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Introduction

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 Communications.

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

Master Logo Artwork

To download the appropriate master logo file, click here or visit the Communications website, select the “Policies and Guidelines” tab, and click on “Brand Standards and Toolkit.”

The university seal is used primarily for official materials such as the stationery, business cards, Commencement materials, and other such “formal” pieces. For other uses contact the director of Creative Services.
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.
The Brandeis Logotype

You can download the Brandeis University logotype in Bauer Bodoni typeface [here](#).

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.

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

---

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 available as a stacked version.

It is permissible to drop the word university from the logotype when design purposes warrant.
Never distort the logo.

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

Never add a border to the logotype.

Never present the logotype within a shape.

Never use low resolution electronic files of the logotype.
The Brandeis Seal

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.

X
Never alter the seal in any way.

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

The seal may be used only in Brandeis blue, black, gray or white knockout. Never alter the color of the seal beyond these choices. The background color must provide enough contrast to ensure the seal stands out.

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.

Office of Communications
All academic departments and administrative offices must use the official Brandeis stationery according to the model shown on this spread. Stationery should be ordered through the Ambit portal. Visit the portal [website](http://example.com).
The Gotham wordmark can be used on publications and digital communications. Sub-brand wordmarks should conform to our preferred style (examples shown on right). If you need a sub-brand wordmark, please initiate a project request through Creative Services here.
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. You can download the Brandeis University logotype in Bauer Bodoni or Gotham [here](#) from the Communications website. Do not use Bauer Bodoni for body text, however, as it is difficult to read in small sizes.

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Learn, Engage, Lead

There is no other place like Brandeis. As a medium-sized private research university with global reach, we are dedicated to first-rate undergraduate education while making groundbreaking discoveries. Our 235-acre campus is located in the suburbs of Boston, a global hub for higher education and innovation. Our faculty are leaders in their fields, as passionate about teaching and mentorship as they are about pushing the boundaries of knowledge. Our students are motivated, compassionate, curious and open to exploring new and challenging experiences. At Brandeis, you will discover a community rooted in purpose, guided by our founding values, poised to lead in education and research in the 21st century.
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.

Brandeis University

Employee Recognition Awards Dinner

Friday
December 9, 2016
6 p.m.
President Ron Liebowitz cordially invites you and your guest to the Brandeis University Employee Recognition Awards Dinner Friday Dec. 9, 2016 6 p.m. The Faculty Center Brandeis University RSVP by Nov. 1, 2016
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.

Office of Communications © Brandeis University 2014
Brandeis University
GRADUATE SCHOOL OF ARTS AND SCIENCES

---

Collaborate

---

Investigate

---

Connect

---

Cross Boundaries
“Satire is tragedy plus time. You give it enough time, the public, the reviewers will allow you to satirize it. Which is rather ridiculous, when you think about it.”

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.”
All university publications should adhere to the Associated Press Stylebook. You can purchase a copy by going to www.apstylebook.com, and you can subscribe online as well. 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.

**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 a.m. and p.m. (design exceptions are OK)

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

**Dates**

Spell out names of days in text, and months when they stand alone or with just a year (January 2017); abbreviate the following months only when used with a specific date (i.e., Nov. 14, Nov. 14, 2017): Jan., Feb., Aug., Sept., Oct., Nov., Dec.

**Titles**

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

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

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: A person’s title is lowercase if it follows a name: Jacob Smith, 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.

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 are lowercase: fall semester, 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.

Lowercase internet, web, website and email (but uppercase World Wide Web).

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.

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).
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. (design exceptions are often made on posters/graphics).

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.

Punctuation

APOSTROPHES
Left-facing apostrophes should be used before class years: ’17 not ’17.

COMMAS
Serial commas: Do not use serial commas unless to avoid ambiguity.

With states: A comma should set off the names of states in the text: “She now lives in Medford, Massachusetts, with....”

With dates: 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...”).

With appositives: Appositives are usually set off by commas (dashes or parentheses are also used): His wife, Elizabeth, is running for office. (Exception: With presidential collateral: Ron and his wife Jessica.)

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

DASHES
For em-dashes, there should be one space on either side of the dash. AP does not use en-dashes.

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

In telephone numbers, use hyphens between all the parts — no parentheses for zip code: 781-647-2318.

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

SPACING
Check document for double spaces (all sentences should be separated by a single space only).
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, PhD’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 of persons: A person’s title is lowercase if it follows a name, capitalized if used before the name.

Named chairs are always capped: Jane Smith, Leo Jones Professor of History.

Do not use the title Dr. before the name of an individual, even if the person referred to holds a PhD or EdD degree. (It should be used, however, for a person with an MD 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.

No periods in degrees: BS, BFA, PhD (exception to AP)
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: Office of Communications © Brandeis University, year and job number (i.e., Office of Communications © Brandeis University 2016 H095)

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.

States: The names of the 50 U.S. states should be spelled out when used in the body of a story, whether standing alone or in conjunction with a city, town, village or military base.

Note: Certain large cities, spelled out under the “Datelines” section in the AP Stylebook, do not require a state designation.

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