EDUCATION OF THE HEART
Cabrini University’s mission is to provide an Education of the Heart, dedicated to academic excellence, leadership development, and a commitment to social justice.

HISTORY
Cabrini is an inclusive, co-educational Catholic community, founded in 1957, by the Missionary Sisters of the Sacred Heart of Jesus (MSCs). We welcome learners of all faiths and embrace the teachings of our patroness Saint Frances Xavier Cabrini, the Patron Saint of Immigrants.

SELF DISCOVERY AND ACTION
Cabrini students don’t wait until they graduate to make an impact on the world. Through internships, learning communities, study abroad, social advocacy programs, and more, our students discover who they are, what they love, and how they can make a difference in their world and the world around them.

SUPPORTIVE COMMUNITY
Cabrini rallies around its students, working hard to ensure success. Students who need extra support can take advantage of our free writing and math tutoring, faculty mentorship, peer mentors, health and wellness programs, and more. Our small student-to-student ratio ensures that students receive individual attention, regardless of their field of study.

ADVOCACY FOR HUMAN RIGHTS
For half a century, Cabrini has embedded social advocacy and ethical decision making into the curriculum and student life. Our students go far beyond service, traveling to local and national governments to advocate for progressive immigration reform and an end to human trafficking. Our students and staff provide more than 20,000 hours a year of service and activism around the world, influencing positive systemic change.

THE ELEVATOR PITCH
Cabrini offers a supportive community that helps students discover who they are and what they can accomplish in their life, in their career, and in society. Through international partnerships, community engagement, and hands-on experiences, students find their voice and how they can work in solidarity for universal human rights and dignity.
Graphic identity is an outward expression of the personality, values, and goals of an institution. As a leading university, Cabrini has local, regional, national, and international audiences. Our logo and related graphics express our serious commitment to quality as well as the energy and caring that each of us at the University contributes.

The Style and Graphic Standards Manual is the guide to applying our image and identity to the materials through which we communicate to all our constituencies.

Through consistent application of these standards over time, Cabrini University will enjoy the benefits of improved communications, understanding, and competitive positioning with the publics we dedicate ourselves to serving.

NEED HELP?

The Office of Marketing and Communications serves as the central source of information and assistance for all communications purposes, including publications, printing, website, and media relations. For related information, please call the Office of Marketing and Communications:

Phone: 610.902.8750
Fax: 610.902.8489

Please note the following:
All advertising, promotional products, publications, and other printed matter must first be approved by the Marketing and Communications Office.
The Marketing and Communications Office is responsible for the writing, design, and production of all official Cabrini publications.

To achieve an institutional standard in all external publications, the Marketing and Communications Office has put together stylistic recommendations for.

A OR AN

Use a before a singular noun that begins with a consonant or a consonant sound; use an before a singular noun that begins with a vowel or vowel sound.

• It is a historic monument (because historic starts with an h sound).
• It is an honorable fellow (because honorable starts with an o sound).
• It is a Utopian idea, but an unfair world.

ACADEMIC DEGREES

Do not use periods in academic degree abbreviations.

• PhD, EdD, not Ph.D., Ed.D.

Titles (terminal degrees) should follow full names, offset in commas.

• Peter Smith, PhD, spoke at ... not Peter Smith, PhD spoke at the conference.

Use abbreviations such as PhD or EdD only after a full name, never after just a last name.

• Peter Smith, PhD, presented at ... not Smith, PhD, presented at ...

Do not include non-doctoral degrees like BA or MA; instead, spell out the formal degree title.

Initial cap the degree title, including specialization (Bachelor of Arts, Master of Arts, Master of Science in Leadership, etc.); do not use the word degree (it is redundant).

Do not initial capitalize informal descriptions of academic degrees (e.g., his master's).

Use an apostrophe in bachelor’s degree and master's degree, but not in formal degree titles (Master of Accounting, not Master's of Accounting).

• Jen Jackson, who earned a Master of Arts from Villanova University, presented at ...
• Jen Jackson, who earned a master’s from Villanova University, presented at ...
• Jen Jackson, who earned a master's degree from Villanova University, presented at ...

It is associate degree, not associate’s degree.

Do not use Dr. (even on second reference) for an academic degree affiliation; Dr. is to be used only for medical doctors (MDs) and only on second reference.

• John Jones, MD, helped Cabrini students. Dr. Jones went on to help the entire community.

Use last names only for second reference to a person with any degree.

• Peter Smith, PhD, presented at the annual conference. Smith also presented at ...

Doctoral degrees (earned outside of Cabrini) and Esq., JD, etc., immediately follow the names, offset in commas, with Cabrini class years following.

• John Doe, PhD ('87)
• John Doe, PhD ('87, G’93), had a long and happy career.
• Jane Doe, Esq. ('89)
• Jane Doe, Esq. ('89, '93), had a long and happy career.

If a doctoral degree is earned at Cabrini, the Cabrini abbreviated phrasing is included in addition to the PhD title that follows the name.

• John Doe, PhD ('87, MA’93, PhD’19)
• Peter Smith, PhD (PhD’20)
ACRONYMS
Avoid using unfamiliar acronyms, jargon, or insider terminology.
Spell out on first reference, with the acronym/initialism in parentheses following only if there are multiple references.
- Cabrini’s women’s lacrosse team competes in the Colonial States Athletic Conference (CSAC). The team has won the CSAC tournament X times.
- Exceptions (items that do not need to be spelled out on first reference) include:
  - NCAA
  - GPA (unless the target audience is first-generation)
  - HTML
  - SAT
  - ACT
  - PDF
  - DVD
Use common usage with regard to capitalizing.
- CSAC, MAcc, MEd, scuba, etc.
Pluralize acronyms with an s and no apostrophe.
- DVDs, ATMs, ATVs, etc.
Do not follow acronyms with words that are part of the acronym (PIN not PIN number; ATM not ATM machine).

ALUMNI, ALUMNUS, ALUMNA, ALUMNAE
In the singular, use alumni for a male and alumna for a female. For brevity/in a “spacing emergency,” or when using in social media or other informal usage, alum is acceptable.
Use alumni to refer to multiple graduates from a specific institution (mixed genders or all males); use alumnae to refer to multiple graduates from a specific institution when all are females.
Use an abbreviated phrasing for Cabrini graduation years (closed apostrophe, last two numerals in the year) and offset in parentheses. Use a comma to separate multiple graduation years/degrees earned and use specific degree abbreviations for graduate (master’s and doctorate) degrees earned at Cabrini.
- John Doe (’87)
- John Doe (’87, MEd’94, EdD’20)
Additional academic degrees (PhDs earned somewhere else), Esq., JD, and MSC immediately follow the names, offset in commas, with Cabrini class years following in parentheses. The parentheses will be inside the commas surrounding PhD, Esq., etc., if the sentence is continued.
- John Doe, PhD (’87) or John Doe, PhD (’87, MS’93)
  - John Doe, PhD (’87), works in academia.
- Jane Doe, Esq. (’89) or Jane Doe, Esq. (’89, MA’93)
  - Jane Doe, Esq. (’89, MA’93), is a criminal law attorney.
If a doctoral degree is earned at Cabrini, the Cabrini abbreviated phrasing is included in addition to the PhD title that follows the name.
- John Doe, PhD (’87, MA’93, PhD’19)
- Peter Smith, PhD (PhD’20)
Use prospective year of graduation for current undergraduate students.
- John Doe (’19)
Use an HON for honorary degrees, and a P for parents of Cabrini students, following the guidelines for Cabrini-affiliated degrees.
List degrees in chronological order, including parents and honorary degrees.

