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This is the first step to starting a project with the communications & marketing office. [design, photography, web, video, presidential communications, marketing, publicity, promotional items, etc.]

logos and templates for download
- powerpoint templates
- wordmark
- bullets logo
- athletic and split G
- Do Great Work tag and “Do” art
- campus map
- alma mater

www.gettysburg.edu/download

creative request form
www.gettysburg.edu/creative

office
300 North Washington Street
Pennsylvania Hall
Box 422
Gettysburg, PA 17325-1400
717-337-6800
www.gettysburg.edu/communications

www.gettysburg.edu/download
It is important to remember that great brands are deeply rooted in the personal. A brand becomes great when it is personally experienced, consumed, and believed in by people who are willing to personally champion the brand. We encourage you, therefore, to personalize the use of this guide. Consider it a framework upon which to build your own communications. Add to it your own anecdotes, stories, and experiences that exemplify the best of the College, perhaps a testimonial from a parent, a student accomplishment, or a recent team achievement. Select those examples that will resonate well with the particular audiences with whom you interact.

Gettysburg College has established an integrated marketing plan to help support the brand with three key objectives and five key marketing messages:

**marketing objectives**
- Enhance the College’s national visibility and academic reputation
- Recruit and retain the most academically talented and diverse students
- Meet goals for fundraising and engagement of alumni, parents, and friends

**key marketing messages**
- Gettysburg College has a strong academic tradition.
- Our historic location inspires passion for responsible citizenship and leadership.
- Distinctive programs set us apart from other liberal arts colleges.
- Students are engaged: they see a need and fill it.
- Successful outcomes are a hallmark of a Gettysburg education.

**DO GREAT WORK**
At Gettysburg College, learning often means doing — doing everything. Talk to our students and ask them what they do. They’ll tell you about their discoveries — how they tried rock climbing, spent a semester in Japan, or ran for Student Senate. They’ll describe how they discovered that they are debaters, biologists, performers, fluent Spanish speakers, peer advisers, and team captains. Talk to them enough and you’ll quickly see that this is a campus of doing.

**Why do?** Do enough and something happens. Do enough and you start to develop lifelong friends, expertise, mastery, valuable skills, and leadership.

**Why be great?** Because there’s serious work to be done. In November of 1863, Abraham Lincoln came to Gettysburg to honor those who had died in battle. Lincoln encouraged his audience to look forward and asked for their dedication to the “unfinished work” that was still ahead — the great work of securing and advancing democracy and lifting the nation out of conflict.

The great tasks before us are different. Our world needs a new generation of thinkers and doers who care about making great progress. We need to be inspired by dedicated judges, doctors, scientists, leaders, teachers, mathematicians, entrepreneurs, technologists, managers, artists, and others.

At Gettysburg, we believe that the education we provide prepares students to be great and to do great work. Will you dare to reach for something truly great? Do you want to be part of finishing the unfinished work of our age?

**At Gettysburg, we're here, all of us, to do great work.**
- Work that dazzles.
- Work that matters.
- Work that changes the world.
gettysburg college brand: marketing standards

key messages

gettysburg college has a strong academic tradition

• Highly selective, national college of liberal arts and sciences
• 100 percent of tenured faculty have a PhD or terminal degree
• 10:1 student/faculty ratio with an average class size of 18
• Gettysburg College is the right size for breadth and depth of offerings, but small enough to facilitate close student-faculty collaboration
• More than 65 majors, minors, and programs with a strong interdisciplinary focus
• First-year seminars
• Heston international community-action experience; Mellon research scholars
• Annual academic research colloquium
• Strong in the sciences — Goldwater Scholars
• Increasing number of Fulbright Scholars among students and faculty
• Accomplished faculty are expert teachers, researchers, and scholars
• Faculty have received more than 50 National Science Foundation (NSF) and National Endowment for the Humanities (NEH) grants
• Three Rhodes Scholars, Nobel Prize winner, Newbery Medalist
• Strong faculty publishing record
• Nearly 50 percent of the students study off campus in their four years
• Every student has a capstone experience
• Academic Honor Code since 1957

our historic location inspires passion for responsible citizenship and leadership

• The Battle of Gettysburg swept through the campus
• Pennsylvania Hall served as a hospital during the Battle of Gettysburg
• The First-Year Walk replicates the 1863 walk to the cemetery to hear Lincoln deliver the Gettysburg Address
• David Wilis, an 1851 graduate of Pennsylvania (now Gettysburg) College, invited President Lincoln to deliver “a few appropriate remarks”
• Dwight David Eisenhower, trustee and friend of Gettysburg College
• Eisenhower Admissions House served as an office for former president
• Today, close proximity to four major urban cultural centers in the Northeast — New York City, Washington, D.C., Baltimore, and Philadelphia — provides academic and co-curricular opportunities

distinctive programs set us apart from other liberal arts colleges

• Civil War programs: Civil War Institute and Civil War Era Studies, Gettysburg’s living connection to history
• Eisenhower Institute for Public Policy and Leadership, first-person politics in D.C. and Gettysburg
• Garthwait Leadership Center, building skills intellectually and experientially
• Sunderman Conservatory of Music, three rigorous majors, liberal arts richness
• The Gettysburg Review, a prize-winning, professional literary journal

students are engaged: they see a need and fill it

• Co-curricular leadership opportunities
• Center for Public Service
• Civil War Institute Fellows
• Eisenhower Institute Fellows
• Garthwait Leadership Center Leadership Mentors
• 13 musical performance groups
• Active theater groups
• More than 120 clubs and organizations
• Theme houses
• Campus Kitchens was one of the first 12 college/university programs in the nation that collect and distribute unused food to local social service agencies
• Student-run organic garden
• Gettysburg Recreational Adventure Board (GRAB)
• Strong NCAA D-III athletic program with 24 varsity sports

successful outcomes are a hallmark of a gettysburg education

• 80 percent of Gettysburg students graduate in four years (38 percent national average)
• 93 percent of Gettysburg students are either employed or in grad school within one year of graduation
• 43 percent of alumni have advanced degrees within five years of graduating
• Gettysburg College ranks 51st among 662 Baccalaureate Colleges in terms of the number of alumni with research doctorates
• 26,000 alumni create a strong career network
• Through 2014, Gettysburg College will offer 1,832 new career-related experiences for students
distinctive programs

In response to the College’s Strategic Planning Committee in 2005, Gettysburg has promoted its strengths to build its national reputation. Among these strengths are a set of distinctive programs—which include:

- Civil War Institute (which acquired new leadership in 2010) and Civil War Era Studies program
- Eisenhower Institute (which formalized its collaborative partnership with the College in 2006)
- Garthwait Leadership Center (founded in 2010)
- Sunderman Conservatory of Music (founded in 2005)
A distinctive program of Gettysburg College that engages with Gettysburg College students, general audiences, graduate students, and scholars in a dialogue about Civil War history through an interdisciplinary approach dedicated to public interpretation, historic preservation, public policy, teaching, and academic research.

