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May 2011

Dear Eastern University Community:

Welcome to the revised Eastern University Identity Manual. This guide will help you use the new logo or visual identity the University adopted on June 1, 2010. Please become familiar with this valuable tool for helping all of us present the University in a clear, consistent and compelling way to our varied core constituents, our prospective students, families, donors, trustees, alumni, churches, organizations, friends, the media and visitors.

Although we are a diverse educational community with multiple sites, four Colleges and a Seminary, Eastern’s core mission remains the integration of faith, reason and justice. This distinctive mission is at the heart of our identity, often presented in both visual and written forms. Everything we present to the public, from a postcard to the content on our Web site, is an opportunity to reinforce and strengthen our identity or brand. Through our unified messages and consistent "look," we build public awareness of our identity and reinforce to our audience(s) that we are committed to a common mission.

By consistently using the elements of our visual identity and editorial style explained and illustrated here, we all contribute to Eastern University projecting a consistent public image that advances our mission. Thank you for your support in this important effort to always represent our University at its very best.

Questions concerning the Identity Manual or ways this Manual can assist you in your advancement efforts should be directed to the Office of Communications and Public Relations (610.341.5930).

Sincerely,

David R. Black
President
INTRODUCTION

Visual identity is a tool that helps an organization express its mission, goals and distinctive attributes across the full spectrum of communications. This manual illustrates and explains Eastern University’s visual identity. By correctly using the elements of the identity program, you are helping Eastern University project a consistent public image that helps promote our mission of faith, reason and justice.

The second part of this manual is dedicated to editorial style. It provides guidelines for projecting that same consistency in all of our written communications.

All of the Schools and programs that comprise Eastern University need to speak with a clear and consistent voice. By doing so, we project a strong, unified and powerful message about what Eastern University is and what it stands for.

Any questions regarding any information in this manual should be directed to the Eastern University Communications Office, 610.341.5930.
THE SHIELD

The shield consists of the following basic elements:

• The stylized shield superimposed with a capital “E”. The shield is a familiar shape that denotes academic strength and gives a sense of history to the University. It also has biblical imagery of protection (Psalm 3:3 “But you O Lord, are a shield around me…”).

• The large “E” stands for Eastern, a name which as been consistent since our founding, even as the appellations after it have changed (Baptist, College, University). This letter is part of the Goudy typeface family.

• The curving line which breaks the shield into two parts symbolizes a horizon, which connotes a forward-looking approach to education, and the globe, denoting Eastern’s global outreach, impact and programs.

• The small numerals “1925” with a cross in the center. 1925 is the date of Eastern’s founding as part of Eastern Baptist Theological Seminary (now Palmer Seminary) and conveys the fact that Eastern has been involved with higher education for the better part of a century.

• The cross inside the 1925 symbolizes Eastern’s solid foundation of Christianity and its commitment to Christian higher education.
SHIELD USAGE

To ensure proper usage, download graphic files at: http://www.eastern.edu/centers/communications/branding_download.html. This is a password protected Web page. Contact the Communications Office (610.341.5937) for the User Name and Password.

Shield Files Available:
- Color, gray-scale, reversed out in .tif, .eps and .gif formats.
- These are the only options to be used.

Whenever possible the University Web site, www.eastern.edu, should appear in conjunction with the shield. Placement is at the bottom of the shield. The width of the Web address should be the same as the width of the top of the shield. The font is Goudy bold, PMS 208 for the color shield, Pantone Cool Gray 10 for the black and gray shield.

To maintain legibility, the logo may not be reproduced smaller than an inch.
THE LOGO
The Logo consists of the shield and the words Eastern University. Using faith, reason, justice is the preferred option, but it may be used without them. You may also add www.eastern.edu below University according to specs.

Files Available:
Color, gray-scale (black and gray), reversed out (all white), with faith, reason, justice and without, with the Web address and without. These are the only options to be used.

The University logo uses Goudy or Goudy Old Style font family. Do not use Goudy Sans. The fonts are used as follows:

faith, reason, justice - Goudy Italic
EASTERN - Goudy Bold
UNIVERSITY - Goudy
www.eastern.edu - Goudy

Colors: PMS 208
Pantone Cool Gray 10
**LOGO USAGE**

To ensure proper usage, download graphic files at: http://www.eastern.edu/centers/communications/branding_download.html. This is a password protected Web page. Contact the Communications Office (610.341.5937) for the User Name and Password.

