Although there is no official policy mandating the use of the Office of Communications for the design of university publications, it is the university's goal that its publications maintain certain stylistic standards. Such standards ensure that the university's public identity will be consistent, even when materials are designed by an outside agency or by an individual in a department other than publications.

What follows are the stylistic guidelines deemed most critical. Wherever possible, we have included examples that conform to Brandeis University standards, as well as usage that should be avoided.
Visual Identity Guidelines
Key Components of the Visual Identity

The Brandeis University logotype, in its most official and complete form, consists of the words Brandeis University and the Brandeis seal.

The specifications for the appearance of the official logotype are detailed on this and the following seven pages.

Except in the most formal materials, such as stationery, business cards, Commencement materials, and the like, the name portion of the logo may appear without the seal.

Brandeis University

<table>
<thead>
<tr>
<th>Bauer Bodoni, Roman</th>
<th>InDesign</th>
<th>Quark</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kerned optically</td>
<td>The tracking value should equal -40% of the point size of the logotype. For example, the logotype size above is 60 points, and the tracking value is set at -24.</td>
<td>The tracking value should equal as closely as possible -8% of the point size of the logotype. For example, the logotype size above is 60 points, and the tracking value is set at -5.</td>
</tr>
<tr>
<td>Letter spacing/tracking set at the values shown at right</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The university seal does not have to appear on every publication and poster. It is used primarily for official materials such as the stationery, business cards, Commencement materials, and other such “formal” pieces.
Whenever possible, but especially when it appears on covers, posters or in headlines, the name Brandeis University should be written as the logotype, usually without the seal. This does not apply when the university name appears in normal body text.

Pantone 294 is the official color of Brandeis University. On most formal materials, the logotype should be printed in the official color.
Brandeis University should be written with initial capitals only, never all capitals, and the two words may be combined only as shown below.

X equals the point size of the logotype.

No other words, symbols or crowding design elements may come within X of the logotype. Anything that detracts from the logotype's visibility must be avoided.

The university logotype is usually written out in full.

The university logotype may be written as one line or two. When written as two, alignment must be as shown with no line spacing.

It is permissible to drop the word university from the logotype when design purposes warrant.
Never use all caps.

Never use all lowercase.

Never use italics or skew the shape.

Never alter the proportion.

Never use letterspacing other than what is specified on page 4.

Never use alignment other than what is specified on page 6.
Never move the letterforms outside of their normal position.

Never add components like drop shadows.

Never superimpose the logotype on the seal or any other image.

Never substitute another typeface or typestyle for the Bauer Bodoni, Roman specified for the logotype.

Never add a border to the logotype.

Never apply 3D, outline, or other effects to the logotype.
Never use the logotype in a color that does not stand out strongly from its background.

Never present the logotype within a shape.

Never apply the logotype to complex backgrounds or those on which the logotype does not stand out.

Never use low resolution electronic files of the logotype.

Never abbreviate the word university in the logotype.
When used, the seal of the university must appear in a color that stands out clearly from its background. Under no circumstances can the seal be altered from its original form. **Please note:** The university seal displays the name Brandeis with an uppercase letter “B.” A previous version of the seal displayed the name in all uppercase letters. Where you still find the old seal in use, it should be replaced with the current seal.

X equals half the diameter of the seal.
Never alter the seal in any way.

Never apply a different background to the inside of the seal than to the outside.

Never use the seal in a color that does not stand out strongly from its background.

Never use the seal with the name of a constituent of Brandeis University unless the Brandeis logotype is present, and it is clear that the seal is that of Brandeis University and not of the constituent.

Never use low resolution electronic files of the seal.

Never superimpose the logotype or any other words or elements on the seal.

Never apply the seal to complex backgrounds or those against which the seal does not stand out.

Never add components like drop shadows.
The Official Brandeis Stationery

All academic departments and administrative offices must use the official Brandeis stationery according to the model shown to the right. Stationery should be ordered through the university Copy Center, extension 64530.

The diameter of the seal equals $1 \frac{1}{3}$ times the point-size of the logotype. Although this size ratio of seal to logotype is sometimes not appropriate, it can act as a guide.

The distance between the seal and the logotype equals the diameter of the seal.

The cap height of the logotype aligns with the top of the shield in the seal.
Use of the Brandeis University Logotype with a School, Department, or Institute

The name Brandeis University must appear prominently on any poster and on the front cover of any brochure. It may be subordinate to the name of a school, program or center, but it must appear in either the largest or second-largest type size on the page.

Somewhere on the brochure, poster etc., the university’s address (at least Waltham, Massachusetts) should appear with the name of the university.