The Civil War Institute uses an interdisciplinary approach to engage diverse audiences in a dialogue about the Civil War:

- Educational Programming
- Academic Research
- Developing Partnerships
- Actively participating in the Sesquicentennial Commemoration of the American Civil War (2011-2015)

Social media icon (right) is the same for Twitter, Facebook, and Flickr

Social media
Facebook: www.facebook.com/CivilWarInstitute
Twitter: twitter.com/CWI_GC
Flickr: flickr.com/photos/cwi_gburg
Wordpress: gettysburgcompiler.com

Contact
Peter Carmichael
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carmich@gettysburg.edu

Diane Brennan
Administrative Aide
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dbrennan@gettysburg.edu

Communications & Marketing Liaison
Nikki Rhoads
Senior Assistant Director of Communications
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rhioids@gettysburg.edu

Website
www.gettysburg.edu/cwi

Color Palette
- PMS 484
- PMS 404
- Black
- White
- PMS 294
- PMS 158
- PMS 518
- PMS 270
- PMS 729

Editorial Guidelines
- First reference: Civil War Institute (CWI)
- Subsequent reference: CWI
- Gettysburg College identification:
  Gettysburg College's Civil War Institute or
  The Civil War Institute at Gettysburg College
- First reference: Civil War Institute Fellows
- Subsequent reference: CWI Fellows
- First reference: Brian C. Pohanka Interns
- Subsequent reference: Pohanka Interns
- First reference: Civil War Institute Annual Summer Conference
- Subsequent reference: Summer Conference

Key Program Messages
The Civil War Institute uses an interdisciplinary approach to engage diverse audiences in a dialogue about the Civil War:
- Educational Programming
- Academic Research
- Developing Partnerships
- Actively participating in the Sesquicentennial Commemoration of the American Civil War (2011-2015)

Visual Identity Key Facts
- The program logo with "Gettysburg College" is the preferred program logo for print, web, and miscellaneous items.
- To be used with the Gettysburg College wordmark on all publications [see page 20]
- If only one brand is used, it must be Gettysburg College’s brand. CWI is a secondary brand.
- The Civil War Institute logo may not be used as a header.
- Available in three colors, and black and white
- The program color palette may be used with the full Gettysburg College color palette.
- CWI will use the standard two-color College stationery set [see page 30].
The Eisenhower Institute prepares the successor generation for careers in public policy and seeks to ensure that this rising generation is ready to assume its responsibilities as citizens and stewards of the public good. Established in honor of President Dwight D. Eisenhower, the Institute emphasizes education, research, and leadership by awarding scholarships, internships, and mentor opportunities on issues of critical long-term importance to the United States.

Key Program Messages
Honoring the legacy of Dwight D. Eisenhower, The Eisenhower Institute is a distinguished center for leadership and public policy that prepares the successor generations to perfect the promise of the nation.

A distinctive program of Gettysburg College with offices in the heart of the nation’s capital and in the historic Gettysburg home once occupied by Dwight and Mamie Eisenhower, the Institute combines top-level dialogue among policy-makers with a premier learning experience for undergraduates.

Social Media Icon
Social media icon (right) is the same for Twitter, Facebook, YouTube, and Flickr.

Contact
Jeffrey Blavatt
Executive Director of The Eisenhower Institute
717-337-6685 (Gettysburg Office)
202-628-4444 (Washington, D.C. Office)
jblavatt@gettysburg.edu

Nikki Rhoads
Senior Assistant Director of Communications
717-337-6803
nrhoads@gettysburg.edu

Website
www.eisenhowerinstitute.org

Editorial Guidelines
First reference: The Eisenhower Institute (EI)
Subsequent reference: EI
Gettysburg College identification:
Gettysburg College’s Eisenhower Institute or
The Eisenhower Institute of Gettysburg College
Experts Individual: Use full title
Experts Group: Eisenhower Institute Experts
First reference: Undergraduate Fellows
Subsequent reference: Fellows

Social Media
Facebook: www.facebook.com/EisenhowerInstitute
Twitter: twitter.com/eigbc
Flickr: flickr.com/photos/eisenhowerinstitute
YouTube: youtube.com/eisenhowerinstitute
LinkedIn: www.linkedin.com/groups/Eisenhower-Institute-Gettysburg-College4117795?gid=4117795
Wordpress: ikesanvil.com
Blog

Key Program Facts
The program logo with “Gettysburg College” is the preferred program logo for print, web, and miscellaneous items.
To be used with the Gettysburg College wordmark on all publications (see page 20).
If only one brand is used, it must be Gettysburg College’s brand. EI is a secondary brand.
The Eisenhower Institute program logo may not be used as a header.
Available in two colors, and black and white.
The program color palette may not be used with the full Gettysburg College color palette.
EI will use a program stationery set.
The Garthwait Leadership Center serves as an intellectual and experiential hub for leadership development at Gettysburg College, providing students and alumni with knowledge, experiences, and resources to be active leaders in the 21st century.

The Garthwait Leadership Center (GLC), through collaborative partnerships across the institution, creates intellectual and experiential opportunities for students and alumni to develop leadership skills. Through these experiences, students and alumni identify and reflect on their passions, and learn how to apply leadership skills ethically to make a positive impact.

The Garthwait Leadership Center’s name recognizes the alumnus who has endowed the program, Robert Garthwait Jr. ’82, a trustee of the College and CEO of the Cly-Del Manufacturing Company in Waterbury, Connecticut.

Contact
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Director of the Garthwait Leadership Center
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ahughes@gettysburg.edu

Communications & Marketing Liaison
Mike Baker
Assistant Director of Communications
717-337-6521
mbaker@gettysburg.edu

Website
www.gettysburg.edu/glc

Editorial Guidelines
- First reference: Garthwait Leadership Center
- Subsequent reference: GLC
- Gettysburg College identification:
  Gettysburg College’s Garthwait Leadership Center or
  The Garthwait Leadership Center at Gettysburg College
- First reference: Leadership Mentors
- Subsequent reference: LMs

Social Media
Facebook: www.facebook.com/GarthwaitLeadershipCenter
Flickr: www.flickr.com/photos/gburgglc
YouTube: www.youtube.com/gettysburgglc
Twitter: www.twitter.com/gettysburg_glc

Program Logo
The program logo with “Gettysburg College” is the preferred program logo for print, web, and miscellaneous items.

Key Program Messages
The Garthwait Leadership Center (GLC), through collaborative partnerships across the institution, creates intellectual and experiential opportunities for students and alumni to develop leadership skills. Through these experiences, students and alumni identify and reflect on their passions, and learn how to apply leadership skills ethically to make a positive impact.

The Garthwait Leadership Center’s name recognizes the alumnus who has endowed the program, Robert Garthwait Jr. ’82, a trustee of the College and CEO of the Cly-Del Manufacturing Company in Waterbury, Connecticut.

Color Palette
- PMS 294
- PMS 158
- PMS 518
- PMS 484
- PMS 370
- PMS 404
- PMS 729

Social Media Icon
Social media icon (right) is the same for Facebook, YouTube, and Flickr

Visual Identity Key Facts
- The program logo with “Gettysburg College” is the preferred program logo for print, web, and miscellaneous items.
- To be used with the Gettysburg College wordmark on all publications [see page 20].
  If only one brand is used, it must be Gettysburg College’s brand. GLC is a secondary brand.
- The GLC logo may not be used as a header.
- Available in two colors, one color, or black and white
- The program color palette may be used with the full Gettysburg College color palette.
- GLC will use the standard two-color College stationery set [see page 30].
The Sunderman Conservatory provides excellent, comprehensive musical training grounded in the liberal arts for students who seek to make music integral to their lives, whether as a career or a lifelong avocation. As a dynamic music conservatory within one of the nation’s leading liberal arts colleges, we foster creativity, intellectual curiosity, rigorous study, and joy in music.

Gettysburg College’s Sunderman Conservatory offers three distinguished undergraduate music degrees, comprehensive music training, academic intensity and synergy in an active community of artists and scholars, and an extraordinary range of music opportunities open to all students.

