Welcome

Rockhurst University recently embarked on a strategic branding effort to build a solid foundation for our institution’s visual identity. This work has helped us develop cohesive Rockhurst brand messages and images. These Brand Identity Guidelines serve as a roadmap for all brand-related needs and are an important component in the overall branding process as we seek to increase the University’s visibility.

Overall, our look reflects the work each of us does every day. By showcasing a clear, cohesive brand, we instill confidence in potential students, donors, alumni, partners and other stakeholders.

I ask you to use these Brand Identity Guidelines in your efforts. By doing this collectively, we communicate a consistent message and unified look across all audiences.

I thank you for your work on behalf of the University and for your use of this important tool.

Thomas B. Curran
Rev. Thomas B. Curran
President
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Overview

The Rockhurst University brand is expressed in many ways – in the way we talk about our mission and the ways we interact with each other. However, the most visible expression of the brand is in our visual identity. Although the University is comprised of a number of schools, areas of study, programs and administrative offices, it’s crucial that the use of our graphics, symbols, colors, typography, messaging and tone is consistent across the University as a whole.

Our visual identity includes all of our publications, including magazines, emails and invitations. It also encompasses our print advertising pieces and outdoor elements, such as signs, billboards and banners. The Office of Public Relations and Marketing designed this guide to assist both internal and external audiences in determining the appropriate use for the various elements that make up the Rockhurst University brand. This includes – but is not limited to – the University seal, its logos, stationery applications and editorial style standards.

The use of this guide will help to ensure consistency of the brand’s identity, while also increasing the University’s visibility and public image. For additional information regarding the use of our brand guidelines, please contact the Office of Public Relations and Marketing.
Who We Are

Our Mission

A brief description of our purpose—it answers the question, “why do we exist?” This statement is used for members of the Rockhurst community and for the public.

Rockhurst University exists to transform lives by creating a learning community centered on excellence in undergraduate liberal education and graduate education. Rockhurst is Catholic and Jesuit, involved in the life and growth of the city and the region, and committed to the service of the contemporary world.

Our Vision

Our values statement that clearly outlines our goals and inspirations as an institution. It answers the question, “where do we want to be in the future?”

Rockhurst University will be nationally recognized for transforming lives and forming leaders in the Jesuit tradition. Inspired by the example of St. Ignatius of Loyola, this Catholic university community seeks to make God’s good world better through learning, leadership, service, and the pursuit of justice.

Our Tagline

A memorable phrase that reinforces the Rockhurst University brand and what sets us apart from others.

Where leaders learn.

Rockhurst emphasizes learning, leadership and service in the Jesuit tradition. As the University continues to grow, the emphasis on leadership is amplified as graduates go on to become leaders locally and across the globe. We do this by providing an environment where students take responsibility for their own learning and extend this learning beyond the boundaries of our campus.
Our Core Jesuit Values

Finding God in All Things
We believe that God is actively working in our lives and world; therefore, we strive:
To search for and find God in every circumstance in life, not just in explicitly religious situations. To grow in love—love of God, of our neighbor, and of the world. To deepen our relationships with God and our own religious traditions. To model that all aspects of learning and teaching are relevant ways of encountering and responding to God.

Reflection and Discernment
We are committed to the examined life; therefore, we strive: To seek for a greater knowledge of all creation. To reflect on our own lived experience of the world. To discern the movements of our heart and reason. To listen to the experience of other people.

Magis – “More”
We are committed to excellence; therefore, we strive: To understand better ourselves and others as people loved by God. To seek greater knowledge of the academic, spiritual, and social disciplines. To give greater love, care, and compassion for our neighbor. To find more purposeful and effective ways to carry out our work.

Cura Personalis – “Care for the Whole Person”
We are committed to caring for others in and outside the classroom; therefore, we strive to help people: To understand their inherent human dignity. To reach their greatest human potential. To share their experience and knowledge with others. To act in a way that reflects this growth.

Contemplation in Action
We are committed to just action through leadership and service; therefore, we strive:
To take responsibility for our gifts and talents and to help build up the gifts and talents of others. To be agents of transformation especially in the areas of social justice and equality. To bring our best resources to bear on creative responses to problems and challenges. To foster openness and curiosity about all things new and different. To foster a spirit of trust, hopefulness, collegiality, and dialogue. To value different points of view and experiences.

Wisdom – Sapientia Aedificavit Sibi Domum – “Wisdom Has Built Herself a Home”
We are committed to learning; therefore, we strive: To learn about all aspects of this God-charged world. To create an environment that values and champions the search for and communication of knowledge. To examine the moral and ethical implications present in each discipline and program. To view religious experience and religious questions as integral to the understanding of human existence and human culture. To foster love of the world that leads to the desire to create a better and more just existence.
Brand Positioning Statement

Our most important strategic brand asset, guiding all university messaging and communicating who we are and how we are different.

Rockhurst University offers students a wide range of academic and service-oriented opportunities that shape their lives as men and women for and with others. Guided by our 450-year-old Jesuit, Catholic tradition, Rockhurst students become leaders locally and across the globe. We do this by giving graduates two life-changing tools: a quality degree that will take them anywhere they want to go and an ability to look at the world through a service-minded lens.

Our Voice

- **Inspiring**
  is motivating, passionate, reassuring, transformative
  *Inspiring is not overly dramatic, contrived, sales-y*

- **Genuine**
  is real, understanding, heartfelt, practical
  *Genuine is not rigid, overly sentimental, cheesy*

- **Powerful**
  is confident, timeless, bold, compelling
  *Powerful is not pretentious, pushy, overwhelming*

- **Welcoming**
  is approachable, engaging, friendly, natural
  *Welcoming is not hokey, overly chatty, trendy*
Elevator Speech

A simple, succinct summary that can be used to promote Rockhurst to diverse audiences in a variety of contexts. All members of the Rockhurst community are encouraged to use this language to communicate and promote the University’s brand as he/she has the opportunity.