Brandeis University

Environmental Studies Program

Brandeis University

The Rabb School of Summer and Continuing Studies
Programs and centers with their own distinctive symbols or logotypes (the Summer School, Summer Odyssey, Genesis, and the Brandeis University National Women’s Committee, for example) may display them on publications. When using an individual logo, be sure to also include the Brandeis logotype, but do not additionally use the university seal.

Brandeis Summer Odyssey

Center for German and European Studies at Brandeis University

Genesis at Brandeis University
Pages should be formatted on the structure of a grid. While allowing ample flexibility of design, the grid ensures some adherence to the aesthetic precepts that lend Brandeis University publications a unified appearance. The grid is based on a 1 1/2 pica-unit system with 1 pica intervals. If a simplified version of the grid is preferred, 6 1/2 pica x 6 1/2 pica units with 1 pica intervals may be used.

Photographic images should occupy complete units vertically and horizontally.

Text frames should occupy complete units horizontally, but may end anywhere vertically. In fact, Brandeis often uses a rag bottom effect, which, when used properly, will achieve a desirable rhythm.

Captions may be used to identify groups of photographs, in which case they may comprise enough text to warrant a multi-column arrangement. Here, for example, the photo above and the photo to the right might best be identified in a single, two-column caption.

Short captions may be positioned like this one.
Typefaces

Typefaces are families of type. Within typeface families are styles such as bold, italic and condensed. Bauer Bodoni, Bodoni, Gotham and Adobe Garamond are the typefaces to be used for Brandeis publications.

<table>
<thead>
<tr>
<th>Bauer Bodoni</th>
<th>Bauer Bodoni</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Bauer Bodoni Italic</td>
</tr>
<tr>
<td></td>
<td>Bauer Bodoni Bold</td>
</tr>
<tr>
<td></td>
<td>Bauer Bodoni Bold Italic</td>
</tr>
<tr>
<td></td>
<td>Bauer Bodoni Black</td>
</tr>
<tr>
<td></td>
<td>Bauer Bodoni Black Italic</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Bodoni</th>
<th>Bodoni Book</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Bodoni Book Italic</td>
</tr>
<tr>
<td></td>
<td>Bodoni</td>
</tr>
<tr>
<td></td>
<td>Bodoni Italic</td>
</tr>
<tr>
<td></td>
<td>Bodoni Bold</td>
</tr>
<tr>
<td></td>
<td>Bodoni Bold Italic</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gotham</th>
<th>Gotham Thin</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Gotham Thin Italic</td>
</tr>
<tr>
<td></td>
<td>Gotham Book</td>
</tr>
<tr>
<td></td>
<td>Gotham Book Italic</td>
</tr>
<tr>
<td></td>
<td>Gotham Medium</td>
</tr>
<tr>
<td></td>
<td>Gotham Medium Italic</td>
</tr>
<tr>
<td></td>
<td>Gotham Bold</td>
</tr>
<tr>
<td></td>
<td>Gotham Bold Italic</td>
</tr>
<tr>
<td></td>
<td>Gotham Black</td>
</tr>
<tr>
<td></td>
<td>Gotham Black Italic</td>
</tr>
<tr>
<td></td>
<td>Gotham Ultra</td>
</tr>
<tr>
<td></td>
<td>Gotham Ultra Italic</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Adobe Garamond</th>
<th>Adobe Garamond Regular</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Adobe Garamond Italic</td>
</tr>
<tr>
<td></td>
<td>Adobe Garamond Semibold</td>
</tr>
<tr>
<td></td>
<td>Adobe Garamond Semibold Italic</td>
</tr>
<tr>
<td></td>
<td>Adobe Garamond Bold</td>
</tr>
<tr>
<td></td>
<td>Adobe Garamond Bold Italic</td>
</tr>
</tbody>
</table>

The Brandeis University logotype must always be written in Bauer Bodoni. Do not use Bauer Bodoni for body text, however, as it is difficult to read in small sizes.
Type Usage

Use initial capitals only. Do not capitalize entire words, titles, or headlines. If emphasis is needed, use bold, italics, or larger type size.

The Brandeis style is flush left, ragged right. Type should never be centered.

Paragraphs should not be indented, but should be separated by a line space.

There should be only one space between sentences.

Any quotation marks, line numbers, or bullets that appear at the left-hand edge of text should be hung outside the normal alignment.