- Students are well-rounded and can do more
- Top-notch faculty
- Alumni outcomes
- Multitude of student performances

The program logo with “Gettysburg College” is the preferred program logo for print, web, and miscellaneous items. To be used with the Gettysburg College wordmark on all publications [see page 20] If only one brand is used, it must be Gettysburg College’s brand. Sunderman Conservatory is a secondary brand.

The Sunderman Conservatory logo may not be used as a header.

Available in three colors, two colors, one color, or black and white

The program color palette may be used with the full Gettysburg College color palette.

Sunderman Conservatory will use the standard two-color College stationery set [see page 30].

First reference: Gettysburg College’s Sunderman Conservatory of Music
Subsequent reference: Sunderman Conservatory or Conservatory

Gettysburg College’s Sunderman Conservatory of Music or the Sunderman Conservatory of Music at Gettysburg College

Social media icon (right) is used for Facebook
<head>
<title>Gettysburg College—a highly selective four-year residential college of liberal arts and sciences located in historic Gettysburg, PA</title>
<meta name="description" content="Gettysburg College—a highly selective four-year residential college of liberal arts and sciences located in historic Gettysburg, PA"/>
</head>
Standards
Gettysburg College PowerPoint presentations should be compatible with the College graphic identity and the capabilities of standard PowerPoint software.

A blank PowerPoint file, which can be used as a template, is also provided. Although the template's use is not mandatory, the template helps campus communicators create professional presentations that consistently represent the campus to internal and external audiences.

Download the template at www.gettysburg.edu/download
email signatures

An “email signature” is defined as any block of text that is automatically attached to the end of a message as a means of providing additional information about the sender of the email. The following standards are expected for email signatures of all employees at Gettysburg College in electronic communications.

signature examples
To be used with Outlook, webmail, and mobile devices. If using social media, please list the links or your handle at the bottom of your signature. Typeface is Arial or Open Sans.

- **Name** | **Title**
  - Gettysburg College | Office/Department
  - 300 North Washington Street | Gettysburg, PA 17325
  - Phone: 717-337-XXXX | www.gettysburg.edu
  - Facebook:
  - Twitter:
  - LinkedIn:

approved signatures with image
To be used with Outlook, webmail, and mobile devices. If using social media, please list the links or your handle at the bottom of your signature. Typeface is Veranda or Open Sans.

- **Name** | **Title**
  - Gettysburg College | Africana Studies
  - 300 North Washington Street | Gettysburg, PA 17325
  - Phone: 717-337-XXXX | www.gettysburg.edu

- **Name** | **Title**
  - Gettysburg College | Communications & Marketing
  - 300 North Washington Street | Gettysburg, PA 17325
  - Phone: 717-337-XXXX | www.gettysburg.edu

- **Name** | **Title**
  - Gettysburg College | Athletics
  - 300 North Washington Street | Gettysburg, PA 17325
  - Phone: 717-337-XXXX | www.gettysburg.edu

- **Name** | **Title**
  - Gettysburg College | LGBTQA Advising
  - 300 North Washington Street | Gettysburg, PA 17325
  - Phone: 717-337-XXXX | www.gettysburg.edu

- **Name** | **Title**
  - Gettysburg College | Civil War Institute
  - 300 North Washington Street | Gettysburg, PA 17325
  - Phone: 717-337-XXXX | www.gettysburg.edu

- **Name** | **Title**
  - Gettysburg College | The Eisenhower Institute
  - 300 North Washington Street | Gettysburg, PA 17325
  - Phone: 717-337-XXXX | www.gettysburg.edu

- **Name** | **Title**
  - Gettysburg College | Garthwait Leadership Center
  - 300 North Washington Street | Gettysburg, PA 17325
  - Phone: 717-337-XXXX | www.gettysburg.edu

- **Name** | **Title**
  - Gettysburg College | Sunderman Conservatory of Music
  - 300 North Washington Street | Gettysburg, PA 17325
  - Phone: 717-337-XXXX | www.gettysburg.edu

Standards
- Because the email signature contributes to the employee’s and the College’s professional image, it is the responsibility of the individual employee to create and maintain an email signature that is professionally appropriate.
- Do not use fonts that mimic handwriting, are especially flowery, or are otherwise difficult to read.
- You may use orange or blue to highlight certain key words or passages. Do not use these colors, however, for the full message.
- Do not add any decorative clip art or background images to your messages or signatures other then the approved artwork below at left.
- There should be no literary quotations, Bible passages, or other statements that are a reflection of the individual rather than the College.
- Gettysburg College student employees and student leaders/officers in student organizations may wish to adopt a standard email signature. A signature similar to the one set forth for faculty and staff may be adapted to meet the needs of the student for professional communications in his or her employee/leader/officer role(s) on campus. The signature is not required but may be implemented at the discretion of the student, the organization’s faculty advisor, or the employee’s supervisor.
Gettysburg College will sustain a vibrant and dynamic web presence focused on connecting both our external and internal audiences to our physical and virtual community. Our web presence will enhance the College’s reputation and position among liberal arts institutions, attract the highest quality students and faculty, and increase the visibility of Gettysburg’s great work on a national and international level.

**Standards**

- The web will serve our community by enhancing our image, visibility, and ability to recruit the best students, faculty, and employees to our campus.
- The College web presence will include the College’s official site, institutional mini-sites, video, e-communications, self-service portals, as well as other social media sites (including, but not limited to, sites like Facebook, LinkedIn, and Twitter).
- The College defines its audiences as prospective students and their families, current students, alumni, employees, parents, and friends of the College.
- The College recognizes the importance of self-service tools for all audiences and will use the web as a delivery mechanism.
- Data-driven decision-making is essential to planning and implementing strategy and measuring effectiveness.
- All divisions are responsible for collaborative support of the web presence and will prioritize goals and resources to support institutional web presence goals and initiatives.
- Campus Web, Policy and Social Media Guidelines
  www.gettysburg.edu/about/offices/ees/communications/policies
Get·tys·burg Col·lege

Founded in 1832, Gettysburg College is a highly selective four-year residential college of liberal arts and sciences with a strong academic tradition. Alumni include Rhodes Scholars, a Nobel Laureate, and other distinguished scholars. The College enrolls 2,600 undergraduate students and is located on a 200-acre campus adjacent to the Gettysburg National Military Park in Pennsylvania.
To make all College communications coherent and effective, the College editorial staff has produced this brief style guide.

On matters not addressed here, we defer to the *Chicago Manual of Style* for general writing, editing, and publishing guidelines, and to the *Associated Press Stylebook* for common practices in journalistic writing. Our preferred dictionary is the *Merriam-Webster’s Collegiate Dictionary*, 11th edition.

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**1832 Society**  
Members of The 1832 Society are people who have included Gettysburg College in their wills, estate plans, or any other gift of future provision.

**a before h**  
Use a before a pronounced h: a historian, a horse, a hysterical joke. Use an before an aspirated h: an hour, an honest man.

**academic degrees**  
When speaking generally, use doctorate, bachelor’s degree, master’s degree (note use of apostrophes). Specific academic degrees should be capitalized (ex: Bachelor of Arts degree); when abbreviated, they should not include periods: BA degree, BS degree, MA degree, MS degree, MD degree, or PhD degree.

For lesser-known degrees, such as Master of Fine Arts, Master of Public Administration, Juris Doctor, etc., spell out the entire title, using capitalization on all words except degree. Subsequent references to these degrees should not use periods (ex.: MBA degree, MFA degree).