**CORRECT USAGE**

- The shield must always appear with the words. Do not use the words alone.

- Lines must appear above and below University.

- The shield always appears to the left of the words, never above or to the right.

- The shield is the height of the words Eastern University, except when used on business cards and envelopes.

- Eastern and University always appear stacked. Do not use them next to each other.
CORRECT USAGE

Eastern is always Goudy Bold and capitalised. The font color can be PMS 208 or black. The whole logo reversed is the only other option. No other combination may be used.

University is always Goudy, Pantone Cool Gray 8 and capitalised. The whole logo reversed is the only other option. No other combination may be used.

The E in the shield and the horizon line should always be the same color.

The top of the shield is always the same color as Eastern (PMS 208 or black), the bottom of the shield is always PMS Cool Gray 8. The shield and words can both be reversed to white. No other combination may be used.

LOGO USAGE (continued)

To ensure proper usage, download graphic files at: http://www.eastern.edu/centers/communications/branding_download.html. This is a password protected Web page. Contact the Communications Office (610.341.5937) for the User Name and Password.
Tag lines must stand separate from the logo.

CORRECT USAGE

When using www.eastern.edu, it should be the equal to the space between the “I”s in University and below the logo a distance equal to the height of University.

“Faith reason justice” should extend from the “E” to the “N” in Eastern, using Goudy italic and Pantone Cool Gray 10.

LOGO USAGE (continued)
To ensure proper usage, download graphic files at: http://www.eastern.edu/centers/communications/branding_download.html. This is a password protected Web page. Contact the Communications Office (610.341.5937) for the User Name and Password.

The eagle or bookmark should no longer be used.
BUSINESS CARDS

Eastern University business cards are standard size, 3.5” x 2”. The shield, with www.eastern.edu is 3/4” in width and is positioned 1/8” from the left edge, 3/4” from the top edge. The Web site is set in 8 pt Goudy Bold, PMS 208

Eastern University with faith, reason, justice is placed 1-1/8” from the left edge, with the top of Eastern 3/4” from the top edge, as the shield.

Name and title will appear above Eastern University. Up to four lines of text can appear. The University’s address, phone number, fax number (optional), and e-mail appear below. This text is Goudy Bold, Pantone Cool Gray 11. A point size of 7 or 8 may be used.

Business cards should be ordered through Pat Root (proot@eastern.edu) in the Eastern University Purchasing Office.
LETTERHEAD
This sample shows the correct use of the Eastern University letterhead. Please note when using the name of a school it appears 3/8” below the logo, centered on the page. The school name is upper and lower-cased, Pantone Cool Gray 8, using the font Goudy bold at 14 point. The address is centered 1/2” from the bottom of the page. It is Goudy bold, Pantone Cool Gray 11 at 10 point with 16 point leading.

Letterhead should be ordered through Pat Root (proot@eastern.edu) in the Eastern University Purchasing Office.

ENVELOPES
The shield will be the height of the logo and return address on envelopes, 1/4” from the top and left side. If using a school name, it will appear below the logo and address. All type is 10 point Goudy Bold in Pantone Cool Gray 11.

Envelopes should be ordered through Pat Root (proot@eastern.edu) in the Eastern University Purchasing Office.
Seal Usage

The University Seal is an important part of Eastern University’s identity and the official emblem used on diplomas and certificates. The seal has evolved from its first use at the Seminary in 1932. The Greek lettering on the seal explains the mission of Eastern University to take the whole Gospel to the whole world. It literally means “when you go” from Matthew 28:19. The current seal is the only one that should be in use.

To maintain legibility, the seal may not be reproduced smaller than 3/16 of an inch.

NOTE: When re-sizing a graphic, hold the SHIFT key on the keyboard to keep the graphic in proportion.

Seal Colors

The colors that make up the Eastern University Seal are Pantone 208, Black, White

The seal may print in black, or it may reverse out of a solid color.