One sentence
Rockhurst University is one of 28 Jesuit institutions in the nation, offering a quality, private education with a distinct focus on lifelong learning, leadership and service.

Two sentences
Rockhurst University is one of 28 Jesuit institutions in the nation, offering a quality, private education with a distinct focus on lifelong learning, leadership and service. At Rockhurst, students receive a first-class education within a welcoming environment that offers individualized attention.

Three sentences
Rockhurst University is one of 28 Jesuit institutions in the nation, offering a quality, private education with a distinct focus on lifelong learning, leadership and service. At Rockhurst, students receive a first-class education within a welcoming environment that offers individualized attention. Graduates go on to become leaders locally and across the globe, armed with a degree that will take them wherever they want to go and an ability to look at the world through a service-oriented lens.
Top Institutional Messages to Communicate

From powerful to light-hearted, the following statements should help guide the framework of our messaging to core audiences.

Top Student and Parent Messages

At Rockhurst University, students are encouraged to take their learning and service beyond the classroom and into the community to make a positive difference in the world.

Be a part of the Rockhurst connection. 24,000 alumni made the choice to be “magis,” – to be committed to “more” in scholarship, spirituality and service to others.

With an 11:1 student-to-faculty ratio, students receive the personal attention and support they need to grow in scholarship and in character.

With small classes and compassionate professors, Rockhurst University provides a caring academic community where learning and commitment to service is a life-long endeavor.

Located in the cultural heart of Kansas City, RU’s beautiful 55-acre campus is where more than 3,000 students call home.

Rockhurst University provides a rock solid foundation for students to explore their full potential and passions for life.

Rockhurst University offers 50 undergraduate and graduate academic programs, so students have the freedom to find what interests them.

With more than 45 student-led organizations, 11 varsity sport teams, intramurals, mission trips and internship opportunities, students have unique opportunities for leadership and service-oriented learning.

The Rockhurst connection is strong throughout the nation and in the Kansas City area, where more than half of our 24,000 alumni live and work. That network aids RU graduates in job searches, as 95.7% report they are employed or accepted into graduate school within six months of graduation.

Rockhurst University provides a great deal of financial aid and scholarship opportunities. In fact, more than 97% of students receive financial aid assistance.

Rockhurst University is a fun place to visit and live, located near the famed Country Club Plaza. Kansas City is home to hundreds of Fortune 500 companies, professional sports teams, diverse arts and music scene, and the world-famous Kauffman Center for the Performing Arts.

RU students rate their educational satisfaction among the highest in the nation.

Carnegie Foundation awarded Rockhurst its community outreach engagement award for its dedication to the community. RU is the only institution in the Kansas City area to have earned this high honor.

Our century-long tradition of integrated learning continues to achieve academic excellence. U.S. News & World Report consistently ranks Rockhurst as one of the top regional universities in the Midwest.

Once a Hawk, always a Hawk.

You’ll be proud to be a Rockhurst Hawk.
Top Institutional Messages to Communicate *(continued)*

**Top Donor and Alumni Messages**

To lead, to reflect, to ask more of yourself than you did the day before – these are transformative decisions our students make every day, here, at Rockhurst University.

At Rockhurst University, students are encouraged to take their learning and service beyond the classroom and into the community to make a positive difference in the world.

Rockhurst University is proud of its diverse and highly-dedicated alumni, including celebrated actors, world-renowned entrepreneurs, and business and community leaders.

At RU, our faculty and students use their talents for the greater good.

Rockhurst University offers 50 undergraduate and graduate academic programs, so students have the freedom to find what interests them.

With more than 45 student-led organizations, 11 varsity sport teams, intramurals, mission trips and internship opportunities, students have unique opportunities for leadership and service-oriented learning.

The Rockhurst connection is strong throughout the nation and in the Kansas City area, where more than half of our 24,000 alumni live and work. That network aids RU graduates in job searches, as 95.7% report they are employed or accepted into graduate school within six months of graduation.

Rockhurst University provides a great deal of financial aid and scholarship opportunities. In fact, more than 97% of students receive financial aid assistance.

Rockhurst University provides an engaged and active learning community. RU students rate their educational satisfaction among the highest in the nation.

For our dedication to the Kansas City community, Carnegie Foundation awarded Rockhurst its community outreach engagement award. Rockhurst is the only institution in the Kansas City area to have earned this high honor.

Our century-long tradition of integrated learning continues to achieve academic excellence. *U.S. News & World Report* consistently ranks Rockhurst University as one of the top regional universities in the Midwest.

Once a Hawk, always a Hawk.
Top Institutional Messages to Communicate (continued)

Top Faculty and Staff Messages

With an 11:1 student-to-faculty ratio, students receive the personal attention and support they need to grow in scholarship and in character.

Located in the cultural heart of Kansas City, RU’s beautiful 55-acre campus is where more than 3,000 students call home.

Rockhurst University offers 50 undergraduate and graduate academic programs, so students have the freedom to find what interests them.

Rockhurst University provides a great deal of financial aid and scholarship opportunities. In fact, more than 97% of students receive financial aid assistance.