APOSTROPHES
Use an apostrophe to make something possessive.
- a student’s notebook, 2012’s biggest news stories, Founder’s Hall, Dean’s List
When making a singular noun or proper noun that ends in s possessive, use’s.
- Pope Francis’s edict, Chris’s book
When making a plural noun or plural proper noun that ends in s possessive, use s’ (placing the apostrophe after the s).
• the books’ covers, the Smiths’ home, the Shanzes’ house

When making a plural noun that does not end in s possessive, add ‘s.

• the deer’s tails, the men’s room

Use an apostrophe when punctuating abbreviated years. When using an apostrophe to abbreviate a year, the apostrophe should be closed, not open.

• the Class of ’78, ’90s TV shows

Do not use apostrophes when pluralizing anything, including individual letters or numbers, dates, and acronyms.

• the 1800s, CDs, the ‘60s, RAs, bananas, As, Bs, Cs, 100s on quizzes, etc.

BUILDING NAMES

When referring to Cabrini buildings and offices, use the full name on first reference instead of an abbreviation and check for spelling, apostrophes, capitalization, special characters, articles, acronyms, and other details. Use a shortened name only after using the full name in first mention.

OFFICIAL BUILDING TITLES AND ACCEPTABLE SECOND REFERENCES

the Antoinette Iadarola Center for Science, Education, and Technology on first reference; Iadarola Center or Iadarola on second reference

the Athletic and Recreation Center Pavilion at the Dixon Center on first reference; the Pavilion on second reference

the Bookstore

Bruckmann Memorial Chapel of Saint Joseph on first reference, the Chapel and Bruckmann Chapel acceptable on second reference

Cavs Corner (not CAVS Corner, Cav Corner, or Cav’s Corners)

the Center for Teaching AND Learning (CTL); the CTL on second reference

the Dixon Center

Edith Robb Dixon Athletic Field; Dixon Athletic Field on second reference

Emmaus House

Founder’s Hall (with singular possessive, not Founders Hall or Founders’ Hall)

the Gatehouse

Grace Hall

the Grace and Joseph Gorevin Fine Arts Gallery in Holy Spirit Library OR the Grace and Joseph Gorevin Fine Arts Gallery OR Gorevin Gallery OR Gorevin Gallery in Holy Spirit Library are all acceptable on first reference; Gorevin Gallery acceptable on second reference

the Hamilton Family Communications Center; the Communications Center or the Com Center on second reference

Holy Spirit Library; the Library on second reference

Jazzman’s Café (not Jazzmans Cafe or Jazzmans’ Café); Jazzman’s on second reference

the Mansion

Nerney Field House

Rooymans Activity Center (no apostrophe, not Rooyman’s); the RAC on second reference

the RAC Grille (never Rooymans Activity Center Grille)

Sandella’s

the Center for Student Engagement and Leadership (not Student Activities); SEaL on second reference.

the George D. Widener Campus Center (not Widener Building); Widener Center or Widener on second reference

the Wolfington Center

When possible, include the specific location and the building for named areas and rooms, as well as for departments and offices.

• Hamilton Family Communications Center in Founder’s Hall
• Disability Resource Center in Founder’s Hall
• Jazzman’s Café in the George D. Widener Campus Center
• Mansion Dining Room
• Nerney Field House in the Dixon Center
• George D. Widener Campus Center Lecture Hall
• RAC Grille in Roymans Activity Center

Capitalize terms when referring to the University or its specific facilities, but not general reference. Use specific location names instead of generic terms.
• The Bookstore is next to Jazzman’s Café.
• Cabrini has a well-stocked bookstore and cozy café.

Do not use internal system codes or informal abbreviations (e.g., do not use AIAD, FH, GHBR, the gym).

Use dining hall instead of cafeteria and residence hall instead of dorm for Cabrini facilities.

When referring to individual rooms, use the full name and number or shortened name and number and capitalize all, including Room.
• Founder’s Hall, Room 315, or Founder’s 315
• Grace Hall, Room 248, or Grace 248
• Iadarola 201
• Xavier 111

**RESIDENCE HALLS**

Do not use informal house numbers in official communications; use the official name.

*Official Residence Hall Titles and Acceptable Second References*

the Cabrini Apartment Complex; the CAC on second reference
Casey House; Casey on second reference
Dixon House; Dixon on second reference, but please note the possibility for confusion with Dixon Center. If both are mentioned in the same article, continue to use Dixon House and Dixon Center.
East Residence Hall; East on second reference
Infante House; Infante on second reference
Lanshe House; Lanshe on second reference
Maguire House; Maguire on second reference
McManus House; McManus on second reference
Sullivan House; Sullivan on second reference
West Residence Hall; West on second reference
Woodcrest Hall; Woodcrest on second reference
Xavier Hall; Xavier on second reference

**BULLETED LISTS**

All items in a list should have the same format—a word, a phrase, or a complete sentence—and should follow the same grammatical structure.

Avoid creating a bulleted list in which one or more items consist of a very long sentence or more than one sentence; if this is the case, it’s better to use traditional sentence form.

If every item in a list begins with the same word or phrase, try to incorporate the word or phrase into the introductory phrase or statement and delete it from the list items.

If each item in the bullet completes a sentence begun with the introductory phrase, use a colon following the introductory phrase. Initial cap each bulleted item, but do not use terminal punctuation.

Indent all bullets.

Treat each bulleted list like its own paragraph; if there is a line space following the end of a paragraph, there should be a line space following the bulleted list.

*Examples*

A bulleted list lets you:
• Display a set of terms, phrases, or statements clearly
• Prevent reader fatigue or confusion in the form of a long run-in list in a sentence
• Avoid repetition by following an introductory phrase with “fill-in-the-blank” list items

When I went to the grocery store, I bought:
- Apples
- Oranges
- Pears
- Bananas

Alphabetize the order of single items.

BUSINESS CARDS
Names should follow the Academic Degrees, Class Years, and Names listings guidelines.
Phone and fax numbers should follow the phone numbers guidelines.
Format for business cards is as follows:

Firstname Lastname
Title
Department
610 King of Prussia Road
Radnor, PA 19087
Phone: 610.902.####
Fax: 610.902.####
email@cabrini.edu
cabrini.edu

List both title and department on separate lines.

Use commas in titles (vs. of)

Director, Content Marketing
Marketing and Communications

Mailing addresses should be the generic institution address, not specific to offices/rooms, etc.
Email addresses can be listed as either the internal or friendly address or alias; it is up to the card owner.
Personal websites/URLs/email addresses should not be listed on Cabrini business cards. Athletics can use the alias that directs through cabrini.edu (cabrini.edu/athletics).
If adding a cell phone number, label the Phone listing as Office and list the Cell number directly beneath.

Phone: 610.902.####
Cell: ####.#####
Fax: 610.902.####

**CAPITALIZATION**

Capitalize and italicize *Justice Matters* and *Education of the Heart* as official titles for the core curriculum and mission of Cabrini.

Capitalize specific courses, but not general coursework (Math 113, British Literature, an accounting class, a math class).

Capitalize formal degree titles (Master of Accounting), but not informal descriptions (his master’s).

Do not capitalize areas of study, except languages and when talking about Cabrini-specific programs (e.g., He majored in English and Spanish; She majored in Biology [Cabrini-specific]; She studied biology at Temple.)

Capitalize Cabrini-specific programs (but not the word program)

- As part of the Communication program ...

Capitalize the following items:

- Names of specific offices (the Financial Aid Office, the Admissions Office)
- Names of specific Cabrini departments, including the word department (the Communication Department)
- Acronyms and brand names (AIDS, PDF, HTML, FBI, FedEx, Google, Xerox, Scrabble, Frisbee; please note, scuba is an exception and is all lower-case, despite being an acronym)
- Terms with an initial letter and hyphen (T-shirt, X-ray, U-turn)
- Languages, nationalities, and ethnicities (English, American, Arab, Latino, Navajo)
- Religions, specific deities, ceremonies, and sacred books (God, Allah, Judaism, Mass, the Koran)
- Specific locations, but not general directions (the Middle East, south of the border)
- Holidays and special events (Christmas, Cabrini Day, Easter, Alumni Weekend, Yom Kippur, Diwali)
- Days, months, time periods, and events (Tuesday, April, the Renaissance, the Great Depression)

Do not capitalize seasons when standing alone (fall is a great time of year) or semesters (fall semester, fall 2016).