Excellence at Brandeis

“Brandeis University is recognized as one of the premier institutions of higher education in the country,” says the latest college survey. Committed to learning that comes from the personal encounter of teacher and student, Brandeis maintains a 9 to 1 student-faculty ratio and an academic and research faculty of the highest caliber. In keeping with its mission of social justice, Brandeis admits students on a need-blind basis assuring that no student who qualifies will be denied a superior education. Its faculty and student body reflect the cultural, religious, and political diversity of the American and international landscape.

EXCELLENCE AT BRANDEIS

“Brandeis University is recognized as one of the premier institutions of higher education in the country,” says the latest college survey. Committed to learning that comes from the personal encounter of teacher and student, Brandeis maintains a 9 to 1 student-faculty ratio and an academic and research faculty of the highest caliber. In keeping with its mission of social justice, Brandeis admits students on a need-blind basis assuring that no student who qualifies will be denied a superior education. Its faculty and student body reflect the cultural, religious, and political diversity of the American and international landscape.

Never center or justify text. Never capitalize entire words.
Sample Format of a Standard Invitation

The sample on these pages shows the front and inside pages of a simple, invitation in the Brandeis style.

Note that all elements are flush left, yet every bit as formal and elegant as the traditional, centered styles.

---

Brandeis University

Employee Recognition Awards Dinner

Friday
December 10, 2010
6 p.m.
President Jehuda Reinharz cordially invites you and your guest to the Brandeis University Employee Recognition Awards Dinner Friday Dec. 10, 2010 6 p.m. The Faculty Center Brandeis University RSVP by Nov. 1, 2010
Examples of Guideline Use

The samples of Brandeis publications that follow illustrate how adherence to the university’s design guidelines afford a unified “look” while yet allowing the creative flexibility to meet a variety of design needs.

These posters illustrate how typefaces other than those prescribed for Brandeis publications may be used when design requirements warrant. Note, however, that the Brandeis logotype remains unaltered.
A graduate degree from Brandeis is a rewarding choice, one that will not only challenge your mind and expand your intellectual horizons but also provide a foundation for future success. Whether you are a recent college graduate seeking to solidify your knowledge and skills or an experienced professional looking for career advancement, Brandeis’ Graduate School of Arts and Sciences offers a wide range of programs designed to help you achieve your academic and professional goals.

The Graduate School of Arts and Sciences at Brandeis University offers a diverse array of doctoral programs across multiple disciplines, including but not limited to:

- Economics
- Political Science
- History
- Linguistics
- Psychology
- Sociology
- Anthropology
- and many more

These programs are designed to provide you with a solid foundation in your chosen field, as well as the opportunity to engage in cutting-edge research and contribute to the broader academic community. Whether you are interested in pursuing a career in academia, industry, or government, Brandeis’ Graduate School of Arts and Sciences offers the flexibility and support you need to achieve your professional aspirations.
Additional poster examples of how typefaces other than those prescribed for Brandeis publications may be used when design requirements warrant. Note, however, that the Brandeis logotype remains unaltered.
RULE OF LAW
A MORAL IMPERATIVE FOR SOUTH ASIA AND THE WORLD

Featuring: Soli J. Sorabjee
Former attorney general of India and leading human-rights advocate

Wednesday, April 14, 2010

Time: 9:15 a.m.
Venue: Baksaque Treasure Hall
Goldsmith Library
Brandeis University

Soli J. Sorabjee is a prominent Indian jurist and human rights advocate. He was designated Senior Counsel at the Supreme Court of India in 1974, and he was twice the senior most lawyer (1998 to 1999 and again from 2003 to 2004). He also served as vice-president of the Commonwealth Lawyers Association and as a member of the Committee on Arms Control and Disarmament Law of International Law Association. He was appointed in 2004 as a member of the Permanent Court of Arbitration of The Hague for six years.

Brandeis University
Editorial Identity Guidelines
Any Brandeis University publication used for the recruitment of students, faculty or staff must include the following statement:

It is the policy of Brandeis University not to discriminate against any person on account of race, color, ancestry, religious creed, gender, national or ethnic origin, sex, sexual orientation, age, genetic information, disability, veteran status, or any other category protected by federal or state law. The following person has been designated to handle inquiries regarding the nondiscrimination policies: Vice President of Human Resources, Bernstein-Marcus building, 781-736-4464.

Any publication announcing a university-sponsored event, whether or not it is open to the public, must include the following statement for those persons who may need reasonable accommodation because of a disability.

If the venue is entirely accessible, the wheelchair symbol, used alone, is sufficient indication.

If not, and prior arrangements must be made by persons needing assistance, the wheelchair symbol and a contact person’s name and phone number must appear on the publication.