Rockhurst University is a fun place to visit. Just a few blocks from the famed Country Club Plaza, family and friends will enjoy a picturesque center of restaurants, shops, movie theaters and more. Kansas City is home to hundreds of Fortune 500 companies, professional sports teams, diverse arts and music scene, and the world-famous Kauffman Center for the Performing Arts.

Rockhurst University provides an engaged and active learning community. RU students rate their educational satisfaction among the highest in the nation.

Our century-long tradition of integrated learning continues to achieve academic excellence. U.S. News & World Report consistently ranks Rockhurst University as one of the top regional universities in the Midwest.
What Defines Us

Rockhurst University has identified four differentiating attributes that set it apart from its competitors. To communicate these, the Office of Public Relations and Marketing has developed key messages to describe each attribute.

These attributes allow for clear, consistent messaging when communicating with internal and/or external audiences.

**Jesuit, Catholic tradition**

As one of 28 Jesuit colleges and universities in the nation, our 450-year-old Jesuit tradition remains our most innovative tool. Facts that support this attribute:

- A holistic approach to education, rooted in a diverse liberal arts curriculum
- Place where students gain a broad perspective of the world
- Community who desires to use our talents for the greater good
- Network of more than 2.1 million Jesuit alumni

**Highest academic standards of excellence**

Rockhurst offers a world-class education, proven by national rankings and high student satisfaction rates. Facts that support this attribute:

- Student satisfaction rates that are among the highest in the nation
- Liberal arts curriculum rooted in six core Jesuit values
- High expectations across the board, from students to faculty and staff to alumni and friends

**A learning community built for leaders**

Rockhurst is the choice university of many individuals who work, lead and aspire to be part of the hundreds of Fortune 500 companies in the Kansas City metro. Facts that support this attribute:

- Location in the cultural heart of the city
- Reputation of leadership and service
- Esteemed, compassionate faculty dedicated to student success
- Graduates who go on to serve as entrepreneurs and leaders in their communities

**In the city for good**

Rockhurst instills the importance of service in its students, specifically its commitment to the surrounding community, setting it apart from its competitors. Facts that support this attribute:

- RU students donate more than 30,000 community service hours annually
- Graduates receive a first-class degree that will take them anywhere, along with the ability to look at the world through a service-minded lens
- Alumni go on to shape and change the world in positive ways
- Presence in the cultural heart of Kansas City for 100 years and counting
Rockhurst University
Graphic Standards
University Primary Logo

The primary logo is Rockhurst University’s primary visual identification and should be used as the first identification when appropriate on all external communication. The primary logo consists of three elements:

**Three Logo Elements:**

1. **The circle “R” icon**
   This symbol indicates distinction and pride. A closer look at the intersection of the vertical and horizontal line of the “R” reveals a distinct cross.

2. **The wordmark, “Rockhurst University”**
   Adobe Garamond Bold, the serif font, was chosen to highlight the pleasing curves of the two words. The spacing on “University” was purposefully left open to allow both words to be justified.

3. **The tagline, “Where leaders learn.”**
   To showcase the University’s new, inspirational tagline, we chose a fresh and distinctive font – Din Condensed Italic. The combination of all three elements creates a strong visual branding message.

The University primary logo should always be displayed in the upright position on all communication. The three elements that make up the logo were designed with proper proportion and alignment in mind. They should not be altered in any way.

**Approved Element Variations**

A. University Primary Logo:

B. University Primary Logo, no tagline:

C. Circle “R” icon

A. The primary logo bearing the tagline should be used as the first identification within the appropriate context. For example, using “Where leaders learn.” on a poster to promote movie night for students is not fitting for the audience. Rather, variation B is recommended.

B. The circle “R” combined with the wordmark is the recommended variation when context, size limitations and intended audience do not allow for the use of the tagline.

C. The circle “R” can be used to reinforce the brand among familiar audiences (i.e. current students, faculty and staff, and alumni)—those who will immediately recognize the icon. It can be used as a watermark or applied to various forms of communication, such as coasters, posters, apparel, and on-campus facilities. The icon can also bleed in certain cases.

*Note: The Office of Public Relations and Marketing has deemed it permissible to use the tagline “Where leaders learn.” in cover and body copy where appropriate.*
University Primary Logo (continued)
The primary logo must only be reproduced using PMS 293 Blue (A) or reversed out of a Rockhurst blue background in white (B). It is also acceptable to display the logo in black (C) or reversed out of a black background in white (D).

Approved Color Variations

A. Color (PMS 293 or 4-Color Process):

B. Reversed out of Rockhurst Blue (PMS 293):

C. Black and White:

D. Reversed out of Black:

The logo should not be combined with any other graphic element, or be altered or customized in any way. The logo may be used in conjunction with another non-affiliated organization to co-sponsor an event; however, permission to use the logo must be obtained by the Office of Public Relations and Marketing. See more co-branding guidelines on page 26.
**University Primary Logo (continued)**

**White Space and Size Limitations**

The logo must never be crowded by another graphic element or text. To help preserve the logo's independence, “white space” should surround the logo. The white space is equal to the x height/width of “R” in the Rockhurst University wordmark.

To preserve the logo’s legibility, the minimum size permissible to reproduce is 1-1/2” wide. There is no maximum size limit.
Alternate Version – Stacked

The stacked alternate version of the logo was created for circumstances when space limitations do not allow for the recommended use of the University primary logo. In those cases, it is acceptable to use the following logo versions in the approved Rockhurst University colors.

A. Color (PMS 293 or 4-Color Process):

B. Reversed out of PMS 293:

C. Black and White:

D. Reversed out of Black:

White Space and Size Limitations

The logo must never be crowded by another graphic element or text. To help preserve the logo’s independence, white space should surround the logo. The white space is equal to the proportional height/width of “R” in the Rockhurst University wordmark.