Capitalize Internet.

Do not capitalize email (please also note, this is not hyphenated) or website.

Only capitalize the word the to begin a sentence or if it is the first word of an official name (*The Avengers, The Bell Jar*).

If a word is hyphenated when using title case, initial cap both parts of the hyphenated word (Cabrini Welcomes First-Year Students *not* Cabrini Welcomes First-year Students; Sub-Zero Temperatures Hit Cabrini, *not* Sub-zero Temperatures Hit Cabrini)

**CAPTIONS**

List placement on the page of a photo first (separated by a comma if necessary), followed by a colon; clarification of people within the photo should go in parentheses immediately following the name (exception: (from left) should go preceding all names). If the caption is immediately below the image, you do not need to clarify placement on the page.

Only clarify people within a photo when necessary (i.e., if three people are in a photo but you’ve clarified two, the third is the remaining person in the image and his or her placement does not need to be identified). Use your best discretion when featuring gender-neutral names.
• Above, left: (from left) Celia Cameron, Megan Maccherone, and Linda Boyk
• Above, left: Celia Cameron (left) and Megan Maccherone
• Edward and Mary went to Homecoming. [Names and images are easily distinguishable.]
• Ryan (left) and Pat went to Homecoming. [Ryan and Pat are gender-neutral names and may require identification.]

If the caption is a full sentence, punctuate accordingly (i.e., with a period).

Left: Celia Cameron (left) and Linda Boyk (right) congratulate Megan Maccherone on her award for Creativity on a Shoestring.

CITIES AND STATES
For all U.S. cities, list the city with the postal code abbreviation offset by commas (e.g., Kansas City, MO, and Kansas City, KS, are often confused).

Hawaii (not Hawai`i)

Do not include the state for Atlanta, Baltimore, Boston, Chicago, Cincinnati, Cleveland, Dallas, Denver, Detroit, Honolulu, Houston, Indianapolis, Las Vegas, Los Angeles, Miami, Milwaukee, Minneapolis, New Orleans, Oklahoma City, Philadelphia, Phoenix, Pittsburgh, St. Louis, Salt Lake City, San Antonio, San Diego, San Francisco, Seattle, or Washington (as per AP style).

Spell out New York City (when talking about NYC); NYC is acceptable on second reference without putting in parentheses.

CLASS YEARS
Capitalize Class of ... but not words like sophomore and junior.

To refer to students, use first-year student (not freshman), sophomore, junior, or senior or the abbreviated year of graduation or expected year of graduation John Doe (‘16), not both.

When referring to multiple students from the same class year, use the plural of the above listings:
• First-year students
• Sophomores
• Juniors
• Seniors

When referring to alumni using their year of graduation. See the Alumni, Alumnus, Alumna, Alumnae entry on page 1.2.

COMMAS
For a list of three or more items, include a comma before and or or to avoid confusion with an appositive:
• Unclear: He lived with his parents, a dog and a hamster (unless the animals are the parents).
• Preferred: He lived with his parents, a dog, and a hamster.

Use a comma:
• To introduce direct quotations (He said, “It can’t happen!”)
• To separate appositives and independent clauses (My sister, Keisha, is an alumna, like I am.) (Note: If the person has more than one sister, the sister’s name becomes a dependent clause. Following this logic, wife and husband clauses should be offset with commas [unless said individual has more than one husband/wife]: Jane’s husband, John, works at Cabrini. John’s wife, Jane, is a professor.)
• In numbers more than 1,000 ($1,000 not $1000)
• In dates (between day and month, as well as before and after the year) (Wednesday, Oct. 7, 2015, is the date today.)
• After etc., except when ending the sentence (Bring paper, pens, folders, etc., to the workshop.)
• Before and after i.e. and e.g. (Bring supplies, e.g., paper, pens, folders, etc.)
**Do not** surround Jr., Sr., or III in names with commas.

When used with a name, Esq. should be offset with commas (and should come before degree listings)

- John S. Preston, Esq., works at Bailey, Banks, and Biddle.
- John S. Preston, Esq. (’87), earned his law degree from Penn Law in 1992.

Do not use a comma between a season or month and a year (January 2013 started the spring 2013 semester).

Commas (and periods) always go inside the quotes.

**COMPOSITION TITLES**

Italicize the names of larger publications and exhibitions (newspapers, periodicals [magazines], books, albums, movies, art exhibitions). Items that make up those larger items (articles, chapters, song titles, art pieces) go in quotes.

- *The Philadelphia Inquirer, The Washington Post*
- *Time Magazine*
- *The Bell Jar*
- *The Avengers*
- *Abbey Road*
- “Hey Jude” by the Beatles
- “Come Together” is a song on *Abbey Road* by the Beatles

Do not italicize the Bible and reference works.

**DATES**

Use AP style when listing dates (abbreviate all months except March, April, May, June, and July); in formal invitations, always spell out the month.

Format dates when spelled out as month (or abbreviation), then date, then year, with no comma between the month and date and a comma between the date and year (Oct. 15, 2015, *not* 15 October 2015 or Oct., 15, 2015 or October 15 2015).

Do not include *th, nd, st, or rd* after a date (Oct. 15 *not* Oct. 15th).

Spell out the full month with no comma when written alone or with a year but no date (the month of August, *not* the month of Aug./August 1990 *not* Aug. 1990 or August, 1990).

Use an apostrophe for abbreviated years (the Class of ’78, ’90s TV shows).

Do not use an apostrophe to pluralize years (the 1800s, a very ’50s haircut).

For date spans or any range, use an en dash between numbers. For spans with the first two digits the same, do not repeat them (1873–75 *not* 1873–1875).

Set off dates and years with commas (D-Day happened on Tuesday, June 6, 1944, at Normandy).

If abbreviating a date for brevity or emphasis (e.g., in ads), use periods (10.7.15, *not* 10-7-15 or 10/7/15).

**DEPARTMENTS AND OFFICES**

Capitalize titles of departments and offices, including the word department or office.

- Associate Professor John Doe works in the History Department.
- John Doe, Associate Professor, works in the History Department.
- Associate Professor John Doe, a History team member, has worked at Cabrini for 20 years.

Capitalize only the official department/office title, *not* when used as subject matter.

- Associate Professor John Doe teaches history.
DIRECTION WORDS

Do not use an s with “direction words.”

- Toward not towards
- Backward not backwards
- Forward not forwards
- Beside not besides (for distance/location)

e.g. and i.e.

The abbreviation e.g.—short for the Latin phrase exempli gratia—means for example.

The abbreviation i.e.—short for the Latin id est—means that is, namely, or in other words.

Use e.g. before a list of examples and i.e. before a clarification or restatement.

They are both formatted in the lowercase, with a period following each letter, and are offset by commas or by parentheses and a comma.

Do not italicize e.g. and i.e. in normal use.

- Correct:
  — Her English classes, e.g., British Literature and Creative Writing, were her favorites.
  — Her English classes (e.g., British Literature and Creative Writing) were her favorites.
  — This landscaper suggests only native plants, i.e., ones that are naturally part of this ecosystem.

HYPHENS

Hyphenate phrases acting as adjectives (study-abroad program, first-year students, state-of-the-art TV).

Do not hyphenate very or most words ending in ly (i.e., those that function as an adverb with the addition of ly) (brightly colored shirt, very late dinner)

Use suspensive hyphens (a 12- to 15-year project, on- and off-campus students) when appropriate.