**addresses, telephone numbers, website, campus**  
Gettysburg College  
(Department or office)  
300 North Washington Street  
Gettysburg, PA 17325-1400  
717-337-6300 (campus information)  
website: www.gettysburg.edu

**admissions**  
Capitalize the formal name (Office of Admissions) and the casual (Admissions Office). The senior staff member for student admission is the vice president for enrollment and educational services. The recruitment officers are admissions (note plural) counselors.

**advisor**  
is preferred at Gettysburg College.

**ALLies Club**  
A club that aims to promote the rights, safety, and comfort of Lesbian, Gay, Bisexual, Transgendered, Queer, and Questioning persons on the Gettysburg College campus.

**alma mater**  
No caps and no italics.

**Alumna, alumnae, alumni, alumnus**  
Alumnus (alumni as plural) refers to a man who has attended a school. Alumna (alumnae as plural) is a woman who has attended a school. Alumni refers to a group of men and women. It is also permissible to speak of an alum and alums.

**Alumni Association**  
Refers to the Gettysburg College Alumni Association. Capitalize the formal name.

**Alumni Association Board of Directors**  
Refers to the Gettysburg College Alumni Association Board of Directors. Capitalize the formal name.

**Alumni Office**  
Capitalize the formal name (Office of Alumni Relations) and the more casual reference (Alumni Office).

**alumni class years**  
regular use: John Smith ’65; Jane Doe Smith ’65. (Maiden names are not placed in parentheses.)  
Classes in another century, or to avoid confusion: John Smith, Class of 1865  
couples:  
a. both alumni: John and Jane Doe ’66 Smith  
b. not both alumni: John and Jane Doe ’66 Smith; or John ’65 and Jane Smith. (Do not list the maiden name of non-alumni.)

**Ascent**  
A pre-orientation program that provides incoming students an opportunity to meet classmates prior to the start of the school year. Capitalize the formal name.

**Baccalaureate**  
Service that occurs on the eve of Commencement; capitalize when referring to Gettysburg College’s service.

**bi**  
Generally no hyphen: bimonthly, bilateral, bilingual.

**biannual, biennial**  
Biannual or semiannual is twice a year. Biennial is every two years.

**board of trustees**  
In prose, use lower case. For more formal and promotional text, capitalization may be considered (The Gettysburg College Board of Trustees, for example). Individual trustees may be referred to using the rules under “titles:” Trustee John Smith or John Smith, a trustee of the College.

**Bullets**  
Name of the College’s sports teams. Always plural. You may say, however, “The fastest Bullet in history.”

**Bullets Marching Band**  
Name of the College’s marching band. Capitalize when using formal name (Bullets Marching Band).

**Burgians Of the Last Decade (BOLD)**  
Gettysburg College Alumni who graduated within the last 10 years. Use formal name (capitalized) on first reference and abbreviation thereafter.
all references.

Campus Activities Board (CAB) Student-run organization that plans social events. Use formal name (capitalized) on first reference and abbreviation thereafter.

catalog
The College’s courses are listed in the Course Catalog.

Celebration: Colloquium on Undergraduate Research, Creative Activity, and Community Engagement An event in the spring that showcases student work. Capitalize for formal reference as in “Celebration was held this year.”

Center for Career Development (CCD) Provide services to students to equip them with the knowledge, skills, and experiences to start a successful career. Capitalize formal name on all references.

Center for Public Service (CPS) A campus group that engages students, community members, faculty, and staff to facilitate partnerships, education, critical thinking, and informed action. Capitalize formal name on all references.

Central Pennsylvania Consortium (CPC) Founded in 1968, it comprises Dickinson, Gettysburg, and Franklin & Marshall colleges. The consortium promotes institutional collaboration among the three schools and offers a wide range of academic and cultural programs for students, faculty, administrators, and surrounding communities.

campaign
Capitalize when referring to the full and proper title of a major fundraising drive, such as the Gettysburg Great Campaign; use “the campaign” (lowercase) in subsequent references. See www.gettysburg.edu/download for the full style guide.

Chair
Gettysburg College’s board of trustees and academic departments have a chair, not a chairman. Use chair to avoid gender bias.

Chairs, endowed
Professors may hold endowed chairs or professorships. A professor who holds the chair in a discipline should be referred to as the professor of the discipline, keeping the name of the chair capitalized, even in shortened, casual references: John Smith, Hales Family Distinguished Professor of Ethics.

Chanukah
Use Hanukkah instead.

college colors
Orange (PMS 158) and blue (PMS 294).

commences
Materials for Gettysburg College audiences should follow the academic and other style guidelines below. Communces (and periods) always go inside quotation marks.

Commas
In A Series: Use a comma before the last item in a series. For press releases, however, the rule is to avoid commas before “and” in a series.

DATES: When using more than one identifier for an event, use commas to separate days, dates, and years. Note that a month alone (no date) does not need a comma between it and the year.

Example: His presentation on Saturday, January 14, was most informative. The event was held in January 1997. We set the next meeting for July 14, 1997, in Tampa.

City/state
Use pairs of commas to separate cities from states. (Examples: John Smith of St. Paul, Minnesota, won the award. The award winners include Bea Baylor, Beloit, Wisconsin; Jenny Jones, Fort Smith, Arkansas; Sam Smith, Rockford, Ill. The Minnesota band is here. The St. Paul, Minnesota, band is here.)

clauses
Use instead of extracurricular when talking about campus living and learning activities (no hyphen).

College
Capitalize in isolation only when referring specifically to Gettysburg College. (Example: The College has excellent science programs.) For news releases, however, use college in lowercase.

commencement
Capitalize when referring specifically to Gettysburg College’s graduation ceremony; otherwise it is lowercase.

Communications & Marketing Advisory Council (CMAC) A group of alumni professionals from the field of communications and marketing who serve as advisors to the College.

Community Leader (CL)
Provides leadership in residence halls with a focus on community development and facilities management. Capitalize formal name on first reference and abbreviation thereafter.

Email
No hyphen, small “e”; capital “e” used to start a sentence.

emeritus
An honor earned (not automatic), usually upon retirement. Conforming to the rules of Latin, use this descriptor after the title. (Examples: Single person: by gender and placement: Professor Emeritus John Doe; President Emerita Martha Peterson; Jane Doe, professor emerita. Multiples by gender: professors emeriti [for all men or mixed group]; professors emeritae [for all women]. Reference to all the faculty and staff who hold emeritus status is, simply, “the emeriti.”

extracurricular
(See cocurricular.)

faculties
Use formal name upon first reference and use abbreviation thereafter.

Family Weekend
Capitalize. No longer uses the word Parents to describe this weekend.

Fax
Use lowercase letters (or capitalize the first letter if starting a sentence or line of formatted text with it). Do not use all caps.

First-Year Experience
Note hyphen. Interdisciplinary and multidisciplinary courses during the fall semester that accelerate new students to college life.

First-Year Seminars
Note hyphen. Special seminar classes for first-year students.

First-Year Student
Use instead of freshman. Note hyphen.

First-Year Walk
A walk from campus to the National Cemetery to recreate the historic walk to the site of the Gettysburg Address. Capitalize formal name and use a hyphen between “first” and “year.”

Freshmen/Men
Use first-year student(s) instead.

Fundraising
One word, no hyphen.

Garthwait Leadership Center (GLC) A distinctive program that creates intellectual and experiential opportunities for students and alumni to develop leadership skills. Capitalize formal name upon first reference and use abbreviation thereafter.

Gettysburg Fund
Donor supported. Helps pay for initiatives to move College forward. Capitalize on all references.

Gettysburg Address
Always capitalize “Gettysburg Address” and “Address” when referring to the Gettysburg Address.

Gettysburg College (magazine) Gettysburg College’s magazine. Italize on reference.