Size proportionately. Never expand or condense the seal. To assist you in producing print or electronic communications, you may download the approved seal from our Web site at: http://eastern.edu/centers/communications/branding_download.shtml

Do not attempt to recreate the seal with other fonts or artwork.
MISSION THEME

Over a decade ago, Eastern University adopted the theme of faith, reason and justice.

This theme was developed to communicate Eastern’s mission to prepare Christian leaders for lives of faith and service. These words reinforce Eastern’s reputation for encouraging students to grow both academically and spiritually as they prepare for a wide variety of vocations and careers. At the same time, it distinguishes our University from others and identifies the core values that we cherish.

It should always be used in this particular order, faith reason justice.

The type font to be used is Goudy italic or Goudy Old Style italic.

You are encouraged to incorporate this theme into all major communications, whether on the Web or in publications and marketing materials.
WEB SITE
The University Web site exists on a (CMS) Content Management System, where Web Managers are responsible for updating time sensitive information (copy and graphics). All graphics and fonts must be compatible with the Content Management System and the Web site design.

FONTS AND STYLES
The Web site design has assigned fonts and styles, which are known as (CSS) Cascading Style Sheets. All fonts and styles that are used must be included in the CSS. Additional fonts and styles not included in the CMS will be removed without notice.

GRAPHICS
Eastern University must have copyright of the graphics used in our print materials and on our Web site. Graphics should be clear with no noise or distortion. Graphic requirements are:

Photos
- Color Mode: RGB
- Resolution: 72 dpi
- Width: No greater than 500px
- File Format: JPEG, PNG

Clip Art/Line Art
- Color Mode: RGB
- Resolution: 72 dpi
- Width: No greater than 500px
- File Format: GIF, PNG
HOMEPAGE

The Eastern University homepage is updated by Web Managers with Administrative rights. To have events listed under EU News & Events, and Useful links, contact Linda Olson (lolson@eastern.edu) in the Communications Office. Any other questions regarding the Flash movie or design can also be directed to our Communications Office.

For general guidelines and proper Web practices, refer to the Eastern University Web site standards. Any questions on the Web site style guide should be directed to Quincy Adam (qadam@eastern.edu).
LANDING PAGE

The section landing page should have the largest font as the heading style. This graphic will be provided to the Web Managers.

Section features are graphics that are updated by the Web Managers with permissions. Templates will be pre-built for Web Managers to replace copy. Contact Quincy Adam (qadam@eastern.edu) for graphic replacement.

Descriptions are using a regular paragraph <p> format.

Pull quotes can be added through the HTML editor. To add a pull quote enter:

<div class="quote">Place tags around the text.</div>

The name under the quote should use an <h6> tag, which will style and center it under the quote. To bold the name choose bold from the WYSIWYG editor. A student's year or faculty/staff title should remain unbolded.

Section links are using a bullet style with a secondary style link. To achieve this, select a bullet style, and link the page through the WYSIWYG editor. Open the HTML editor and locate the link tag. The code for the link before adding the style should look like this:

<a href="www.address.com"</a>

Enter additional code in the tag so it looks like this:

<a class="secondary" href="http://www.address.com"</a>

Useful Links is using an <h3> format with a topline style. To achieve this, choose <h3> from the format menu and “topline” from the style menu. This should be in full caps.

Section title uses <h5> format with top style. To achieve this, choose <h5> from the format menu and “top” from the style menu. These should not be in full caps.
DEPARTMENT/OFFICE HOMEPAGE

Department/Office homepages are to use an h1 format with a top style applied to it.

The subheading graphic is optional. Subheading graphics MUST be of the same format as shown on the left. To have a customized subheading created, contact Quincy Adam (qadam@eastern.edu).

Page layout can be created in one or two column pages. If one chooses to have a graphic or multiple graphics in the right column, the graphics should not be any larger than 240 pixels in width.

Section Subheadings are using an h3 format. These should be in full caps.

Contact Quincy Adam (qadam@eastern.edu) to have your photo placed in the stamp template.

Images in 3 column should be no larger than 143 pixel in width.

Column headings are using an <h5> tag. These should not be in full caps.