Use a hyphen with the prefix self or co (self-sustaining, co-sponsor).

Use em dashes (no spaces) to emphasize separate clauses (The program—introduced just last month—is already very popular.)

Do not hyphenate ethnicity terms (Native Americans, African American students, Irish American organizations) when standing alone. Hyphenate them when they become a compound modifier.

- He is Native American; he has Native-American heritage.
- She is African American; she has African-American heritage.

Do not hyphenate the words email, fundraising, nonprofit, website, homepage, database, or online.

INCLUSIVE, PERSON-FIRST LANGUAGE

Avoid descriptions of ethnicity, age, ability, sexual orientation, marital status, gender, economic status, etc., when not relevant.

Use terms preferred by the person or group of people concerned; do not use old, outdated terms that could be offensive.

Use gender-neutral terms (chair or police officer not chairwoman or policeman).

Avoid gender-specific pronouns in uncertain situations:

- Preferred: Each office’s supervisor should inform his or her staff. Office supervisors should inform their staffs.
- Do not use: Each office’s supervisor should inform his staff.

Use language that focuses on the person first (people with schizophrenia not schizophrenics).

Avoid generalizing terms for groups (people who are disabled not the disabled).

Avoid using terms like normal to refer to people without disabilities.
Avoid negative, exaggerated terms:
- Preferred: He has cerebral palsy and uses a wheelchair.
- Do not use: He is stricken with cerebral palsy and wheelchair-bound.

Avoid using visual layout descriptions in references:
- Use preceding and following instead of above and below to reference other content.
- Refer to navigation menu or page numbers instead of using phrases like on the left or at the top.
- When possible, provide the link itself, rather than directing to the link through a visual description.
  — Avoid: Click here to access a valuable search engine. (OK in digital ad)
- Preferred: Visit google.com to access a valuable search engine.
- Preferred: See more Homecoming 2015 photos on our Flickr feed.

**NUMBERS**

Spell out one through nine, and use numerals for 10 or more. Exceptions to this rule include ages, grades, GPAs, dollar amounts, distances, and centuries, for which numerals are always used (e.g., She is 49, 3.0 GPA, 5-year-old twins, $30, 5 miles, 16th-century art).

Spell out first through ninth, and use numerals for 10th or more.

Use numerals without endings like th or rd in times and dates.

Spell out numbers if beginning the sentence (Eleven days later, she had returned with 11 books).

Spell out generalized numbers (e.g., a million-to-one shot, thousands of people, a hundred times).

As referenced above, use numerals for ages, grades, GPAs, dollar amounts, distances, and centuries, for which numerals are always used (e.g., She is 49, 3.0 GPA, 5-year-old twins, $30, 5 miles, 16th-century art).

Use numerals and denominations for very large numbers (e.g., 2.75 million).

**NUMBERED LISTS**

Numbered lists should only be used when the order is important (e.g., steps for applying).

Follow all rules for bulleted lists. See Bulleted Lists listing on page 1.4.

**PHONE NUMBERS**

List the full phone number with periods and no parentheses:
- 610.902.8100 not (610) 902-8100 or 610-902-8100

List extensions as ext. not x (ext. #, not x#)

**PLURALS**

Pluralize acronyms with an s and no apostrophe (PDFs, SATs, ABCs, CEOs).

Pluralize individual letters or numbers without an apostrophe and s (Cs on my report card, 100s on quizzes). Avoid using – (minus) or + (plus) with letter grades.
Pluralize the noun in complex phrases (e.g., brothers-in-law, trustees *emerita*, attorneys general, passers-by).

Do not pluralize terms that are already plural (e.g., deer, halibut, corn, series, sheep, species, scissors, hors d’oeuvres).

Use plural verbs with plural nouns, including irregular plurals (e.g., data are, curricula were available, syllabi are offered).

When pluralizing a proper name that ends in s, x, ch, sh, or z, add es (The Schanzes attended the event).

**PRESIDENT**

Cabrini’s president should always have a second reference of President XXXX (not last name only).

- President Donald B. Taylor, PhD, attended the Cabrini Classic. “Cabrini is a special place,” President Taylor said.

**RELIGIOUS TITLES**

Capitalize and spell out titles preceding the name.

- Father Carl Janicki, Sister Christine Marie Baltas

On first reference, the MSCs should be listed with their name and MSC affiliation; use Sister on second reference.

- Christine Marie Baltas, MSC (’66), lives on campus. Sister Christine works …

**TIMES**

For all content (online and print), format times as X or X:30 (not X:00) and include am or pm (lowercase, no periods, no space before):

- 3pm not 3:00PM or 3PM or 3p or 3 PM or 3p.m.

Do not repeat am or pm for a time range (12:30–6:30pm not 12:30pm–6:30pm).

For time spans, use from and to (when placed within the context of a sentence) or an en dash for brevity/listings, but not both:

- Wrong: The meeting is from 3–5pm.
- Preferred: The meeting is from 3 to 5pm./The meeting is 3–5pm.

Use noon and midnight, not 12pm or 12am.

Do not use o’clock except in quoted material or special contexts, such as formal invitations.

**TITLES**

Capitalize titles preceding and following names.

- Associate Professor of History John Doe has been at Cabrini College since 1990.
- John Doe, Associate Professor of History, has been at Cabrini College since 1990.

When used as a descriptor (typically preceded by an a or an), do not initial cap.

- Jane works as a human resources business director.

See also Composition Titles, Religious Titles listings.

**SPECIAL CHARACTERS AND STYLES**

Do not use the @ symbol in place of at except in email addresses.

Do not use the AND symbol in place of and in sentences (Center for Teaching AND Learning [CTL] and the Athletic AND Recreation Pavilion [the Pavilion] are the exceptions).

Do not use the ~ symbol in place of a hyphen or / symbol in place of and or or in copy.

Spell out degrees, percent, cents, feet, and inches, instead of using °, %, ¢, ’, , symbols. In “spacing emergencies” (e.g., tables, figures, ads, infographics, etc.), symbols are OK.

Do not use superscripted text for th, nd, st, or rd after a number; spell out first through ninth, and use numerals for 10th or more.

For dollar amounts greater than 99 cents, use a dollar sign and numeral: $10

For round-number dollar amounts, do not include zeros: $7 not $7.00

Use special letter characters (e.g., é in café, ñ in quinceañera, ä in Häagen-Dazs; résumé). Do not use ` or Hawai`i (should be Hawaii).
Use a closed apostrophe before alumni years (John Doe (‘16) is now a mediator).

Use only one space between sentences/after periods.

Use only one exclamation point or question mark.

Use asterisks (*), daggers (†), and double-daggers (‡) only for footnotes, appearing after the word and any punctuation (except an em or en dash, asterisks go before dashes), annotated at the bottom of the page, not for emphasis or formatting.

Use ellipses (to indicate words left out of a quote) as three periods (... ) with a space before and after.

Italicize the names of larger publications and exhibitions (newspapers, periodicals [magazines], books, albums, movies, art exhibitions). Items that make up those larger items (articles, chapters, song titles, art pieces) go in quotes.

- The Philadelphia Inquirer,
  The Washington Post
- Time Magazine
- The Bell Jar
- The Avengers
- Abbey Road
- “Hey Jude” by the Beatles
- “Come Together” is a song on Abbey Road by the Beatles

Do not italicize the Bible and reference works.

For online text, do not underline for emphasis; reserve underlines for hyperlinks.

When using a slash, do not add space (Megan/Heidi worked with Admissions to fulfill TWG’s promises for materials not Megan / Heidi worked with Admissions ... )

Question marks go inside the quotes when it is part of the quote, but outside the quotes when part of the overall idea.

- “Did we miss it?” she asked.
- Who wrote the song “Come Together”?