GPA/Grade Point Average
Use abbreviation.

GPA/grade Point Average
Use abbreviation.

GPA/grade point average
Use abbreviation.

The Cupola Society
Prestigious circle of alumni, parents, and friends of the College who have made a gift of $1,500 or more to the College. Capitalize formal name on all references.

decades
Example: the 1970s; the ’70s (no apostrophe before “s”).

departments, academic
Department of Psychology, but psychology department. Department of English, but English department.

departments, non-academic (aka offices)
Office of College Life, but College Life office. Office of Annual Giving, but Annual Giving office. Please note that the media prefers lowercase in almost every instance.

Distinctive Programs
Four key programs offered at Gettysburg College that enhance the quality of the liberal arts experience for students. The four programs are: Civil War Institute, The Eisenhower Institute, Garthwait Leadership Center, Sunderman Conservatory of Music. Capitalize on all references.

Eisenhower Institute (EI)

do great work
The College’s signature line. Use only as prescribed in the Graphic Standards Guide (see page 21). No punctuation is used.

Eisenhower Honor (EH)
Award presented by the Eisenhower Institute to recognize outstanding students who have shown excellence in the field of public service and leadership.

emergent
An honor earned (not automatic), usually upon retirement. Conforming to the rules of Latin, use this descriptor after the title. (Examples: Single person: by gender and placement: Professor Emeritus John Doe; President Emerita Martha Peterson; Jane Doe, professor emerita. Multiples by gender: professors emeriti [for all men or mixed group]; professors emeritae [for all women]. Reference to all the faculty and staff who hold emeritus status is, simply, “the emeriti.”

extracurricular
(See cocurricular.)

Gift
Capitalize when referring to the full and proper title of a major fundraising drive, such as the Gettysburg Great Campaign; use “the gift” (lowercase) in subsequent references. See www.gettysburg.edu/download for the full style guide.

Gifts
The acronym stands for geographic information systems. The GIS Lab is in the Science Center.

GPA
See www.gettysburg.edu/download for the full style guide. See www.gettysburg.edu/download for the full style guide.

GPA/grade point average
Use abbreviation.

GPA/grade point average
Use abbreviation.
Advisor on all references.

serve LGBTQA students. Use LGBTQA Queer, and Ally Advising. Exists to Lesbian, Gay, Bisexual, Transgender, LGBTQA Advisor

common reference (regardless of whose ancestors come from Latin

Refers to a person (based on gender)

money

Use numerals. When forming a compound adjective, use a hyphen. (Examples: He gave $50. His gift was $1 million (simple nouns). He presented a $1-million gift (compound adjective). The year-end total was nearly $1.5 million.) The decimal system (taken out 1, 2, or, 3 places) is usually preferred for numbers above $1 million. (Examples: $1.123 million, or better yet: more than $1.1 million, nearly $1.2 million) (Symbols: ÷ = option-4; E = option-3; ¥ = option-y)

months

Capitalize names of months in all uses. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov., Dec.

mortarboard

The cap worn at Commencement. 

multidisciplinary

No hyphen; refers to three or more disciplines.

multimedia

No hyphen.

 nicknames

List nicknames, surrounded by quotation marks, only when the formal and preferred names are unexpectedly different (OK: John “Buzz” Jones; AVOID: William “Bill” Smith).

No.

Use this capitalized abbreviation for number when referring to a position or rank (examples: No. 1 city in America; No. 3 choice).

“non” words

Generally, no hyphen: nonfiction, nonprofit, etc.

noon

Use this rather than 12 p.m.

numbers

(See also No.) In general, spell out zero through nine (and first through ninth) and give numerals for 10 and above (10th, etc.). Fractions, such as two-thirds, should be spelled out. If paired with a whole number, use the decimal system: 2.25. Percentages, measurements, GPAs, and ages should always be represented by numerals. Headlines: Use numerals, even for 1–9.

When rounding large numbers, spell out (nearly one thousand people. Use cardinal numbers in dates (August 7, not August 7th). Do not start a sentence with a numeral. Spell out number of any magnitude if it is the first word of the sentence, or recast the sentence.

online

One word; no hyphen.

Orange & Blue Club

With ampersand. Fundraising group that fosters and supports excellence in intercollegiate athletics at Gettysburg College.

Owl & Nightingale Club

With ampersand. Student organization for the theatre arts program. It is the oldest non-Greek organization on campus.

Parents Advisory Board (PAB)

The Parents Advisory Board serves as a bridge of communication between Gettysburg College parents and the administration, faculty, student body, alumni, and friends. Members of the Parents Advisory Board serve as representatives of the entire parent constituency and as such are parent leaders in advising and financially supporting the College.

classifieds

spelling

Percent

Spell out the word in text. The 9% sign may be used in numerical charts and headlines. Percentages should always be represented by a numeral (examples: an increase of 4 percent, but a 4 percent increase; Headline: Board grants 4% raise).

period

Always place a period inside quotation marks.

Phi Beta Kappa

National honorary scholastic society for top students in the senior class.

phone numbers

Use a hyphen (not parentheses or a slash) between the area code and the number; do not include “1” with toll-free numbers. For campus extensions, use “ext.” followed by a space and a four-digit number.

p.m./a.m.

Use periods and lowercase letters (examples: 8 a.m.; 7:30 p.m.).

percent

Use abbreviation.

percent

When introducing a faculty member, use the full academic title, including assistant, associate, adjunct, visiting, etc., as needed, along with the person’s name.

Long titles are more easily read after the name and surrounded by commas (Associate Professor of Psychology John Smith OR John Smith, associate professor of psychology)

Subsequent references to faculty are by last name, except in captions, where the title Prof. and the name may be used. Capitalization follows titles rules.

“re” words

No hyphen, except those needing clarity, such as re-creation.

residence halls

Use instead of dorms.

Resident Assistant (RA)

Acronym for resident assistant, no periods. Plural is RAs, or Resident Assistant (RA).

Residential Life Coordinator (RLC)

An RLC is responsible for a set of residence hall buildings and the residents within. Use acronym, no periods; plural is RCs.

seasongs

Spring, summer, fall, and winter are never capitalized in prose, except when starting a sentence.

semicoin

Used in conjunction with quotation marks, it is usually placed outside quotation marks.

professor

Title generally reserved for tenure-track faculty positions. Do not abbreviate “prof.” when used without a name. When introducing a faculty member, use the full academic title, including assistant, associate, adjunct, visiting, etc., as needed, along with the person’s name.

Sentinel

Sculpture by Martin Puryear located to the west of Penn Hall. It was erected in 1982 to commemorate the College’s sesquicentennial anniversary.

Sr.

Capitalize and abbreviate when part of someone’s name; do not separate by a comma (John Doe Sr.).

Study abroad

No hyphen

Sunderman Conservatory of Music

A Gettysburg College Distinctive Program. Sunderman is the hub for musical performances on campus, emphasizing active engagement with a broad range of musical experiences and sponsoring a full calendar of events—student and faculty recitals, ensemble performances, prominent visiting musicians, and special activities.

titles

Titles before names are generally capitalized. (Gov. Smith, Rabbi Levin, Queen Elizabeth, Trustee John Doe, etc.) Other less formal titles that are strictly occupational descriptions (class agent, reporter, etc.) are not capitalized even when they precede a name.