To preserve the logo’s legibility, the minimum size permissible to reproduce is 1-1/8” wide. There is no maximum size limit.
Alternate Version – Horizontal

The horizontal alternate version of the logo was created for circumstances when space limitations do not allow for the recommended use of the University primary logo. In those cases, it is acceptable to use the following logo versions in the approved Rockhurst University colors.

A. Color (PMS 293 or 4-Color Process):

![ROCKHURST UNIVERSITY](image)

Where leaders learn.

B. Reversed out of PMS 293:

![ROCKHURST UNIVERSITY](image)

Where leaders learn.

C. Black and White:

![ROCKHURST UNIVERSITY](image)

Where leaders learn.

D. Reversed out of Black:

![ROCKHURST UNIVERSITY](image)

Where leaders learn.

White Space and Size Limitations

The logo must never be crowded by another graphic element or text. To help preserve the logo’s independence, white space should surround the logo. The white space is equal to the proportional height/width of “R” in the Rockhurst University wordmark.

![ROCKHURST UNIVERSITY](image)

To preserve the logo’s legibility, the minimum size permissible to reproduce is 2-1/2” wide. There is no maximum size limit.
Standardized Unit Logos

Standardized unit logos are available for schools and colleges, as well as administrative offices that demonstrate the need. To avoid readability issues, names of academic departments are not used as part of the standardized unit logos. Rather, placement of the academic name will be independent of the logo.

While the University primary logo displays the tagline and is used for advertising and broad strategic purposes; standardized unit logos do not display the tagline, as they were developed to brand student recruitment materials.

Vertical Applications:

Horizontal Applications:
Unacceptable Logo Alterations

To maintain a standard look and feel, please follow the guidelines below.

Do not stretch, distort or rotate the logo.

Do not surround the logo with another shape such as a box or oval.

Do not create a pattern with the logo.

Do not add any foreign elements to the logo.

Do not add dimension to the logo.

Do not scan or copy from the Web.

Do not obscure or crop the logo in any way without consulting the Office of Public Relations.

Do not re-arrange or redesign the logo type.

Do not use the incorrect color.

Do not set in a different typeface.

Do not add a shadow to the logo.

Approved versions of the logo can be downloaded at www.rockhurst.edu/logo. Before downloading the image, you will be required to accept the terms of use.

For additional questions regarding logo usage, please contact the Office of Public Relations and Marketing at 816-501-4895.
Logo Usage With Photos

The placement of the University primary or standardized unit logos should be in an area of the photograph where there are no distracting patterns or elements.

Acceptable Logo Usage With Photos

Unacceptable Logo Usage With Photos
University Seal

The seal was inspired by the history of Rockhurst. It was modified on July 1, 1999, when Rockhurst officially changed its name from college to university. The shield in the center comprises four quarters separated by a cross with seven pillars. The pillars symbolize the seven pillars of wisdom and the seven liberal arts.

The Rockhurst University seal is a historical emblem that is used only in conjunction with historic or formal academic events or on communications from the President’s Office. This includes diplomas, transcripts, official records and legally binding documents.

The seal should never be used in place of the University logo, which is the University’s primary visual image. The seal should never be altered, stretched or rotated – it should always be placed in an upright position. Do not place symbols or graphics on top of, behind or too close to the seal. It may be used as a graphic element cropped, screened or as a watermark. Be sure to leave sufficient space on all sides of the seal, so it appears to stand alone. Any other variations of the seal are prohibited.

Permission to use the seal for any other purpose must be obtained from the Office of Public Relations and Marketing.

4-Color Process: Black and White:
Each Symbol has a Meaning

1. The Moorcock (symbolic, not a real bird) is from the family shield of Saint Thomas More, patron saint of Rockhurst.

2. The stony, wooded hill represents the ground on which Rockhurst was built and for which it is named: Rock and Hurst (a wooded mound). The new seal shows three trees (rather than five) and one mound (rather than several) to make this section of the shield easier to see and clearer in different sizes.

3. The holly sprig is from the coat of arms of the Dowling family, in honor of Fr. Michael Dowling, the College’s founder. Fr. Dowling bought the original 25 acres at 53rd and Troost (then a rural area) for $50,000 in 1909.

4. The quarter-bars are from the family shield of St. Ignatius of Loyola, founder of the Society of Jesus. The colors were changed from green and gold on the College seal, to scarlet and gold on this seal, the true colors of the family’s shield. This is the most commonly used symbol among the 28 Jesuit universities’ seals.

5. The Latin words at the bottom are the university’s motto, which translates into, “Wisdom has built herself a home.”

6. 1910 was the first year in which the state of Missouri chartered Rockhurst to award degrees, so we consider it our founding year. The Roman numerals were changed to Arabic numbers to make our founding date clearer to read.

7. The new seal contains only one circle around the shield to make it more elegant and easier to read.

8. The colors white and blue are used on the circle surrounding the shield to highlight Rockhurst University’s colors.

9. The pillars symbolize the seven pillars of wisdom and the seven liberal arts.
Athletics Logos

The Hawk athletic logo is the official image of all sports teams at Rockhurst and is for the sole use of Rockhurst Athletics and its licensed vendors. Permission to use the Hawk logo must come from the Office of Public Relations and Marketing.

The same rules of logo usage apply to the athletics version. It should not be altered.

Additionally, the athletics logo should be reserved for use in conjunction with sports at Rockhurst University. It should not be substituted on email signatures or publications just because it is more “fun.” For those official capacities, use the primary Rockhurst University logo.