Do not use quotes for emphasis or offset words or phrases; use italics instead.

WEBSITES

Do not use http:// or www. or specific page locations like index.html in websites, unless necessary.

Do not include www. or http:// when listing websites, unless it is necessary for the URL to work.

- Correct: Visit cabrini.edu for more information.
- Do not use: Visit www.cabrini.edu for more information.

Do not use a colon before websites or emails or wrap them with special characters:

- Preferred: Visit cabrini.edu/admissions.
- A full list of shortened aliases is available at cabrini.edu/alias.
- Do not use: Visit their website: <http://www.cabrini.edu/admissions.aspx/>

In designed pieces and ads, bold or use a different color for URL names when possible to highlight; do not include surrounding punctuation as part of the URL color change. In copy, keep as plainface.

When including a URL at the end of a sentence, use appropriate terminal punctuation (if the sentence needs a period, use a period).

Lowercase all elements of URLs; when creating aliases, avoid terms that could be confusing (cabrini.edu/grad is preferred for “grad ed,” otherwise could be seen as “graded”)

- cabrini.edu not Cabrini.edu
- cabrini.edu/alias not Cabrini.edu/Alias or cabrini.edu/ Alias

A full list of shortened aliases is available at cabrini.edu/alias.

QUOTATION MARKS

Commas and periods always go inside the quotes; colons and semicolons go outside of the quotes.
COMMON MISTAKES AND PREFERRED WORDING

accept/except
Use accept (with an a) as a verb meaning to take.
Use except (with an e) as a preposition meaning other than.

advice/advise/inform
Use advice as a noun and advise as a verb. Unless actually offering advice, use inform.

adviser/advisor
Advisor is preferred.

a lot/allot
Spell a lot as two words; “alot” is not a word. Use allot as a verb meaning to distribute.

a part/apart
Use a part (two words) to mean a piece of something. Use apart (one word) to mean separated.

anxious/eager
Use anxious to imply anxiety and a negative feeling. Use eager for a positive feeling.

benefiting/benefitting
Benefiting (with one t) is preferred (AP style).

different from/different than
Use different from instead of different than. Use than only for comparatives like bigger than or stronger than.

beside/besides
Use beside to mean next to and besides to mean except or also.

between/among
Use between for two things and among for three or more.

breath/breathe
Use breath as a noun and breathe (with an e) as a verb.

choose/chose
Use chose (with one o) as a past-tense verb of choose (with two os).

complement/compliment
Use complement and complementary (with an e) for things that match or go together well. Use compliment and complimentary (with an i) for praise or flattering comments. Use complimentary (with an i) for things that are free of charge.

conscience/conscious
Use conscience and conscientious to mean a sense of right and wrong. Use conscious and consciousness to mean aware or deliberate.

desert/dessert
Use dessert (with a double s) for an after-dinner meal or delicious food. Use desert (with one s) for a dry location or as a verb meaning to abandon (as in an empty desert).

between/among
Use between for two things and among for three or more.
effect/affect
Use effect (with an e) as a noun and affect (with an a) as a verb, with the following exceptions:
• Use effect (with an e) as a verb in the expression to effect change (to create an effect).
• Use affect (with an a) as a noun meaning an outward and usually false or forced display.

ensure/insure
Use insure (with an i) only in relation to insurance.

everyday/every day
Use everyday (one word) only as an adjective (an everyday occurrence). Otherwise, it’s two words.

farther/further
Use farther for physical distance and further for time, amount, or intensity.

good/well
Use good as an adjective and well as an adverb (a good dog that hunts well).
In usage meaning healthy or fine, both to feel well and to feel good are acceptable.

hers/his
Do not put an apostrophe in the words hers or his (This jacket is hers, but the hat is his).

historic/historical
Use historic to imply importance and historical for things related to history or time.

I/me
Use me instead of I after a preposition (It’s important to her and me not to she and I).

if/whether
Use whether when talking about options or choices (I can’t decide whether I want pizza or tacos).
Use if when talking about possibility (If I’m thirsty, I’ll drink some water).

in/during
Use in for physical proximity and during for time (in the classroom, during the ‘80s).

it’s/its
Use it’s (with an apostrophe) to mean it is (It’s a terrible shame about your car).
Use its (without an apostrophe) as a possessive, belonging to it (Its hood is dented).

lay/lie
Use lay when a noun follows (Chickens lay eggs) and lie in the expression “to lie down.”
In the past tense, lay becomes laid (also spelled layed) and lie down becomes lay down or had lain down.

less/fewer/under
Use fewer for items that can be counted individually (fewer coins, less money).
Under, below, and other physical descriptions describe location; use less than or fewer than for amounts.

lose/loose
Use lose (with one o) as a verb (opposite of win or find) and loose (with two os) as an adjective (opposite of tight).

many/much
Use many for items that can be counted individually (many storms, much damage).
may/might
Use *may* for permission and *might* for possibility.

media/mediums
Use *media* as the plural of medium and with a plural verb, except in the expression “the media.”
Use *mediums* as the plural of medium-sized objects or psychic fortunetellers.

more/higher/above/over
Replace *higher*, *above*, *over*, and other physical descriptions with *more* for amounts.

- Unclear: Profits this year are above last year’s.
- Preferred: Profits this year are more than last year’s./Profits this year increased from last year.

of/have
Use *have* not of in phrases like *must have* or *should have* (You could have been great *not*
You could of been great).

on/about
Use *on* for physical proximity and *about* to mean concerning or related to, to reduce confusion.

- Unclear: a presentation on the Mansion (unless literally standing on top of the Mansion)
- Preferred: a presentation about the Mansion

once/when/after
Replace *once* with *when* or *after* if not meaning one time, as in, “I once knew her.”

- Unclear: Once you submit the application, you can attend the meeting.
- Preferred: When you submit ... /After you submit ...

principle/principal
Use *principle* (ending in le) as a noun to mean a law or standard.
Use *principal* (ending in al) as an adjective meaning important or as a noun meaning the person in charge of a school.

regarding/with regard to/in regard to/as regards/ regards
Use *regarding*, *regard* (singular) in phrases like with regard to and in regard to, and as regards to mean with reference to.
Use *regards* (plural) to mean good wishes expressing respect, affection, or condolences.

she and he/her and him
Use *her* and *him* instead of *she* and *he* after a preposition (It’s important to her and me *not* to she and I).

should/if
Replace *should* with *if* in conditional cases, to avoid confusion.

- Unclear: Should a student be expelled, he or she may not graduate.
- Preferred: If a student is expelled, he or she may not graduate.

since/because
Use *since* for timeframes, as in, “Since I was a child, I’ve liked trains” and “He’s been here since noon.”
Replace *since* with *because* or other wording if meaning cause and effect, to reduce confusion.

- Unclear: Since you’re up, you can finish your project.
- Preferred: Now that you’re up, you can finish your project.
- Unclear: Since she is a veteran, she receives education benefits.
• Preferred: Because she is a veteran, she receives education benefits.

then/than
Use then to indicate time frame (eats, drinks, then leaves); use than for comparatives only (more than, better than, I’d rather do this than that).

there/they’re/their
Use they’re (with an apostrophe) to mean they are. Use their as a possessive (their house).

there’s/their
Use there’s (with an apostrophe) to mean there is. Use theirs as a plural possessive meaning belonging to them (it is theirs).

thru/through
Use through instead of thru in formal writing.

which/that/who
Use that for clauses with necessary information (The class that she wanted was full).
Use which for clauses with additional information; the clause should be offset with a comma (The program, which is new to the College, has become very popular).
Use who for clauses referencing a person (the person who took the last spot).

while/although
Use while when talking about timeframes (while we were in class). Otherwise, replace while with although or similar wording to reduce confusion.