Listed links are using an unbulleted style. To achieve this create bulleted list and create links. Open the HTML editor and locate bulleted list. The code before adding the style should look like this:

```
<ul><li><a href="http://www.address.com"</a>
</li></ul>
```

Enter additional code so it looks like this:

```
<ul class="plain"><li><a href="http://www.address.com">
</a></li></ul>
```
DEPARTMENT/OFFICE SECONDARY PAGES

Department/Office secondary pages are to use a `<section div>` for their heading. What was used as the heading of the Department/Office homepage should be used as the section div on the secondary pages. To achieve this, open the HTML editor and place this tag around the heading:

```html
<div class="section">Residence Life</div>
```

The page heading should fall under section div. The page heading uses a `<h2>` format with a “top” style. A horizontal rule should be added after the page title. This can be added through the WYSIWYG editor. Enter 100% for width size and not 100 pixels.

Images are optional and can be added as they are necessary to page. To have a photo with an identical border format, contact Quincy Adam (qadam@eastern.edu).

Subheadings are using an `<h4>` tag. These are not to be in full caps.

To use callout, open the HTML editor and enter the following code around the section which the will be used:

```html
<div class="callout right">Text</div>
```

To apply the orange heading in the callout, select `h5` from your WYSIWYG editor, or enter the following code:

```html
<div class="callout right"><h5>Heading</h5><p>Paragraph text</p></div>
```
WEB SITE COLORS

The Eastern University Web site colors are produced in RGB mode and use hexadecimal values which are translated differently when converted to CMYK. When printed, the colors will not appear the same as the colors displayed on the screen. The Eastern University Web site colors use gradients, so there isn’t one specific color value. With the use of a gradient tool, the values from dark hue to light hue can be found to the left.

Burgundy:

Dark
R: 97
G: 24
B: 53

Light
R: 161
G: 48
B: 92

Dark Grey:

Dark
R: 34
G: 34
B: 34

Light
R: 53
G: 53
B: 53

Green:

Dark
R: 19
G: 79
B: 89

Light
R: 47
G: 124
B: 133

Black:

R: 0
G: 0
B: 0
HISTORY

In March 1925, Palmer Theological Seminary was founded as Eastern Baptist Theological Seminary for the expressed purpose of providing theological training for young people. The Seminary seal was later developed and adopted and was first used on the Seminary catalog in 1927. The Greek wording that appeared on the seal read, “The Whole Gospel for the Whole World.” It was recognized as the official Seminary seal until it was redesigned in 2004 when the Seminary was adopted by Eastern University. Following its adoption, Eastern Baptist Theological Seminary was renamed Palmer Theological Seminary in honor of the Seminary’s third and longest-serving president, Gordon Palmer.
LOGO USAGE
A strong visual identity helps brand EU/PTS through repeated use of graphics, typefaces and a common message.

The Palmer Theological Seminary logo should be used on all Seminary publications, advertisements, unofficial documents, certificates or materials in relationship with the Seminary. It may not be used on diplomas or any official documents in relationship with Eastern University. The lettering, “The Seminary of Eastern University” must always accompany the logo as it identifies the Seminary’s relationship with Eastern University.

The Communications Office of Eastern University is responsible for overseeing the visual identity, approving visual identity formats and establishing style guidelines.

These guidelines include the following:
• Advertisements and public service announcements
• Electronic forms of communication such as Web sites or newsletters transmitted through e-mail
• Printed communications such as publications, newsletters, magazines, posters and flyers
• Stationery
• Videos
• Any other materials that project a visual image of the University

For specific usage questions, please contact the Communications Office of Eastern University (psinglet@eastern.edu.)
TYPOGRAPHY/FONTS

Most people today replace the word “typography” with “font.” The font(s) used to make up the Seminary’s logo are shown here. Many similar fonts exist but they are not appropriate when using the Seminary logo. If you need assistance or further clarity in obtaining the necessary font(s) for a publication, please contact the Eastern University Communications Office.

COLORS

The colors that make up the Palmer Theological Seminary logo consist of blue, yellow and black.

The appropriate PMS (Pantone Matching System) colors should be specified accordingly to all personnel or printers who plan to reproduce the Seminary logo in 4(c) process. In the event the logo be requested printed in one color, the logo must be printed in the one color as specified.
ATHLETICS LOGO
The Eastern University Athletic logo was redesigned in 2011. Athletic logos are to be used for athletics only and not to represent Eastern University in any form on print/Web marketing media.