Color with Text:

Black and White with Text:

Color without Text:

Black and White without Text:

Pantone 293 without Text:
**Spirit Logo**

Formally known as the Hawk, Rock E. Hawk was officially named summer 2011. Rock E. Hawk is the proud mascot and symbol of school spirit at Rockhurst University.

This graphic symbol may be used by the Athletics department and its teams, on University apparel, and by University intramural and spirit organizations. It is also acceptable to use Rock E. Hawk as a graphic element when showcasing the vibrant personality of Rockhurst. However, it should not be used as a substitute for the official Rockhurst University logo.

Rock E. Hawk:
Retired Logos and Graphic Symbols

These logos are no longer approved for use.

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Centennial Logo:
Developed to promote Rockhurst University’s centennial celebration, this logo was created by the Office of Public Relations and Marketing.
Special Graphic Symbols
In some instances, the Office of Public Relations and Marketing will develop a special graphic symbol to use as an identifier for certain schools, departments, programs or special events. These graphic symbols are not logos.

Rockhurst Made Possible
Rockhurst Fund

Research College of Nursing
Center for Arts and Letters
University Colors

The official colors of Rockhurst University are Pantone Blue (PMS 293) and white. These are also the official colors of the University primary logo. This is a recent change, as the previous PMS Blue 286 color did not always print accurately. Moving forward, PMS 293 is to be used on all official University communication materials.

Primary Colors

80% of color used on a single brochure cover.

Secondary Colors

20% of color used on a single brochure cover.
University Typography

Primary Typefaces
The primary font recommended for all Rockhurst University schools and academic units is the serif typeface, Adobe Garamond. The primary sans-serif typeface is Din. These fonts are used in the University primary logo and throughout all official communications. They are recommended in the three weights listed below.

Garamond has a long history, dating back to the 1500s and has been beautifully refined by designers over the years. Because of its well-proportioned lettering, the serif font offers excellent readability. Din, the san-serif typeface, was created in 1994. Its strong verticals are a nice contrast to Garamond.

Adobe Garamond
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Adobe Garamond Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Adobe Garamond Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Din
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Din Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Din Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Default Typefaces
Arial and Times New Roman are standard typefaces that may be used to replace Adobe Garamond and Din only when those fonts are not available. Times New Roman may also be used as a primary font for letters or mailing labels.

Times New Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times New Roman Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Times New Roman Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

If you have additional questions about Rockhurst’s approved typography and design standards, please contact the Office of Public Relations and Marketing.
Co-Branding Guidelines

Rockhurst University frequently partners with outside organizations. When any materials are created to provide information on or promote these partnerships, the prominence of the approved Rockhurst logo should be proportionate to its contribution to the partnership.

If Rockhurst is the dominant partner, the logo should be more prominent than all other partners. For two equal partnerships, the Rockhurst logo should be of equal size and prominence with the other partner.

If Rockhurst is one of several lesser partners led by a more dominant partner, the Rockhurst logo should be equal in size with the lesser partners, but smaller than the dominant partner.

The Rockhurst logo cannot be altered in any way. Contact the Office of Public Relations and Marketing for more information.
Business Card
The primary logo is the only logo to appear on business cards. No variations allowed.

To place an order for business cards, visit www.theplus.com/index.vml.

Front:

JON SMITH
M.A., M.S. ED.
Professor of History, Director of Thomas More Center for the Study of Catholic Thought and Culture
Jon.Smith@rockhurst.edu
O 816.501.4232
M 816.999.9999
F 816.501.4718

1100 Rockhurst Road
Kansas City, MO 64110
www.rockhurst.edu

Back:

Where leaders learn.
**Business Card Specifics**

The primary logo is the only logo to appear on business cards. No variations allowed.

**To place an order for business cards, visit www.theplus.com/index.vml.**

Front:

**JON SMITH**
M.A., M.S. ED.
Professor of History, Director of Thomas More Center for the Study of Catholic Thought and Culture
Jon.Smith@rockhurst.edu
D 816.501.4232
M 816.999.9999
F 816.501.4718

1100 Rockhurst Road
Kansas City, MO 64110
www.rockhurst.edu

Tagline:
DIN Italic 22/23

Back:

Where leaders learn.

Name: DIN Medium 13.5/14 with .0625 space after; degrees 8/12 with .0625 space after
Title, Email And Phone Numbers:
DIN Regular 8/9 with .0625 space after
O, M and F [before phone numbers]:
DIN Regular 8/9 with .0625 space after
All left aligned.

Address and web site:
DIN Regular 8/9 with .0625 space after, left aligned.
.5 pt thin rule
University Letterhead
The primary logo with the tagline is the only logo to appear on letterhead. No variations allowed.

The recommended text of the letter is Times New Roman set at 10 pt. with 12 pt. leading, or single line spacing.

To place an order for stationery, visit www.theplus.com/index.vml.

University Letterhead

Date would go here.
Name(first and last)
Organization
Street Address
City, State Zip
Dear Mr Smith:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrad exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrad exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Sincerely,

Lauren Debiak
Director of Marketing
Date would go here.

Name (first and last)
Organization
Street Address
City, State Zip

Dear Mr. Smith:

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisi. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisi. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisi. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Sincerely,

Lauren Debiak
Director of Marketing
Letterhead Specifics

The primary logo with the tagline is the only logo to appear on letterhead. No variations allowed.

The recommended text of the letter is Times New Roman set at 10 pt. with 12 pt. leading, or single line spacing.

To place an order for stationery, visit www.theplus.com/index.vml.