• Unclear: While reporting harassment can be difficult, it is important to take action.
• Preferred: Even though reporting harassment can be difficult, it is important to take action.

who’s/whose
Use who’s (with an apostrophe) to mean who is. (Who’s the boss?)
Use whose (no apostrophe, ending in -se) as a possessive. (Whose child is this? Whose line is it?)

you’re/your
Use you’re (with an apostrophe) to mean you are and your as a possessive. (You’re wearing your new hat.)

yours/ours
Do not use an apostrophe in yours or ours as possessives. (They’re all yours; these are ours.)

For all other general guidance in grammar and spelling, or for rules not included in this style guide, refer to Associated Press (AP) style. For more information and the AP Stylebook, visit www.apstylebook.com.
The university logo pictured above consists of two elements, the university seal and the wordmark.

1 UNIVERSITY SEAL
Cabrini's seal is the visual identifier of the University and all of its offices, libraries, centers, departments, programs, and other units. It contains the year in which Cabrini was founded, 1957, and the Sacred Heart of Jesus, alluding to the Missionary Sisters of the Sacred Heart of Jesus (MSCs), founders of the institution and their philosophy of love for all people of the earth.

2 THE WORDMARK
The wordmark is a customized rendering of the Cabrini name in a modified version of the type font, Calendas Plus. The special design treatment adds character and refinement and renders it unique to the University. It cannot be replicated through typesetting.

3 THE LOGO
Together the seal and wordmark are known as the logo.
On July 1, 2016, Cabrini College officially became Cabrini University. With this transformation came the opportunity to re-create the institution’s seal to more closely align with Cabrini’s founding order, the Missionary Sisters of the Sacred Heart of Jesus, and our long-term mission of Education of the Heart. Cabrini University is the only Cabrinian institution of higher education in the world.

1957
Cabrini was founded in 1957, welcoming 43 students to campus. For more than half a century, the institution has provided a quality education emphasizing academic excellence, leadership, and social change.

HEART
Saint Frances Xavier Cabrini, the University’s namesake, was devoted to the Sacred Heart of Jesus, which symbolizes love and compassion for all humanity. The seal honors this and represents Cabrini’s dedication to inclusivity and embracing differences.

CROSS
Cabrini is an inclusive Catholic institution that is open to learners of all faiths and backgrounds. The cross in the seal symbolizes our commitment to social justice and Catholic social teaching, which emphasizes the fundamental rights and dignity of all people.

UNIVERSITY SEAL COLORS

PMS 281 AND PMS 7695

BLACK

TWO COLOR / PMS 281 REVERSE, PMS 7695

ONE COLOR / PMS 281 REVERSE
It is acceptable to use the above alternate logo format (with graphic mark appearing over the logotype) printed in the specified PMS colors or in a process color conversion of those PMS colors for situations where the layout format restricts the use of horizontal logo layout.

Both the seal and wordmark are equally acceptable to use alone or in combination (for example: using the wordmark on the cover of a brochure, and the wordmark with graphic mark on the back cover with the address block). Whenever possible, the primary version of the Cabrini logo must be used, printed in the specified PMS colors or in a process color conversion of those PMS colors.
When the logo is used in marketing materials together with photography, illustration, or other typography, a minimum amount of clear space must surround the logotype. That size is based off of the width of the “C” in Cabrini.

**MINIMUM REPRODUCTION SIZE**

**PRINT**

\[
\text{CABRINI UNIVERSITY} \quad 1.5'' \quad \text{CABRINI UNIVERSITY} \quad 3'' \quad \text{CABRINI UNIVERSITY} \quad 1''
\]

**WEB**

\[
\text{CABRINI UNIVERSITY} \quad 110\,\text{px} \quad \text{CABRINI UNIVERSITY} \quad 80\,\text{px}
\]
With tradition in mind, we continue to use Cabrini’s primary colors of blue and white. When the logo appears in one color, the blue is PMS 281. When it is used in two colors, light blue, PMS 7695, is added. When using spot PMS colors are not an option, print the logo as a process color build. See below.

### Primary Colors

- **PMS 281**
  - The CMYK process conversion for PMS 281 is 100% cyan, 91%, 31% yellow magenta, 34% black.

- **White**
  - The CMYK process conversion for white is 0% cyan, 0% magenta, 0% yellow, 0% black.

### Secondary Color

- **PMS 422**
  - The CMYK process conversion for PMS 7695 is 56% cyan, 9% magenta, 9% yellow, 21% black.

### Accent Colors

Accent colors allow for vibrancy and variation, but should be used sparingly.

- **PMS 422**
  - The CMYK process conversion for PMS 422 is 33% black.

- **PMS 7501**
  - The CMYK process conversion for PMS 7501 is 5% cyan, 8%, 24% yellow, 0% black.

- **PMS 7489**
  - The CMYK process conversion for PMS 7489 is 55% cyan, 15% magenta, 100% yellow, 0% black.

- **PMS 1235**
  - The CMYK process conversion for PMS 1235 is 0% cyan 31% magenta, 98% yellow, 0% black.
The use of the logo has to be more flexible than the standard two-color positive image. These logo variations provide a wide-choice for all communications materials that represent the university.

For one-color applications, the PMS 281 blue of the logo can appear in solid black. For one-color applications when screening is also an option, the logotype should appear in black and the graphic mark should appear in black and a 33% screen of black.

When reversing the logo, use a solid color as the background and knock out the logo in white, or printing the graphic mark in PMS 281 and PMS 7695 and knocking out the type on a colored black, use the text-only version of the logo.

These variations also apply to the primary logotype and alternate format versions of the logo.
2.7

LOGO VARIATIONS

ADMINISTRATIVE DEPARTMENTS AND DIVISIONS

Administrative Unit, Center, and Department logos are available on a case-by-case basis for use in instances where the department is being highlighted in the project (i.e. a department brochure). Projects put out by a department, but highlight the University as a whole should the Cabrini University logo (i.e. a Homecoming brochure).

SCHOOL VARIATIONS

CABRINI
SCHOOL OF EDUCATION

CABRINI
SCHOOL OF NATURAL SCIENCES AND ALLIED HEALTH

CABRINI
SCHOOL OF BUSINESS, ARTS, AND MEDIA

CABRINI
SCHOOL OF HUMANITIES AND SOCIAL SCIENCES
Using the official logo correctly will maintain consistency and respect for the Cabrini University identity. Please follow these guidelines. These guidelines also apply to the primary logotype and alternate format versions of the logo.

**Do**

- use the primary form of the logo whenever possible.
- maintain the minimum clear space and reproduction size specifications (see page 2.4).
- print the two-color version of the logo on a white background when possible.
- consult this style guide when in question.

**Do not**

- change the colors of the logo (see logo variations for approved color options).
- re-create the logo—digital files are available from the Marketing and Communications Office.
- place other graphics on or close to the logo.
- print the color version of the logo on colored paper—this will change the color of the logo. If you must use a colored paper, choose the black version of the logo.
- distort the proportion of the elements of the logo.
- print a one-color version of the logo in a color other than black, PMS 281, or PMS 7695.
- alter composition of the logo.
- apply special graphic effects to the logo.
- print the logo on a patterned or speckled paper.
SEAL DOS AND DON’TS

Using the seal correctly will maintain consistency and respect for the Cabrini University identity. Please follow these guidelines.

Do use the graphic mark in PMS 281 and PMS 7695 whenever possible.

Do maintain the proper clear space around the mark.

Do print the mark on the preferred white background.

Do consult this style guide when in question.

Do not change the colors of the seal (see page 2.8 for color options).

Do not recreate the seal—digital files are available from the Marketing and Communications Office.

Do not place other graphics on or close to the seal, or alter its meaning by attaching unrelated graphics.

Do not print the color version of the seal on colored paper—this will change the color of the logo. If you must use a colored paper, choose the black version of the logo.

