara Arrington, dean of the College of Health and Human Services; the dean. Assistant Professor Thomas Payne; Thomas Payne, assistant professor of English; the assistant professor.

For unit names, capitalize full references and lowercase subsequent alternative references. College of Engineering and Physical Sciences; the college. Department of Physics; the department, the physics department. Dimond Library; the library. Exceptions to this title rule: University of New Hampshire; the University.

When referring to the academic year, fall semester, spring semester, and summer session are lowercase, as are first-year student (freshman), sophomore, junior, and senior.

Academic degrees are lowercase when spelled out: baccalaureate degree, bachelor's degree, bachelor of arts; master's degree, master of science; doctoral degree, doctorate, doctor of philosophy, etc. Note the plural form: bachelor's degrees; master's degrees; doctoral degrees.

Academic degrees are abbreviated with periods and closed up: B.A., B.S., M.A., M.S., Ph.D., D.Ed., M.D., etc. Plural form: B.A.'s, B.S.'s, M.A.'s, M.S.'s, Ph.D.'s, D.Ed.'s. (*The 15<sup>TH</sup> edition of the Chicago Manual allows for degrees without periods. However, the University's catalogs retain the periods.*)

Names of majors, minors, concentrations, and programs are lowercase within text.

Lowercase "fax" and "e-mail" in text. In listings, lowercase when the word follows the number; uppercase it when it precedes the number. Fax: (603) 862-1188; (603) 862-1188 is the fax number. E-mail: abc@unh.edu; send e-mail to abc@unh.edu.

Lowercase the compass directions north, south, east, and west (including northern, southern, eastern, and western) when not part of a proper name. Capitalize in reference to a proper name or region. The Northeast, but northeastern.

## Miscellaneous

When describing the University, use the University of New Hampshire as the first reference in the text. Subsequent references should be the University or UNH. Avoid using the acronym UNH on the cover or title page.

University of New Hampshire at Manchester. UNH Manchester.

Full-time, half-time, and part-time are hyphenated when they precede a noun. E.g., "It's a part-time position."

The plural of datum is data. It requires a plural verb.

Use "more than" rather than "over" with numerals: "Enrollment is more than 14,000 students."

## Numbers

Numbers below 10 are spelled out in nonscientific text. The exceptions are percents, semester hours, and grade-point averages: 10 percent, 125 semester hours, 3.5 grade-point average, unless the number begins a sentence.

Treat numbers alike in a sentence if they refer to the same thing: "The class of 150 students was separated into smaller groups of 15 students each."

Always spell out numbers at the beginning of a sentence or reword the sentence to avoid spelling out a large number.

Spell out ordinal numbers in text: e.g., first, second, third—not 1ST, 2ND, 3RD.

For numbers of four digits or larger, use a comma: 1,500; 35,000. Very large numbers should be expressed with a figure and word: 450 million. Exceptions are dates, temperatures, and SAT scores.

Spell out references to money under 100 and put in figures for references to 100 and more: “The ticket will cost five dollars.” In text referring to registration or conference fees, use figures and the dollar sign because these are easier to read: “Conference materials and lunch are covered in the \$275 registration fee.”

Fractional amounts higher than one dollar are set in figures: “The course notes cost \$15.95.” But whole dollar amounts use .00 only when in a sentence with a dollar/fraction amount: “The registration fee is \$75.50 if you are staying on campus, but \$55.00 if you stay off campus.”

Decimals and fractions are set in figures, although in some cases, a fraction may be spelled out: “The professor covered about two-thirds of the chapter during the class.” Note that hyphens are used when spelling out fractions.

Figures plus a.m. or p.m. (lowercase with periods) are used to designate time in both text and schedules for ease of reading. “The lecture begins at 10:30 a.m. Lunch is at noon.” If the text is a formal invitation, small caps are often used for AM and PM, periods are unnecessary.

The plurals of numbers are formed by adding an “s”: 5s, 20s, 1980s.

Spell out references to centuries and decades: fifteenth century, the sixties. (*See the Chicago Manual for more detail.*)

Telephone numbers are written with parenthesis: (603) 862-1460.

## **Punctuation**

Use a comma before “and” and “or” in a series: “Entering students usually take English, mathematics, and a foreign language.”

Do not use a comma before Jr., Sr., II, III, IV, etc.: “Donald A. Dawson III presented the guest lecture.”

Dates are punctuated day, month, year: “May 24, 2008, was the date of Commencement.” If using only the month and year, there is no comma: “Commencement was in held in May 2008.”

Quotation marks are placed outside commas and periods and inside semicolons and colons.

Question marks and exclamation points are placed inside quotation marks if they are part of the quote and outside if they are not.

Items placed inside quotation marks include article titles, direct quotes, parts of books, song titles, short poems, and television and radio programs.

Italics are used for book titles, periodicals, newspapers, pamphlets, movie titles, television series, works of art, operas, and other long musical compositions.

Acronyms should be all caps, no periods, closed up: GPA, ID cards.

## Spelling

Consult *Webster's New Collegiate Dictionary* for spelling and word breaks. American spellings are preferred over British.

Adviser, not advisor

Alumna/alumnae; alumnus/alumni

Catalog, not catalogue

Computer terms: database, data file, debug, hard copy, input, log on, online

Coursework, not course work

E-mail, not email

Emerita/emeritae; emeritus/emeriti

Curriculum vitae (singular); curricula vitae (plural); vita (informal)

Ex-officio, with a hyphen

Fund raising when used as a noun; fund-raising when used as an adjective

Grade-point average, GPA

In-depth, in-service when used as an adjective before the noun

Login, not log in

Multicampus

Noncredit, not non-credit

Nondegree, not non-degree

Nonprofit, not non-profit

Online, not on-line

Percent, not per cent

University-wide but campuswide, citywide, nationwide, statewide

World Wide Web, Web site, homepage, Internet, Webmaster