University Letterhead

Ideal margins for University Letterhead are 1.25” on the left and 1.75” from the top. Text to be typeset in Times New Roman at 10/12.

Department Letterhead

Department Letterhead is exactly the same set up as the University Letterhead except the Department Identifier is added to the top.

Ideal margins for Department Letterhead are 1.25” on the left and 1.75” from the top. Text to be typeset in Times New Roman at 10/12.
Envelope
The primary logo is the only logo to appear on envelopes. No variations allowed.

To place an order for stationery, visit www.theplus.com/index.vml.

University Envelope

Department Envelope
**Envelope Specifics**

The primary logo is the only logo to appear on envelopes. No variations allowed.

*To place an order for stationery, visit www.theplus.com/index.vml.*

**University Envelope**

All centered on back flap:
- Rockhurst University:
  - DIN Medium 10/12
- Street Address, City State, Zip:
  - DIN Regular 9/12

**Department Envelope**

All centered on back flap:
- Department Name:
  - DIN Medium 10/12
- Street Address, City State, Zip:
  - DIN Regular 9/12
PowerPoint Templates- Version A

Header Page

Marketing Plan in Motion for 2012 and Beyond
A comprehensive look at our tactics and goals.

Prepared by Lauren Debiak, March 1, 2012

Divider Page

This page would house call out info and more short bursts of copy.
Or a section divider.

Content Page

Heavy Content Page

• Bullet One
  Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi

• Bullet Two
  Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi

• Bullet Three
  Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi
PowerPoint Templates - Version B

Header Page

Marketing Plan in Motion.
A comprehensive look at 2012 and beyond.
Prepared by Lauren Debiak, March 1, 2012

Divider Page

This page would house call out info and more short bursts of copy.
Or a section divider.

Content Page

Heavy Content Page

• Bullet One
  Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volupat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex

• Bullet Two
  Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volupat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex

• Bullet Three
  Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volupat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex
Email Signatures

Why it matters
To increase Rockhurst University’s brand recognition we must be consistent with our brand elements across all forms of communication. We ask that all University employees maintain a uniform signature, so external audiences can easily access our contact information and become familiar with our brand’s new logo and tagline.

Please follow these guidelines when creating your email signature:
- University logo should be linked/hosted files
- Avoid personal quotes
- Phone numbers should use dashes instead of periods to enable dialing features on smart phones

Recommended Email Signature with Primary Logo
(directions for set up on page 39)

This is where your message would go.

Rule: Four dashes (blue)
Name: Arial Bold, all caps, 100% blue
Body: Arial, 80% black

LAUREN DEBIAK
Director of Marketing
Office of Public Relations & Marketing
E lauren.debiak@rockhurst.edu
O 816-501-4232 M 816-501-4232

1100 Rockhurst Road
Kansas City, MO 64110
www.rockhurst.edu

ROCKHURST UNIVERSITY
Where leaders learn.
Approved Email Short Signature Without Primary Logo
(directions for set up on page 39)

This is where your message would go.

-----

LAUREN DEBIAK
Director of Marketing
Rockhurst University
O 816-501-4232  M 816-501-4232
www.rockhurst.edu

Approved Athletic Email Signature
(directions for set up on page 39)

Note: This is for the sole use of the Athletic department and the University units that align with its broad strategic objectives.

This is where your message would go.

-----

LAUREN DEBIAK
Director of Marketing
Office of Public Relations & Marketing
E lauren.debiak@rockhurst.edu
O 816-501-4232  M 816-501-4232

1100 Rockhurst Road
Kansas City, MO 64110
www.rockhurst.edu
Email Signatures (continued)

How to create or edit your signature in Outlook:

1. Open Outlook on your computer.

2. From the menu bar at the top, click on the File Tab > Options and then select the “Mail” option on the left.

3. Click on the “Signatures” button.

4. If you already have a signature created, you can ignore this step and simply select your existing signature.

   Click on “new” and name the new signature, the name is for your reference only.

   Copy and paste the following into your box, make changes to your name, department and other contact information as needed.

   -------

   LAUREN DEBIAK
   Director of Marketing
   Office of Public Relations & Marketing
   E lauren.debiak@rockhurst.edu
   O 816-501-4232  M 816-501-4232

   Hyperlinks will default to hyperlink blue and underlined.

   1100 Rockhurst Road
   Kansas City, MO 64110
   www.rockhurst.edu

   Logo:

   Insert the logo under the last line of text. The recommended application is to insert the University primary logo with the tagline. For a shorter email signature, do not include the logo. Note: only employees who represent the athletic department may include the athletic logo in their email signature. It is very important that when you add the logo to your signature that it be a link to the image on the website and not an actual image in your e-mail. The reason this is important, is that your signature may come across as an attachment in some mail programs. Please follow the next steps very carefully and be sure to choose the drop down menu and choose “Link to File” instead of Insert which is the default.

   At the bottom of your signature under the Rockhurst website address, click on the Insert Picture button in Outlook to add the logo. It looks like this:
Email Signatures (continued)

6. Once you click this, you will get a dialog box with an area for you to put in a File Name. You will paste one of the following two options into this dialog box then choose the drop down under the word Insert and choose “Link to File”. Your signature should look correct and similar to the image at the top of this screen. If you have trouble or it does not look correct, please contact the Helpdesk for assistance at x4357.

7. For the new Rockhurst logo, highlight copy and paste this URL:
   http://www.rockhurst.edu/media/filer_private/2012/03/26/logo.png

8. For the Athletics Logo (Athletics Dept. only), highlight, copy and paste this URL:
   http://www.rockhurst.edu/media/filer_private/2012/04/20/hawk_email.png

9. Make sure that your signature is applied to New Messages and Replies/forwards if you choose to do so by making sure the signature name appears in those drop down boxes to the right hand side.