Before a name: Capitalize a title when it precedes a person’s name and is not set off by commas. (College Dean Julie Ramsey, Assistant Professor Nathalie Lebon, Professor of History Timothy Shannon, President Janet Morgan Riggs). An exception: It was a speech by history professor John Jones. Here, “history professor” is simply an occupational descriptor, not a formal title; it is also vague as to academic status. When separated by a comma, do not capitalize the job title. The group presented it to the provost, Christopher Zappe.
After a name: Do not capitalize titles that are used as descriptive phrases and set off by commas (Robert Kallin, vice president for development, alumni and parent relations spoke; Janet Morgan Riggs, president of Gettysburg College, spoke). Exception: named professorships. (Peter Pella, W. K. T. Sahm Professor in Physics, spoke.)

Used in isolation: Without names attached, these words become generic nouns and should not be capitalized. (The president gave a speech.)

Invitations/special publications: short, formal blocks of copy may call for total disregard of the above-stated rules.

Composition titles: Capitalize the principal words, including prepositions and conjunctions of four or more letters, and capitalize articles and words of fewer than four letters if they are the first or last word in the title. Italicize titles of newspapers, magazines, and books (excluding reference works and the Bible), movies, TV programs, plays, epic poems, operas, albums, exhibit titles, and individual works of art. Use quotation marks around the titles of articles, chapters, lectures, movements, and dance pieces.

Official course titles: When talking about a specific class, capitalize it, but do not italicize it or place quotation marks around it. (Greek 203: Plato; Chemistry 216: Introduction to Forensic Science).

Trusted (See board of trustees.)

Twilight Walk A tradition held in January that welcomes first-year students into alumni status. Capitalize on all references.

United States Spell out except when using as a descriptor (U.S. companies; U.S. Department of Education).

Upperclass students No hyphen with “upperclass.” The word “upper-class” implies wealth, not college standing.

Visiting professors and visiting instructors Temporary hires for sabbatical replacements or occasional courses. This non-tenure-track designation can be combined with any rank (instructor, assistant professor, etc.).

Visiting scholars International scholars who may be at the College to teach or to conduct research, often as part of an exchange program.

Web Do not capitalize.

Website One word; no capitalization.

Xerox Because this is a trademark name, use photocopy instead.

Years, plural 1970s or the ’70s (no possessive apostrophe).

Zero Spell out.

Zip code Its acronym stands for Zoning Improvement Plan.
visual standards
- college wordmark
- brand signature – Do Great Work
- college seal
- bullets logo
- athletics and split G
- color palette
- typography
- college flag
- campus map
- alma mater
- print and electronic stationery
- paper stock
- invitation system

programs
- center for public service (CPS)
- center for career development (CCD)
- gettysburg recreational adventure board (GRAB)
- majestic theater

additional visual treatments
- development
- cupola society
- 1832 society
- bold
- orange & blue club
- gettysburg fund
- reunion weekend
- founders weekend
- college life
- orientation
- experiential education
- ASCENT
- the den
- LGBTQA advising

additional treatments
- late night gettysburg
- twilight walk
- dining services
- the commons
- the dive
- ike's
- gettysburg great symposium
- gettysburg great campaign

gettysburg college brand : updated 2014

Do Great Work

gettysburg college brand : updated 2014
Standards

- The wordmark should not be reduced smaller than 1.25 inches wide. On small spaces, such as pens or pencils, the words Gettysburg College should be used instead.

- The wordmark should never be used in place of part of a title in a brochure or other publication.

- The wordmark should not be used in any unauthorized color, or any combination of colors except for the approved version shown to the left.

- The orange and blue color combination is the only exception where a combination of two colors can be used to reproduce the wordmark. No other color combinations are approved to reproduce the wordmark. It should mainly be used on print applications against a white background or when the orange (PMS 158) and blue (PMS 294) can be accurately reproduced. Avoid use of the two-color version on the web because each monitor has different color settings; the word “College” in orange may be hard to read.

- Please do not attempt to recreate the artwork by drawings or keyboarding the words Gettysburg College. Although the letters in the wordmark are based on the Bembo font, it cannot be duplicated by simply using that typeface. The wordmark has been carefully drawn and hand-adjusted.

- The wordmark should not be used on the same page or in close proximity to other College visual identities, such as the College seal or other College logos. If you have special circumstances that may require the wordmark to be used differently, please contact the Office of Communications & Marketing.

- Download the wordmark at www.gettysburg.edu/download
brand signature – do great work

Standards

• The signature art should never be used as a headline or to replace text.

• It is a distinct piece of art, never to be used as part of a graphic unit with the wordmark or any other College identifier.

• Tag art is always “attached” to an edge or a line within the overall layout, and it is always shown in the vertical position. In print or electronic communications, it should never dominate the design of the layout. It will be omnipresent, but subtle and therefore proportionately small given the size of the overall piece of communications. It should appear only once in any given printed piece.

• Large “Do” art can dominate the design of the layout and should be used when a bolder approach to Do Great Work is intended. It is to be used as a graphic element with other College branding. Consult the office of Communications & Marketing to determine when it can be used on a piece.

• Line art consists of three words that should always remain intact. It is to be used as a graphic element with other College branding. Consult the office of Communications & Marketing to determine when it can be used on a piece.

• Green work art is not meant to replace the Do great work signature but to be used with it in order to celebrate our commitment to sustainability.

• Download the tag and “do” art at www.gettysburg.edu/download
Standards

- Use of the full College seal should be limited to official documents only. In general, the use of the College wordmark is the preferred branding mark.
- General College communications may use the seal, but it should be used as a graphic element along with the College wordmark.
- The seal should not be used as a button or graphic on the web.
- These guidelines do not cover every application where the College seal will be used. Please contact the Office of Communications & Marketing if you have a specific application where the seal may need to be used differently.
- **Primary version** with clouds is the preferred version of the seal to be used. It includes details such as architectural ornaments on the cupola and clouds in the background.
- **Refined version** is a slightly modified version of the full color seal with clouds. Instead of clouds, it has a blue gradient in the background. This version of the seal can also be used in black, orange, or blue.
- **Simplified version** has fewer architectural details on the cupola, and no clouds in the background. This version of the seal can also be used in black, orange, or blue.
The Bullets logo is the primary identifier of the Gettysburg College athletics program. To reinforce the relationship between Gettysburg College and the Bullets, the College name should appear. The Gettysburg College athletic program's primary signature comprises of the Bullets logo and the College name, which has been specially designed in a compatible bold italic font.

When an individual sports team needs to appear with the Bullets logo and the College name, a special treatment has been developed and can be supplied by the Office of Communications & Marketing.

In certain applications when a one-color version of the Bullets logo is used, care should be taken to feature the other companion PMS color in an accent or in the actual uniform color. For example, when reproducing the logo in PMS 294 (Blue), the uniform should be orange or white with orange trim, to match PMS 158.

The Bullets logo should not be used as a header.

Download the Bullets logo at www.gettysburg.edu/download.
The athletics G is an informal graphic for the athletic programs at Gettysburg College. It is not meant to replace the Bullets logo, which is the official identity for all athletics programs.

The athletics G should not be used together with the College wordmark, seal, or other visual identity for the College, except for the Bullets logo.

A special edition of the athletics G is also available as a split G. The split G can be used with either a white or black outline depending on the color of the background.

The outline on the outside of the split G should be clearly visible.

Download the athletics and split G at www.gettysburg.edu/download
Standards

• Orange and blue are the prevailing colors throughout the College’s communications.

• An accent color palette has been created to expand color options and provide consistency throughout all campus communications and across all audiences. These colors were selected to complement the two main College colors.

• For each color shown, the corresponding Pantone Matching System (PMS) color number, Pantone+ color build for coated and uncoated, and Hexadecimal values for use on the web are provided.