For question on the use of the Athletic Logo, please contact Athletic Director Brad Fields (bfields@eastern.edu).

COLORS
The colors that make up the Eastern University Athletics Logo are burgundy (Pantone 505), and two shades of gray (Pantone 431 and 429).

WEB SITE
Eastern University Athletics Web site is www.goeasterneagles.com. The Athletics Web site is not hosted on Eastern’s server, so any questions should be directed to:

  Dan Mouw
dmouw@eastern.edu
Editorial Standards

INTRODUCTION
Just as our design guide helps us create an overall look for the University, editorial style helps us to achieve a cohesive and professional impression in the written materials sent out to our various audiences. This guide is intended to answer many common questions about correct usage and style. By using it on a regular basis, we will upgrade the content of all the letters, postcards, brochures, catalogs, newsletters, Web pages and other communications from Eastern University.

REFERENCE
The Eastern University Communications Office uses The New York Times Manual of Style and Usage (1999, Three Rivers Press, New York) as its guide. This is the official style guide used by the writers and editors of the world’s most authoritative newspaper. It was chosen because it is clearly written and easy to use.

PROOFREADING
The final step in creating professional quality publications is careful proofreading. No written message should leave any of our offices without being proofread by at least two individuals. As a University, we have an obligation to uphold the highest standards of writing, grammar and style. When readers see obvious misspellings, grammatical errors or omissions, or poorly written sentences, they make assumptions about the academic quality of the University as a whole. That’s why the final step, proofreading, is one of the most important steps in any project. If corrections are to be made by a printer or other vendor, use the standard proofreading marks shown on the next page.

Any written material should be proofread by someone other than the writer. Develop your proofreader’s eye with the Three-Step Technique:
1. Scan for obvious errors and typos.
2. Read sentences backward to catch misspelled words or missing words.
3. Read for content to check meaning, structure and punctuation.

HELPFUL HINTS
• Computer Spellcheckers are a good start, but they will miss when the spelling is correct but the word is used incorrectly (such as buy and by, break and brake). The computer cannot determine context!
• Double check all addresses, phone numbers, fax numbers, e-mail addresses
• Double check all dates, times and locations
• Are names spelled correctly?
• Are abbreviations and acronyms explained the first time they are used?
• Is there consistency throughout the document?
• Are there extra spaces or inappropriate word breaks?
# Proofreading Quick Reference

**Common Proofreading Marks (And How To Use Them)**

<table>
<thead>
<tr>
<th>Mark</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DELETE</strong></td>
<td>Delete this word.</td>
</tr>
<tr>
<td><strong>TRANPOSE</strong></td>
<td>Switch words, these and letters.</td>
</tr>
<tr>
<td><strong>CLOSE UP</strong></td>
<td>This is an e word.</td>
</tr>
<tr>
<td><strong>RUN IN</strong></td>
<td>Don't break the line.</td>
</tr>
<tr>
<td><strong>DISREGARD</strong></td>
<td>Ignore the marked correction.</td>
</tr>
<tr>
<td><strong>INSERT SPACE</strong></td>
<td>Put a space here.</td>
</tr>
<tr>
<td><strong>PERIOD</strong></td>
<td>Insert a period.</td>
</tr>
<tr>
<td><strong>CARET</strong></td>
<td>Insert a here.</td>
</tr>
<tr>
<td><strong>COMMA</strong></td>
<td>Insert a comma please.</td>
</tr>
<tr>
<td><strong>MOVE LEFT</strong></td>
<td>Move this line.</td>
</tr>
<tr>
<td><strong>COMPOSITIONS</strong></td>
<td>Insert parentheses here.</td>
</tr>
<tr>
<td><strong>MOVE RIGHT</strong></td>
<td>Move this line.</td>
</tr>
<tr>
<td><strong>PARENTHESES</strong></td>
<td>Do not capitalize.</td>
</tr>
<tr>
<td><strong>MOVE UP/DOWN</strong></td>
<td>Align these words.</td>
</tr>
<tr>
<td><strong>LOWER CASE</strong></td>
<td>Use a capital letter.</td>
</tr>
<tr>
<td><strong>INDENT</strong></td>
<td>Indent this line 3 picas.</td>
</tr>
<tr>
<td><strong>UPPER CASE</strong></td>
<td>Emphasize this word with bold.</td>
</tr>
<tr>
<td><strong>PARAGRAPH</strong></td>
<td>Begin a new paragraph.</td>
</tr>
<tr>
<td><strong>BOLD FACE</strong></td>
<td>Make this word italic.</td>
</tr>
<tr>
<td><strong>ALIGN VERTICALLY</strong></td>
<td>Align these two lines vertically.</td>
</tr>
</tbody>
</table>
WORDS IN COMMON USAGE AT THE UNIVERSITY