11. New messages should now include the image in your signature.
Photography Guidelines

The Office of Public Relations and Marketing gives permission for the use of any PRM-owned photographic image on a per-project basis. To browse photos and obtain these permissions, contact the PRM office. For athletic photos, contact the sports information director.

If PRM did not negotiate all rights to a photograph, permission must be secured from the photographer before these photos can be used in any capacity.
Editorial Style Guidelines

Why Editorial Guidelines?
Most professional publications — newspapers, magazines, journals — use a style guide to ensure consistency in the way words are presented. This is because a clean, consistent style helps readers quickly understand the message the writer wants to convey.

The industry standard for popular media is the Associated Press Stylebook. The Rockhurst Office of Public Relations and Marketing uses AP style to prepare copy for the news media and for internal publications. By internal publications, we mean materials that are not expressly produced for the news media. The following guidelines are based on this style.

The style sheet briefly addresses some of the issues writers in the Rockhurst community are likely to encounter. These standards should be used in all publication material, regardless of vehicle: print, Web, social media, etc., unless otherwise noted. For style questions not answered here, consult the Associated Press Stylebook and Libel Manual, published by Addison Wesley, or Webster's New World College Dictionary.
General

Abbreviations and acronyms
A few universally recognized abbreviations are required in some circumstances, i.e., NCAA. But in general, avoid abbreviations or acronyms that the reader would not quickly recognize.

Capitalization
Avoid unnecessary capitals. Words that should be capitalized include proper nouns, proper names, composition titles, proper course titles and titles used in certain ways. (See “titles” for more detail).

Words that should not be capitalized include seasons (including semester designations), academic degrees and academic classes (freshman, sophomore, etc.)

Composition titles – Current AP style
For book, computer game, movie, opera, play, poem, album and art titles:

• Capitalize the principal words, including prepositions and conjunctions of four or more letters.

• Capitalize an article – the, a, an – or words of fewer than four letters if it is the first or last word in a title.

• Put quotation marks around the names of all such works except the Bible and books that are primarily catalogs of reference material. In addition to catalogs, this category includes almanacs, directories, dictionaries, encyclopedias, gazetteers, handbooks and similar publications. Do not use quotation marks around such software titles as WordPerfect or Windows.

Composition titles
Use italics for titles of newspapers, books, plays, movies and operas. Place titles of lectures, songs and works of art in quotation marks. Do not use quotation marks or italics for Bible or reference materials, including dictionaries, directories, encyclopedias, etc. This is a slight departure from Associated Press style.

Courtesy titles
Do not use courtesy titles (Mr., Mrs., Miss, Ms.). Refer to both men and women by first and last name on first reference. Refer to both men and women by last name, without courtesy titles, in subsequent references.

Dates
Capitalize the names of months in all uses. Use the full name of the month when possible. Abbreviate with Jan., Feb., Aug., Sept., Oct., Nov. and Dec. when space is an issue. Spell out when using alone, or with a year alone. Don’t use ordinals when using a date: May 5 not May 5th.

When a phrase lists only a month and a year, do not separate the year with commas.
When a phrase refers to a month, day and year, set off the year with commas.

• April 28, 2010     • Sept. 5     • December 2010

Entitled
Use it to mean a right to do or have something. Do not use it to mean titled.
Numbers
Spell out numbers one through nine; use numerals for 10 and above.

Spell out a numeral at the beginning of a sentence. There is one exception – a numeral that identifies a calendar year.

Wrong: 993 freshmen entered the college last year.
Right: Last year 993 freshmen entered the college.
Right: 1976 was a very good year.

Punctuation
Comma
Use commas to separate elements in a series, but do not put a comma before the conjunction in a simple series: The flag is red, white and blue.

Set off nonessential (restrictive) clauses and phrases with commas: New academic programs, which must be approved by a committee, will be announced this fall.

Exclamation point
Avoid using. Place outside quotation marks when not part of quoted material.

Hyphen
When a compound modifier – two or more words that express a single concept – precedes a noun, use hyphens to link all the words in the compound except the adverb very and all adverbs that end in -ly: a first-quarter touchdown, a bluish-green dress, a full-time job.

Times
Use figures except for noon and midnight. Use a colon to separate hours from minutes: 11 a.m., 1 p.m., 3:30 p.m., 9-11 a.m., 9 a.m. to 5 p.m.

For times and dates, list information in order of time, day, date, place.

Example: 7 p.m., Friday, May 20, Mabee Theatre

Titles
Formal titles that appear before a name should be capitalized. Those that appear after a name should be lowercase and set off by commas. Lowercase and spell out titles when they are not used with a person’s name: The president issued a statement.

The following formal titles are capitalized and abbreviated as shown when used before a name both inside and outside quotations: Dr., Gov., Lt. Gov., Rep., Sen. and certain military ranks.

All other formal titles are spelled out in all uses.

Years
Use an apostrophe to designate omitted figures. Do not use an apostrophe when denoting time periods.

• Class of ’82
• The ’90s
• The 1800s
Academic

Academic degrees
Use an apostrophe in bachelor’s degree, a master’s, etc., but there is no possessive in bachelor of arts or master of science.

Use such abbreviations as B.A., M.A., LL.D. and Ph.D. only when the need to identify many individuals by degree on first reference would make the preferred form cumbersome. Use these abbreviations only after a full name – never after just a last name.