• All colors may be used at 100 percent or tinted.
primary print typefaces

adobe garamond roman, italic, & semibold

Abcdefghijklmnopqrstuvwxyz
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789?%!@#$%

univers 55 roman, 65 bold, & 75 black

Abcdefghijklmnopqrstuvwxyz
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789?%!@#$%

primary web and email typefaces

georgia regular, italic, & bold

Abcdefghijklmnopqrstuvwxyz
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789?%!@#$%

arial regular, italic, & bold

Abcdefghijklmnopqrstuvwxyz
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789?%!@#$%

secondary print, web, and email typefaces

open sans regular, italic, & bold

Abcdefghijklmnopqrstuvwxyz
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789?%!@#$%

Standards

- **Garamond** and **Univers** are the primary serif and sans serif typefaces that have been authorized as part of the identification program for printed items. Typefaces include alternate sets and characters including old style figures, italics, bold, semibold, black, etc., available from Adobe Systems Inc.
- **Georgia** and **Arial** are the primary serif and sans serif typefaces that have been authorized as part of the identification program for web and email.
- **Open Sans** is a free font that can be downloaded at www.fontsquirrel.com/fonts/open-sans. This font can be used for emails and print materials as an alternative to Univers.
Standards

- In addition to being used as is, the official College flag can be used as a graphic element with other College branding. Consult the Office of Communications & Marketing to determine when it can be used in print or on the web.

- The flag should not be used as part of an athletic uniform, except that a flag patch may be used on the uniform.

- The flag should never have placed on it, or attached to it, any mark, insignia, letter, word, number, figure, or drawing of any kind.
Standards

- Official campus map vector art files are available from the Communications & Marketing office.
- Download the map at www.gettysburg.edu/download
Standards

- The alma mater is available in two styles, vintage art and as sheet music.
- The vintage art is always paired with the words to the alma mater.
- The sheet music should only be used on pieces that are 8.5" x 11" or larger. Readability is diminished when the music is reproduced at a smaller size.
- The vintage art comes from the cover of the original printed sheet music. In 2004, the class years were changed from '66, '22, '24 to 1866, 1922, and 1924.
- Download the alma mater at www.gettysburg.edu/download
Standards
- Mohawk Via 24lb text or Accent Opaque 60lb text is the approved paper stock for Gettysburg College stationery.
- All stationery items contained in this suite are printed using PMS 294 (Blue) and PMS 158 (Orange).
- Electronic letterhead is available upon request.
- Listed here is the approved collection of standard items included in the Gettysburg College stationery suite. While these standardized items are preferred for general overall use throughout the College, there will always be a need for variation based on circumstance. Please contact the Office of Communications & Marketing for more information on custom options.
  - Standard Letterhead (8.5" x 11")
  - #10 Regular Envelopes (4.125" x 9.5")
  - Business Cards (2" x 3.5")
  - Personal Notecard (A7) (5.125" x 7")
- College stationery substitutes periods for hyphens in phone numbers, which is an approved exception to the editorial standards.
Strathmore Writing Ultimate White is the approved paper stock for Gettysburg College stationery.

When printing off campus, please note that the general cover and text stock will change depending on the job. Paper samples can be supplied upon request.

<table>
<thead>
<tr>
<th>primary letterhead paper stock</th>
<th>secondary letterhead paper stock</th>
<th>general cover stock printing on campus</th>
<th>general text stock printing on campus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mohawk Via 24# text</td>
<td>Accent Opaque 70# text</td>
<td>Hammermill paper 80#</td>
<td>Hammermill paper 28#</td>
</tr>
</tbody>
</table>
Standards

1. Office of the President invitation system
   - Reserved for events hosted by the President
   - Invitation and mailing envelope size: A7 (5.125”x7”)
   - Reply card and reply envelope size: A6 (4.625”x6.25”)
   - Printed on Hammermill 100# cover paper

2. Do Great Work invitation system
   - Invitation and mailing envelope size: A7 (5.125”x7”)
   - Reply card and reply envelope size: A6 (4.625”x6.25”)
   - Printed on Hammermill 100# cover paper

3. Gettysburg College invitation system
   - Also available in orange
   - Invitation and mailing envelope size: A7 (5.125”x7”)
   - Reply card and reply envelope size: A6 (4.625”x6.25”)
   - Printed on Hammermill 100# cover paper

4. Cupola Card invitation system
   - Invitation (card style) and mailing envelope size: A7 (5.125”x7”)
   - Reply card and reply envelope size: A6 (4.625”x6.25”)
   - Printed on Hammermill 100# cover paper

5. Invitation systems should not be mixed.
Founded in 1832, Gettysburg College is a highly selective four-year residential college of liberal arts and sciences with a strong academic tradition. Alumni include Rhodes Scholars, a Nobel Laureate, and other distinguished scholars. The College enrolls 2,600 undergraduate students and is located on a 200-acre campus adjacent to the Gettysburg National Military Park in Pennsylvania.

**key program messages**
- Gettysburg College has a strong academic tradition.
- Our historic location inspires passion for responsible citizenship and leadership.
- Distinctive programs set us apart from other liberal arts colleges.
- Students are engaged: they see a need and fill it.
- Successful outcomes are a hallmark of a Gettysburg education.
- See page 4 for key marketing messages.

**visual identity key facts**
- The wordmark is the preferred College identification for print, web, and miscellaneous items.
- The wordmark is to be used on all College communications.
- The College wordmark may not be used as a header or in place of part of a title.
- Proper placement is the lower left or right hand corner.
- Available in two colors, orange, blue, black, and white [see page 20].

**contact**
Communications & Marketing
717-337-6800

**website**
www.gettysburg.edu

**social media**
Facebook facebook.com/Gburg.College
Twitter twitter.com/gettysburg
Flickr flickr.com/photos/gettysburgcollege
YouTube youtube.com/user/GettysburgCollege
LinkedIn linkedin.com/groups/Gettysburg-College-Professional-Network-87163
Instagram Instagram.com/gettysburgcollege

**editorial guidelines**
- First reference: Gettysburg College
- Subsequent reference: Gettysburg or the College

**color palette**
- PMS 294
- PMS 158
- black
- white
- PMS 518
- PMS 484
- PMS 404
- PMS 729

**social media icon**
Social media icon (right) is the same for Twitter, Facebook, YouTube, and Flickr.

**official college wordmark**
The Center for Public Service engages students, community members, faculty, and staff to facilitate partnerships, education, critical thinking, and informed action. Through these alliances, we aim to foster social justice by promoting personal, institutional, and community change.

**key program messages**
The Center for Public Service at Gettysburg College challenges students to “think critically and act compassionately” through four major program areas, carried out in partnership with students, community members, faculty, and staff.

**contact**
Gretchen Natter  
*Executive Director of Center for Public Service*  
717-337-6490  
gnatter@gettysburg.edu

Kim Davidson  
*Director of Center for Public Service*  
717-337-6490  
kdavidso@gettysburg.edu

**communications & marketing liaison**
Paul Fairbanks  
*Director of Web Communications*  
717-337-6831  
pfairban@gettysburg.edu

**website**
www.gettysburg.edu/cps

**editorial guidelines**
- First reference: Center for Public Service (CPS)
- Subsequent reference: CPS
- Gettysburg College identification:  
  Gettysburg College’s Center for Public Service or  
  The Center for Public Service at Gettysburg College
- First reference: Program Coordinators
- Subsequent reference: PC

**key program messages**
The Center for Public Service at Gettysburg College challenges students to “think critically and act compassionately” through four major program areas, carried out in partnership with students, community members, faculty, and staff.