- a.m. and p.m.
- alumna (female); alumnae (female plural);
  alumnus (masculine); alumni (masculine
  plural or mixed group)
- biblical (capitalize Bible but not biblical)
- board of directors, board of trustees (not
capitalized), use the board, the trustees or
the directors on second reference
- campus (lowercased) even when used as
  St. Davids campus
- capital (city); capitol (building)
- catalog
- course work
- database
- Dean’s List
- Eastern University: when referring to
  Eastern University throughout, capitalize
  “the University.” But “a university” should
  NOT be capitalized.
- e-mail
- Fast-Track MBA® is a Registered
  Trademark of Eastern University, obtained in
  January, 2000. It must always be written as
  shown here. The first time it is used on a
  page, the following words must be included
  on the same page: ® Registered in U.S.
  Patent and Trademark Office.
Note: The phrase “® Registered in U.S.
  Patent and Trademark Office.” may be in
  italics and smaller type than the body copy
  of your text.
- Fax
- Try to use first-year student but when you
  are unable to remember that: Freshmen is
  plural, freshman year, freshman students
  (when used as an adjective)
- full time (noun and adverb); full-time (adjective)
- gospel (capitalize when referring to any of
  the four books of the Bible, such as the
  Gospel of Luke; lowercase in other
  references such as gospel singer)
- home page (two words)
- inner city (noun); inner-city (adjective)
- Internet
- laptop (adjective and noun)
- McInnis Learning Center
- multi (most compounds formed with multi
  are one word such as multicultural)
- nonprofit
- online
- Scriptures
- software
- sophomore
- theatre
- versus
- vita (singular) vitae (plural)
- Washington, D.C.
- Web site
- World Wide Web
- worldview (one word)
- waterwheel (one word)
### COMMON ABBREVIATIONS/ACRONYMS

Please write these out the first time you mention them in any copy that will be read by the general public.