Do not use special fills, such as gradient fills—the seal must always have a solid color fill.

Do not use the shape of the seal as a photo frame.

Do not modify the individual elements of the seal.

Do not distort the proportion of the seal.
We encourage creativity and wish to further all artistic marketing ventures. However, in deference to the greater good of Cabrini University as a whole, and in an effort to promote one unified and easily identifiable market position, some level of restraint is required.

Therefore, use of a departmental or organizational logo or identifying mark is permissible if, and only if, the communication tool within which it appears is solely meant for internal campus use. If the communication tool is intended to target off-campus constituents, the only identity that is permissible is the official Cabrini University logo.

For example, if the Cabrini University Chess Club is posting fliers around campus to announce its next meeting, the use of a specific Chess Club identity is acceptable. If, however, the Chess Club is sending a request to the Philadelphia Area Chess Association for it to consider co-sponsoring a youth tournament, the Chess Club identity must be omitted and the Cabrini identity must be included.
Avenir, Sabon, and Trade Gothic—regular and small caps—are the typefaces used for the Cabrini University logo. The typography in the logo cannot be rearranged or modified in any way. When used for headlines or body copy, these fonts are versatile, with different weights and italics. To maintain a consistent brand, Avenir, Sabon, and Trade Gothic are the suggested typefaces for advertising and publications.

**AVENIR REGULAR**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz AND
1234567890 1/8 1/4 3/8 1/2 5/8
3/4 7/8 @#%*~(),.-;?!/
```

**TRADE GOTHIC**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz AND
1234567890 1/8 1/4 3/8 1/2 5/8
3/4 7/8 @#%*~(),.-;?!/
```

**ALTERNATE TYPOGRAPHY**

If you don’t have access to the Avenir font family Trebuchet may be used as a substitute. Arial Narrow may be used as substitute for Trade Gothic if it is unavailable.

**TREBUCHET REGULAR**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz AND
1234567890 1/8 1/4 3/8 1/2
```

**ARIAL NARROW**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz AND
1234567890 1/8 1/4 3/8
1/2 5/8 3/4 7/8
```
As the University launches and sustains its new graphic identity, it will be imperative that all communications tools carry the approved Cabrini University logo. In putting forth a consistent, recognizable institutional image, it is necessary to eliminate the many previously accepted logos and graphics.

The top four logos are not to be used for any purpose. The bottom two seals could be used for specific (limited) purposes and must be approved by the Marketing and Communications Office.
Stationery plays an important role in representing Cabrini. Adhering to the guidelines in this manual will help the University maintain a consistent image. The following pages contain diagrams of the letterhead.

BUSINESS CARD/ENVELOPE/LETTERHEAD
The logo is to be positioned as shown and printed in two colors. Any copy or address line should line up as specified below. It is not permissible to personalize the Cabrini University letterhead.

Letterhead must be ordered through our preferred vendor’s web portal at epiclitho.presencehost.net/cabrini. To obtain a Word template of the letterhead please call the Marketing and Communications office at 610.902.8750.

SIZE
8.5 x 11 inches

PAPER
Accent Opaque White
70# text

PRINTING INKs
PMS 281, PMS 7695

FOOTER
8 pt. Avenir centered
The logo is to be positioned as shown and printed in one color: PMS 281. Any copy or address line should line up as specified below.

Envelopes must be ordered through our preferred vendor’s web portal at epiclitho.presencehost.net/cabrini.

<table>
<thead>
<tr>
<th>ENVELOPE STYLE</th>
<th>#10 Official</th>
</tr>
</thead>
<tbody>
<tr>
<td>SIZE</td>
<td>9.5 x 4.125 inches</td>
</tr>
<tr>
<td>PAPER</td>
<td>Accent Opaque White 70# text</td>
</tr>
<tr>
<td>PRINTING INK</td>
<td>PMS 281</td>
</tr>
<tr>
<td>TYPOGRAPHY</td>
<td>8 pt. Avenir 9.5 pts. leading align with c in Cabrini</td>
</tr>
</tbody>
</table>
BUSINESS CARDS

The standard Cabrini business card is 3.5 inches by 2 inches in a horizontal orientation. The logo is to be positioned as shown and printed in one color: PMS 281. The individual name and related information will be printed in PMS 281 to the specifications below.

BUSINESS CARD SIZE
3.5 x 2 inches

PAPER
Accent Opaque White
120# cover

PRINTING INK
PMS 281

TYPOGRAPHY
Name and title left aligns with of Cabrini

name: 8 pt. Avenir Caps
9.25 pts. leading

title: 5.5 pt. Avenir Caps
6.5 pts. leading

address: left aligns
5.5 pt. Avenir, 8 pts. leading

Business cards must be ordered through our preferred vendor’s web portal at epiclitho.presencehost.net/cabrini.
The primary logo is the standard for publications. It can be used in various places on publications, in full color, or in a reverse format on a solid field (see logo variations for guidelines). As in all other printed pieces, Avenir is the preferred typeface.
These are for example only. They are not actual advertisements.
ELECTRONIC MEDIA

The illustrations below show possibilities for use of the logo in the realm of electronic media.

WEBSITE

POWERPOINT TEMPLATE

You can access the PowerPoint template through the Presidents shared drive.
Below you will find the style for the profile image and header for social media use.

**STYLE 1**

**PROFILE IMAGE**

![Cabrini University Logo]

![Cabrini Cavaliers Logo]

![Cabrini Admissions Logo]

**HEADER/COVER IMAGE**

![Sample of a Twitter Profile]

**SAMPLE OF A TWITTER PROFILE**

To request a social media profile image and header, please contact the Marketing and Communications Office.
To request a social media profile image and header, please contact the Marketing and Communications Office.
EMAIL SIGNATURE

Standard email signatures deliver a consistent look across university departments. Just as our business cards follow a standardized approach, email signatures should be consistent.

Consider your email signature your digital business card, and include the appropriate information.

**Email signatures should include:**

- Your name
- Job Title
- Department
- Postal address
- Phone number
- Fax number (if applicable)
- Web site
- University tagline

---

**Example**

Name  
Title  
Department  

610 King of Prussia Road  
Radnor, PA 19087  

p 610.123.4567  
f 610.765.4321  
e email@cabrini.edu  

www.cabrini.edu  
LIVE WITH PURPOSE

---

Trademarked images or copyright content is prohibited in any official Cabrini University communication.
The athletic activities at Cabrini University have special needs for visual representations. Above is the primary Athletics logo.

Whenever possible, use the complete format in all printed Athletics publications. In all cases, the Athletics logo should appear in the official Cabrini PMS 281, in a process color build of that PMS color, or black.
ATHLETICS LOGO

SIZE AND SPATIAL GUIDELINES

MINIMUM REPRODUCTION SIZE

PRINT

WEB
In addition to the standard one-color positive image, these logo variations provide a wide choice for all communications materials representing the University. These variations also apply to the alternate versions of the logo.
Using the official Athletics logo correctly will maintain consistency and respect for the Cabrini University identity. Please follow the guidelines below.

**Do** use the Athletics logo in PMS 281 blue whenever possible.

**Do** print the mark on the preferred white background.

**Do** maintain the minimum clear space and reproduction size specifications. (see page 5.2).

**Do** consult this style guide when in question.

**Do not** change the color of the logo (see page 5.2 for color options).

**Do not** distort the proportion of the logo.

**Do not** alter the composition of the logo.

**Do not** selectively remove elements of the logo.

**Do not** place other graphics on or close to the logo.

**Do not** recreate the logo; digital files are available from the Marketing and Communication Office.

**Do not** set the logo on an angle.
ATHLETICS LOGOS FOR BRANDED MERCHANDISE

The following graphics are acceptable only for branded merchandise and should never be seen in printed materials.