**visual identity key facts**
- The program logo with “Gettysburg College” is the preferred program logo for print, web, and miscellaneous items.
- To be used with the Gettysburg College wordmark on all publications [see page 20]
  If only one brand is used, it must be Gettysburg College’s brand. CPS is a secondary brand.
  - The CPS logo may not be used as a header.
  - Available in two colors, one color, or black and white
  - The program color palette may be used with the full Gettysburg College color palette.
  - CPS will use the standard two-color college stationery set [see page 30].
The Center for Career Development is committed to educating students and alumni about the value of experience-based career development, the connections between learning in and out of the classroom, and the fundamental responsibility that individuals have for their career planning process.

Through partnerships with students, alumni, and parents, the Center for Career Development provides opportunities that foster independence, self-confidence, skill building, and reflective action.

The Center for Career Development prepares students to have the knowledge, skills, and experiences necessary to start a successful career. The Center for Career Development offers internship and externship opportunities, career planning and graduate school advising, job-search strategies, resume writing and interviewing workshops, and tools, such as social media to build a powerful network of professional contacts.

More than 95 percent of students are employed or in graduate school within a year of graduating from Gettysburg College and some 50 percent of Gettysburg College alumni have advanced degrees within the first five years of graduation.

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Editorial Guidelines
• First reference: Center for Career Development (CCD)
• Subsequent reference: CCD
• Gettysburg College identification: Gettysburg College’s Center for Career Development or The Center for Career Development at Gettysburg College

Social Media
Facebook: www.facebook.com/GBurgCareerDevelopment
Twitter: twitter.com/GBurgCareers

Visual Identity Key Facts
• The program logo with "Gettysburg College" is the preferred program logo for print, web, and miscellaneous items.
• To be used with the Gettysburg College wordmark on all publications (see page 20). If only one brand is used, it must be Gettysburg College’s brand. CCD is a secondary brand.
• The CCD logo may not be used as a header
• Available in two colors, one color, or black and white
• The program color palette may be used with the full Gettysburg College color palette.
• CCD will use the standard two-color college stationery set (see page 30).

Key Program Messages
The Center for Career Development prepares students to have the knowledge, skills, and experiences necessary to start a successful career.

The Center for Career Development offers internship and externship opportunities, career planning and graduate school advising, job-search strategies, resume writing and interviewing workshops, and tools, such as social media to build a powerful network of professional contacts.

The Center for Career Development works individually with students to explore career options and chart a career plan through many experiential opportunities and programs.

Siegfried Career Development Fellowships
Gettysburg College’s extensive career network of more than 26,000 alumni allows students to tap into invaluable experience and make career connections.

More than 95 percent of students are employed or in graduate school within a year of graduating from Gettysburg College and some 50 percent of Gettysburg College alumni have advanced degrees within the first five years of graduation.
The Office of Experiential Education provides the foundation for innovative leadership, professional development, and ethical responsibility. The versatility of the program is demonstrated through our curriculum, the collaboration with faculty, and the ability to deliver trainings that begin in the classroom and reach international locations. The medium is experiential; the methodology is visionary (critical analysis and strategic planning), with the outcome of personal and professional development.

**key program messages**
The Office of Experiential Education provides an innovative learning environment via leadership and adventure curricula as the catalyst for personal and professional development. The Office of Experiential Education utilizes an ethical foundation, experiential techniques, and industry standards to enhance one’s judgment, professionalism, and personal growth, while fostering the importance of experiencing diverse environments, respecting those with differences, and creating positive learning opportunities.

- 24 student volunteers, alongside of GRAB alumni facilitate domestic and international programs for students, alumni, faculty, staff, and parents
- 45 programs annually
- 17 countries visited
- Provides professional training and development to the campus community, corporations, law enforcement personnel, government agencies, and other educational institutions

**color palette**

- PMS 394
- PMS 158
- black
- white
- PMS 518
- PMS 484
- PMS 370
- PMS 404
- PMS 729

**social media icon**
Social media icon (right) is for Facebook

**editorial guidelines**
- First reference: Gettysburg Recreational Adventure Board (GRAB)
- Subsequent reference: GRAB
- Gettysburg College identification: Gettysburg College’s Recreational Adventure Board or Gettysburg Recreational Adventure Board at Gettysburg College
- First reference: Gettysburg Recreational Adventure Board Facilitators
- Subsequent reference: GRAB Facilitators

**social media**
- Facebook www.facebook.com/GettysburgGRAB
  www.facebook.com/gettysburgcollege.theden

**visual identity key facts**
- The program logo with “Gettysburg College” is the preferred program logo for print, web, and miscellaneous items.
- To be used with the Gettysburg College wordmark on all publications [see page 20] If only one brand is used, it must be Gettysburg College’s brand. GRAB is a secondary brand.
- GRAB logo may not be used as a header.
- Available in two colors, one color, or black and white
- The program color palette may be used with the full Gettysburg College color palette.
- GRAB will use the standard two-color college stationery set [see page 30].

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**website**
www.gettysburg.edu/grab
Gettysburg College’s Majestic Theater at the Jennifer and David LeVan Performing Arts Center is a world-class facility featuring an 816-seat theater, two cinemas, an art gallery, and dining.

The theater offers a diverse program of Broadway shows, classical and popular music, dance, comedy, children’s theater, first-run independent films, cinema classics, and serves as the performance venue for Gettysburg College’s Sunderman Conservatory of Music.

Key Program Messages
- Program a diverse series of professional touring artists to enliven and enhance the cultural life of the Gettysburg community and its visitors
- Exhibit films daily according to the interests of the community and the evolving marketplace
- Present a balance of college and community-produced events
- Contribute to the economic vitality of downtown and the growth of regional tourism
- Meet the highest organizational standards for professional practices, facility maintenance, and fiscal responsibility
- Reopening on its 80th anniversary in 2005, the theater is listed on the National Register of Historic Places.

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- The $16.5 million renovation project returned the Majestic Theater to its 1925 opulence.

Color Palette
- PMS 294
- PMS 158
- PMS 518
- PMS 484
- PMS 370
- PMS 404
- PMS 729
- Black
- White

Social Media Icon
- Social media icon (right) is for Facebook

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Website
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Editorial Guidelines
- First reference: Gettysburg College’s Majestic Theater
- Subsequent reference: The Majestic
- Gettysburg College identification: Gettysburg College’s Majestic Theater

Social Media
- Facebook: www.facebook.com/MajesticTheater

Website
- www.gettysburgmajestic.org

Social Media Icon
- Social media icon (right) is for Facebook

Key Program Messages
- Program a diverse series of professional touring artists to enliven and enhance the cultural life of the Gettysburg community and its visitors
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Gettysburg college brand: additional visual treatments

Additional logo treatments for development, alumni & parent relations

Cupola society

1832 society

Bold (burgians of the last decade)

Orange & blue club

Gettysburg fund

Reunion weekend—updated yearly

Founders weekend
gettysburg college brand: additional visual treatments

additional logo treatments for student life

ascent  
leadership through wilderness education and service

the den  

LGBTQA advising

orientation—updated yearly

NEW  
student
orientation

2015  
Class of 15

twilight walk

late night gettysburg
Gettysburg College Brand: Additional Visual Treatments

Additional Logo Treatments for Dining Services

- The Commons
- The Dive
- Bullet Hole
- Ike's
- Ike's Italian Kitchen
- Ike's Salads and Sushi
Gettysburg College Brand: Additional Visual Treatments

Additional Logo Treatments

Gettysburg Great Symposium Campaign – please see supporting campaign documents for standards. These can be found at www.gettysburg.edu/download