Jane Doe 781-555-5555

Any course catalog must include section 2B of chapter 151C of the Massachusetts General Laws.

Section 2B of chapter 151C of the Massachusetts General Laws provides that: “Any student [...] who is unable, because of his religious beliefs, to attend classes or to participate in any examination, study or work requirement on a particular day shall be [so] excused..., and shall be provided with an opportunity to make up such examination, study or work requirement that he may have missed because of such absence on any particular day; provided, however, that such makeup examination or work shall not create an unreasonable burden upon such school. No fees of any kind shall be charged...for making available to the said student such opportunity. No adverse or prejudicial effects shall result to any student because of his availing himself of the provisions of this section.”
As of July 2010, all university publications will adhere to the Associated Press Stylebook 2010. You can purchase a copy by going to www.apstylebook.com. In addition, the AP Stylebook defers to Webster’s New World College Dictionary (2004 edition, available at Barnes & Noble) for spelling and usage answers that are not specifically addressed by AP. In these pages, we have attempted to cover some of the questions that arise most frequently. **Please note, the university now follows the AP Stylebook instead of the Chicago Manual of Style.**

**Punctuation**

Serial commas: Do not use serial commas, including the one before “and,” unless to avoid ambiguity.

Use one space between sentences after a period.

Names of states: A comma should set off the names of states in the text: “She now lives in Medford, Mass., with....” When they stand alone, names of states are written out; when accompanied by a city, they are abbreviated using the longer abbreviations (not the postal abbreviations, i.e., Mass., not MA). Eight states are never abbreviated: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas, and Utah. Note: Certain large cities, spelled out under the “Datelines” section in the AP Stylebook, do not require a state designation.

Month and year: Do not use commas to separate month and year: September 1985. But always set off the year by commas when using the full date (i.e., “The September 11, 2001, bombing of the World Trade Center...”).

Appositive: Appositive are usually set off by commas (dashes or parentheses are also used): His wife, Elizabeth, is running for office. When using dashes to set off an appositive, use the em dash with spaces before and after it.

With quotation marks: Commas and periods always fall inside quotation marks without exception.

Closed quotes should be used before class years, not the open quotes that programs normally provide: ‘99 not ’99.
Composition Titles

Use quotation marks when referring to the following:

Titles and subtitles of published books, pamphlets, proceedings and collections

Titles of articles and features in periodicals and newspapers, chapter titles and part titles, titles of short stories, essays, and individual selections in books

Titles of collections of poetry and of poems published separately

Titles of songs, albums, motion pictures, television and radio programs

Titles of paintings, drawings and other works of art, as well as art exhibitions. Exception: Sculptures are capitalized, set in roman, no quotations.

See full listing in AP Stylebook under “Composition Titles.”

Use no quotes or italics for the names of newspapers or magazines.

Capitalize the “The” in newspaper names if that is how the publication does it. Do not capitalize the “m” in magazine, unless part of the formal title (i.e., Time magazine; Brandeis Magazine).

Hyphens

In compound words, use one hyphen, with no space before or after: on-campus enrollment.

In telephone numbers, use hyphens between the parts: 781-647-2318.

Do not hyphenate cochair, crosslisted, gradepoint, audiovisual, corequisite, premedical, prelaw, predental, predoctoral or postdoctoral. Check Webster’s Dictionary for hyphenation.

Numbers

For numbers 10 and above, use numerals.

Spell out nine and below except for semester hours and ages. Follow the same rule with ordinal numbers, unless it is part of a name. When using ordinal numbers, please make sure your “superscript” feature is turned off.

Gradepoint averages are expressed to two decimal places—2.00, 3.50.

Sums of money: in text, delete .00; in tables, use .00.

Time of day: 8 a.m., not 8:00 a.m.

References to centuries and decades: Lowercase, spelling out numbers less than 10 (first century, 20th century). Use Arabic figures to indicate decades of history. Use an apostrophe to indicate numerals that are left out: show plural by adding the letter s; the 1890s, the ’90s, the 1920s, the mid-1930s.
Capitalization

Capitalize only the complete formal names of bona fide organizations, institutions, departments, publications, agencies, committees, offices, programs, and Brandeis departments (Department of Biology, but biology department; Office of the Registrar, but registrar’s office).

On second and later reference, do not uppercase any fragmentary title, such as the center, the college, the university.

Majors, minors, emphases, areas of concentration and subject areas are lowercase.

For lists of courses or references to course titles and/or descriptions, use the form established in the latest Brandeis University Bulletin for capitalization, punctuation, wording, etc. The catalog is the authority for names of courses, programs, etc.