It is acceptable to print the logos in black, PMS 281, or white.

ATHLETICS LOGO/SPORT-SPECIFIC

ATHLETICS LETTER MARK

ATHLETICS LETTERMARK WITH TEXT

SPORTS-SPECIFIC ATHLETICS LETTERMARK WITH TEXT

CABRINI UNIVERSITY   |  EDITORIAL STYLE AND GRAPHIC STANDARDS MANUAL
As the University launches and sustains its new graphic identity, it is imperative that all communications tools carry the approved Cabrini University Athletics logo. In putting forth a consistent, recognizable institutional image, it is necessary to eliminate many previously accepted logos and graphics. We are no longer using the following:
Stationery plays an important role in representing the institution. Adhering to the guidelines in this manual will help the University maintain a consistent image. The following pages contain diagrams to aid in the production of these three pieces.
The logo is to be positioned as shown and printed in one color. Any copy or address line should line up as specified below. It is not permissible to personalize the Cabrini University letterhead. Under no circumstances shall the name of an office or person from whom the letter is sent appear anywhere other than the signature block.

Letterhead must be ordered through our preferred vendor’s web portal at epiclitho.presencehost.net/cabrini.
The logo is to be positioned as shown and printed in one color: PMS 281. Any copy or address line should align as specified below. Envelopes must be ordered through our preferred vendor’s web portal at epiclitho.presencehost.net/cabrini.

**ENVELOPE**

**ENVELOPE STYLE**
#10 Official

**SIZE**
9.5 x 4.125 inches

**PAPER**
Accent Opaque White
70# text

**PRINTING INK**
PMS 281

**TYPOGRAPHY**
8.5 pt. Sabon
12 pts. leading align with C in Cabrini
The standard Cabrini business card is 3.5 inches by 2 inches in a horizontal orientation. The logo is to be positioned as shown and printed in one color. The individual name and related information will be printed in PMS 281 to the specifications below.

Business cards must be ordered through our preferred vendor’s web portal at epiclitho.presencehost.net/cabrini.

**BUSINESS CARD SIZE**
3.5 x 2 inches

**PAPER**
Accent Opaque White
120# cover

**PRINTING INK**
PMS 281

**TYPOGRAPHY**
Name and title left aligns with of Cabrini

name: 8 pt. Avenir
Caps
9.25 pts. leading

title: 5.5 pt. Avenir
Caps
6.5 pts. leading

address: left aligns
5.5 pt. Avenir,
8 pts. leading
The logo may be used on merchandise as the combination of the seal and wordmark, the wordmark alone, or the seal alone.
One-color logos can be printed in PMS 281 blue, white, or black.

One-color logos can be printed on any color material as long as the quality and readability are kept high.
White and blue are the preferred background fields for printing in two colors.
The logo may be printed on the front and back of merchandise and in different sizes.
Bit (Binary digit). The smallest unit of information in a computer, representing one of two conditions—on or off.

Bleed. A printing image or color field that extends fully to the edge of the page.

Blueline. A printer’s proof produced on blueprint paper, thus rendering the images in shades of blue. This proof does not represent the actual printing colors.

Byte. A unit measure equal to eight bits of digital information. The standard unit of measure of file size.

Camera-ready artwork. Any copy, illustrations, photographs, charts, graphs, tables, etc. that have been prepared for pre-press or printing. Origin: Prior to digital, reproduction artwork was photographed to make printing plates. See also CREF.

Caps and small caps. Two sizes of capital letters used together.

CMYK. Acronym for the four process colors used in printing a “full-color” image: cyan, magenta, yellow, and key (black).

Color build. A color created by combining various screens of colors used in process (four-color) printing: cyan, magenta, yellow, and black (CMYK).

Color fill. The color applied to a graphic.

Color separation. The division of an image into its component colors for printing.

Cover-weight stock. Heavy-weight (thick) printing paper usually used for the covers of brochures.

CREF (camera-ready electronic files). A set of guidelines developed to help in the preparation of desktop publishing files for successful output to film.

Crop. The portions of a photograph or illustration to be reproduced by the printer. Usually indicated by crop marks on the original.

Die cut. A print finishing process that cuts special shapes such as pockets or windows.

Digital. The process by which a computer electronically translates information into visible images on monitors or paper.

Expert series. In typography, specially designed small capital letters and numerals.

Finish. The surface characteristic of printing paper, i.e., dull, gloss, matte, vellum, etc.

Flush left. Type aligned evenly on the left side of the column. This glossary is set flush left. See also Ragged and Justified copy.

Four-color process. The method used to replicate full color in printing. Four colors—cyan, magenta, yellow, and black—are used in various shades to achieve the effect.

Gradient blend. The gradual blending of two or more colors in a single application. For example, an image box that starts as blue and gradually turns to green.

Halftone. The process of converting an original photograph to small dots for reproduction.

Justified copy. Type aligned on both the left and right sides of a column.

Kerning. In typesetting, the adjustment of the space between letters.

Kilobyte (K, KB). A measure of digital information equal to 1,024 bytes.

Knockout. In printing, a negative image that appears in white on a background color or black. Also known as reverse.

Lead (or leading). The space between lines in typeset materials. Origin: Thin strips of metal inserted between lines in composing metal type for printing.
GLOSSARY

**Logo.** An identifying mark or symbol.

**Logo sheet.** A photographic reproduction from the original artwork of a logo or signature.

**Logotype.** A name (Cabrini University) designed in a graphically unique type arrangement.

**Mechanical (or mechanical art).** The term for the original artwork furnished to a printer for reproduction. See also camera-ready artwork, CREF.

**Mock-up.** A preliminary layout showing the position of type, illustrations, photos, etc. as they will appear in a printed publication.

**Pantone (PMS).** The Pantone Matching System. A proprietary color identification system employing a numerical identification of specific colors, commonly used by graphic designers and printers to communicate color information.

**Paper dummy.** A sample of the paper stock for a publication, made up in the precise brand, weight, and size of the printed piece.

**Perfect binding.** The trade name for a binding process that creates a square backbone by gluing the cover to the text pages. Generic: Glue-on cover.

**Pica.** A standard unit of measurement in the graphic arts industry. One pica equals 1/6 of an inch.

**PMS.** See Pantone. The standard Cabrini University blue is PMS 281. The gray is PMS 422.

**Point.** A standard unit of measure used to measure the vertical size of a typeface. One point equals 1/72 of an inch.

**Process printing.** See four-color process.

**Ragged.** In typesetting, lines of type in unequal length, as opposed to justified. The type in this glossary is flush left, ragged right.

**RGB.** Acronym for the additive primary colors—red, green, and blue—used to create images on a computer screen.

**Reverse.** In printing, a negative image that appears in white on a background color or black. Also known as knockout.

**Saddle wire (or saddle stitch).** In binding, to fasten a booklet with wire staples through the fold.

**Screen (or screen tint).** A printing process used to print a shade of a color or black less than full strength.

**Sans serif.** Typefaces without serifs (stylized tips) having a tendency for monotone stroke weight. This type face, Avenir, is sans serif.

**Serif.** A typeface with short lines projecting from the main strokes of the letterform. The type you are reading—Sabon—is a serif typeface.

**Signature.** 1. The combination of typography and graphics used as a unit in a fixed arrangement that represents the institution, its departments, or its activities. See logo.

2. The collated pages of a sheet of paper, printed on both sides, folded and trimmed, making up one section of a bound book.

**Stock.** Printing paper.

**Symbol.** A mark (usually a logo or logotype) representing something else by association.

**Text-weight stock.** Printing paper of a medium weight (thickness), typically used for the text section of a brochure.

**Typeface.** A particular style of letter form and alphabet, usually identified by a name given by the designer, i.e. Garamond, Futura, Galliard, Berkeley, Goudy.