Reserve the title “Dr.” for those who hold medical degrees. When used after a name, an academic abbreviation is set off by commas: John Snow, Ph.D., spoke. On second reference, use last name only.

Academic departments
Use lowercase except for words that are proper nouns or adjectives: the department of history, the history department, the department of English, the English department.

Academic division names
Capitalize the names of Rockhurst academic divisions on first reference.

College of Arts and Sciences; on second reference, the college
School of Graduate and Professional Studies; on second reference, the school
Helzberg School of Management, on second reference, the school or the Helzberg School

Academic titles
Capitalize and spell out formal titles such as chancellor, chairman, etc., when they precede a name. Lowercase elsewhere.

Lowercase modifiers such as department in department Chairman Jerome Wiesner.

Alumnus, alumni, alumna, alumnae
Use alumnus (alumni in the plural) when referring to a man who has attended a school.

Use alumna (alumnae in the plural) for similar references to a woman.

Use alumni when referring to a group of men and women.

Course numbers
Use Arabic numerals and capitalize the subject when used with a numeral: History 6, Philosophy 209.

Emeritus
When used, place emeritus after the formal titles: Professor Emeritus Samuel Eliot Morison, Dean Emeritus Courtney C. Brown.

University
When referring to Rockhurst in internal publications, capitalize University in all uses. This is an exception to Associated Press style.
Religious

Bible
Capitalize, without quotation marks, when referring to the Scriptures in the Old Testament or the New Testament. Capitalize also related terms such as the Gospels, Gospel of St. Mark, the Scriptures, the Holy Scriptures.

Lowercase biblical in all uses. Lowercase bible as a nonreligious term: My dictionary is my bible.

Do not abbreviate individual books of the Bible.

Holidays, holy days, holy celebrations
Capitalize them: New Year’s Eve, New Year’s Day, Groundhog Day, Easter, Hanukkah, Lent, Advent, etc.

Mass
Mass is celebrated, not said, and is always capitalized

Religious titles
On first reference, precede the names of priests and Protestant clergy with “the Rev.” Because reverend is an adjective rather than a title, it should be preceded by “the.” For internal Rockhurst publications (those not prepared specifically for the media), precede the last name with “Fr.” on second reference. This is a departure from Associated Press style.

Follow the names of all members of the Society of Jesus with S.J. on first reference. In general, academic degrees are not listed after S.J.

Precede the names of nuns with “Sister” on first reference. For internal Rockhurst publications, precede the last name with “Sr.” on second reference.

On first reference, precede the full names of cardinals, archbishops and bishops with the title in uppercase. For internal Rockhurst publications, precede the last name with the title on second reference.
**Internet and Technology**

**Email**
Acceptable in all references for electronic mail. It does not need to be capitalized.

Many email or Internet addresses use symbols such as the at symbol (@), or the tilde (~) that cannot be transmitted correctly by some computers. When needed, spell them out.


Do not capitalize letters in an email address:
Wrong: John.Smith@Rockhurst.edu
Right: john.smith@rockhurst.edu

All email addresses will be spelled out to allow the user to copy and paste the address if they are using some kind of webmail.

**Home page**
Two words, does not need to be capitalized. The “front” page of a particular website.

**Internet**
Always capitalized.

The World Wide Web and email are subsets of the Internet, not synonyms.

**Online**
Always one word. It does not need to be capitalized.

**Smart phone**
An advanced cell phone that allows for e-mail, Web browsing and downloadable applications. Two words, does not need to be capitalized.

**URLs**
Stands for Uniform Resource Locators, the official name of a website address.

Follow the spelling and capitalization of the website owner. Try to use the name of the website instead of the address. Use the “.com” only if it is part of a legal name.

Example: Facebook instead of Facebook.com

If an Internet address falls at the end of a sentence, use a period. If an address breaks between lines, split it after a slash or a dot. Do not insert a hyphen. Use the http:// protocol as well as other starts, such as ftp://.

Avoid URLs that are overly lengthy and complicated, unless absolutely necessary.

For Rockhurst, www.rockhurst.edu/

**Web**
Short form of World Wide Web, it is a service, or set of standards, that enables the publishing of multimedia documents on the Internet. It should be capitalized.

**Website**
Refers to a location on the World Wide Web that maintains one or more pages at a specific address. It does not need to be capitalized. Also: webcam, webcast and webmaster.

But for terms with separate words, Web is uppercase: Web page and Web feed.
Standard Proofreader Marks

- roman: Set in roman type
- bf: Set in boldface type
- lc: Set in lowercase
- caps: Set in capital letters
- italic: Set in italic type
- err: Wrong font
- transpose: Transpose
- spellout: Spell out
- ^: Insert here (subscript)
- v: Insert here (superscript)
- ,: Insert comma
- ‘: Insert apostrophe
- ”: Insert quotation marks
- .: Insert period
- ?: Insert question mark
- ;: Insert semicolon
- : or :: Insert colon
- =: Insert hyphen
- m: Insert em dash
- n: Insert en dash
- ( or [): Insert parentheses
- -: Delete
- o: Delete space
- #: Insert space
- ?: Begin new paragraph
- ↓: Move right
- ←: Move left
- H: Center
- ↑: Move up
- ↓: Move down
- P: Flush left
- F: Flush right
- H: Align horizontally
- V: Align vertically
Contact Us

We're here to help. For further information on how the Rockhurst University brand identity may be used, please visit www.rockhurst.edu/brandidentity or contact:

Office of Public Relations and Marketing
1100 Rockhurst Road Kansas City, MO 64110
Tel. 816-501-4232
Fax 816-501-4718