Positions: Lowercase dean of the graduate school, vice president for development. However, if used before the person’s name, capitalize the first letter: Dean Smith, Vice President Jones.

The title is lowercase if it follows a name: Jacob Smith, dean of the graduate school.

Named chairs are always capped and must be used: Jane Smith, Leo Jones Professor of History.

The titles that appear in the Brandeis University Bulletin are the accepted and official titles for all officers of instruction of the university.

Black is not capitalized unless it is part of the complete title of a program, organization, etc., as in Black Student Organization.

Academic semesters or terms—lowercase general registration, add/drop.

Section or chapter numbers in text: uppercase Chapter 1, Section 3.7.

In referring to books, movies, plays and other compositions (see full list in AP Stylebook), capitalize the first word, as well as the principal words, including prepositions and conjunctions of four or more letters.

Capitalize the principal words in the name of organizations when those names are unique and fully spelled out: Brandeis National Committee, Brandeis University Board of Trustees. Do not capitalize organization names that are general and in common usage: the board of trustees, the library committee, the executive committee.

Lowercase the “s” in “studies” for American studies, women’s studies.

Uppercase Internet and World Wide Web, but lowercase e-mail and website.
Abbreviations

Abbreviations should be avoided in text except where convention dictates otherwise.

Use abbreviations as necessary in tabular materials and lists.

Use standard abbreviations as noted in the AP Stylebook.

Most two letter abbreviations are set with periods (exception: postal abbreviations), three or more letters without periods: U.S., U.N., AFT, GRE, SAT. Use periods for all degrees: B.S., M.S.Ed., B.F.A., Ph.D.

Use a.m. and p.m.

GPA can be used for gradepoint average after the first reference in a publication or section thereof. Use this way the first time: gradepoint average (GPA).

Addresses: Use the abbreviations Ave., St. and Blvd. only with a numbered address: 1600 Pennsylvania Ave. Spell them out and capitalize when part of a formal street name without a number: Pennsylvania Avenue. Lowercase and spell out when used alone or with more than one street name: Massachusetts and Pennsylvania avenues. Refer to the “Addresses” section of the AP Stylebook for more guidelines.

Terminology and Usage

Dates: Spell out names of days in text, and months when they stand alone or with just a year (January 2010); abbreviate the following months only when used with a specific date (i.e., Nov. 14, Nov. 14, 2010): Jan., Feb., Aug., Sept., Oct., Nov., Dec.

Titles: Spell out individuals’ titles in publications text: President Reinharz, Colonel Sanders, Professor Jones. They may be abbreviated in tables.

Campus addresses: Use building name followed by room number: Gryzmish 116.

Do not use the ampersand to replace “and” unless it is the proper formal title or name of something (A&P).

To avoid awkwardness, use alumni rather than alumni/ae.

Capitalize “c” in class year: Class of 1980.

Do not use a comma between a person’s name and class year: John Doe ’80. But, Jane Doe, Ph.D.’82.

Do not use coed to refer to female students.

Do not use female gender or diminutive word forms such as authoress, poetess, usherette, aviatrix (exception: actress, instead of actor, may be used for females).

Use first-year student rather than freshman.

Use international student rather than foreign student.

Use “graduate” in the active voice: Debra Messing graduated from Brandeis, not Debra Messing was graduated from Brandeis.
Titles and Names

Titles of persons: Do not use the title Dr. before the name of an individual, even if the person referred to holds a Ph.D. or Ed.D. degree. (It should be used, however, for a person with an M.D. or other medically related degree.)

Other related terminology: One earns a bachelor’s degree or a baccalaureate degree; a master’s degree; a law degree or Juris Doctor degree; a doctoral degree or a doctorate. Do not use a possessive to say that someone earned a degree. (“He earned a bachelor’s degree,” not “his bachelor’s degree.”)

Capitalize the formal degree as Master of Arts, Bachelor of Science, etc.

Department abbreviations: A standard set of abbreviations is used with the course titles in all catalogs, bulletins, and class schedules. They are set in solid caps with no periods.

Miscellaneous

Be sure to include the proper TTY/TDD number on all publications that give a number to call for information.

Be sure to include the copyright notice: ©(year published) Brandeis University.

The possessive form of Brandeis is Brandeis’.

The final authority for all official university names (buildings, faculty, administrators, staff, titles, departments, etc.) is the current Brandeis University Bulletin.

Use italic or bold, rather than underlining, for emphasis.

An art show is called an exhibition; an exhibit is an item in an exhibition.

Health care is always two words, no hyphen in all uses.

Fundraising is always one word, no hyphen in all uses.