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Full Form</th>
</tr>
</thead>
<tbody>
<tr>
<td>AP</td>
<td>Advanced Placement</td>
</tr>
<tr>
<td>BA</td>
<td>Bachelor of Arts</td>
</tr>
<tr>
<td>BS</td>
<td>Bachelor of Science</td>
</tr>
<tr>
<td>BSL</td>
<td>Black Student League</td>
</tr>
<tr>
<td>BSN</td>
<td>Bachelor of Science in Nursing</td>
</tr>
<tr>
<td>BSW</td>
<td>Bachelor of Social Work</td>
</tr>
<tr>
<td>CBDT</td>
<td>Community-Based Development Training</td>
</tr>
<tr>
<td>CCAS</td>
<td>Cushing Center for Counseling and Academic Support</td>
</tr>
<tr>
<td>CCCU</td>
<td>Council for Christian Colleges and Universities</td>
</tr>
<tr>
<td>CICU</td>
<td>Council of Independent Colleges and Universities</td>
</tr>
<tr>
<td>CLEP</td>
<td>College-Level Examination Program</td>
</tr>
<tr>
<td>EAPE</td>
<td>Evangelical Association for the Promotion of Education</td>
</tr>
<tr>
<td>ECCE</td>
<td>Eastern College Campus Employment</td>
</tr>
<tr>
<td>ESA</td>
<td>Evangelicals for Social Action</td>
</tr>
<tr>
<td>ESL</td>
<td>English as a Second Language</td>
</tr>
<tr>
<td>FAFSA</td>
<td>Free Application for Federal Student Aid</td>
</tr>
<tr>
<td>FWSR</td>
<td>Federal Work-Study Program</td>
</tr>
<tr>
<td>GED</td>
<td>General Expense Deposit</td>
</tr>
<tr>
<td>GMAT</td>
<td>Graduate Management Admissions Test</td>
</tr>
<tr>
<td>GPA</td>
<td>Grade-point Average</td>
</tr>
<tr>
<td>MASCAC</td>
<td>Middle Atlantic States Collegiate Athletic Corporation</td>
</tr>
<tr>
<td>MA</td>
<td>Master of Arts</td>
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<tr>
<td>MBA</td>
<td>Master of Business Administration</td>
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<tr>
<td>M.Div.</td>
<td>Master of Divinity</td>
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<tr>
<td>M.Ed.</td>
<td>Master of Education</td>
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<tr>
<td>MS</td>
<td>Master of Science</td>
</tr>
<tr>
<td>NCAA</td>
<td>National Collegiate Athletic Association</td>
</tr>
<tr>
<td>NGO</td>
<td>Non-Government Organization</td>
</tr>
<tr>
<td>Ph.D.</td>
<td>Doctor of Philosophy</td>
</tr>
<tr>
<td>PHEAA</td>
<td>Pennsylvania Higher Education Assistance Agency</td>
</tr>
<tr>
<td>RA</td>
<td>Resident Assistant</td>
</tr>
<tr>
<td>ROTC</td>
<td>Reserve Officers’ Training Corps</td>
</tr>
<tr>
<td>SAM</td>
<td>Society for the Advancement of Management</td>
</tr>
<tr>
<td>SGA</td>
<td>Student Government Association</td>
</tr>
<tr>
<td>SIFE</td>
<td>Students in Free Enterprise</td>
</tr>
<tr>
<td>SLD</td>
<td>School for Leadership and Development</td>
</tr>
<tr>
<td>SSWA</td>
<td>Student Social Work Association</td>
</tr>
<tr>
<td>THC</td>
<td>Templeton Honors College</td>
</tr>
<tr>
<td>TOEFL</td>
<td>Test of English as a Foreign Language</td>
</tr>
</tbody>
</table>
Eastern University Photography Guidelines

The following guidelines will help you take photos that can be used for Web and print materials for Eastern University.

CORE VALUES
Always look for photos that convey our core values of Faith, Reason and Justice.

APPROPRIATE
All photos taken need to portray our Christian university. Do not photograph students with tight garments, cleavage, bare midriffs, etc. Do not photograph students in relationship to one another that may be viewed as improper when taken out of context. Avoid sloppy looking subjects (baggy, wrinkled clothes, etc.)

UNDERGRADUATE
Photos need to be as natural as possible. Focus groups have responded they do not like staged photos. When looking at a photo, a student wants to be able to picture themselves in that photo and on our campus. Watch for t-shirt and sweat shirts from other colleges. We cannot use a photo of a student in another college or university t-shirt. Look for fun shots, but avoid people being immature. College students want to be shown as adults.

DIVERSITY
Whenever possible, show diversity. The best shots would include at least one male, one female and one person of color. Include as many combinations of people as possible in each situation.

CLASSROOMS
Permission is needed from the professor prior to entering a classroom. Professors should notify students in advance that photos are going to be taken in case anyone has issue with it, and ask them to dress appropriately. Avoid photos of students eating in class. This does not look academic or professional. This needs to be addressed with adult classes in advance since many of their students are coming directly from work and they eat dinner in class. Get shots of individual students, small and large groups and instructor(s) in action. The more variety to the shots, the better.

GUEST SPEAKERS
The best time for pictures is the last 15 or 20 minutes of their presentation. Many times speakers are reading, so it is hard to get a good photo. The end of the presentation is usually question and answer so the speaker will be gesturing and the photos are better. When taking speaker’s photos, photos from the right side usually work best. The microphone is normally set up to the left and is in the way. Include the portion of the podium that says Eastern University so the viewer will know the photo was taken here. Good photos are of the guest speaker engaged in conversation with our students after the event. If we decide to use the photo, we can always get the student’s name later.
EVENTS
Capture the essence of the event. Do not photograph people eating or plates of half-eaten food. Never ask subjects to stop a discussion to take a posed photo. People engaged in conversation are fine. If possible, take a few group photos of the dignitaries at the event (Dr. Black, deans, guest speaker, etc.). Whenever possible get names. Include a Word document with the image number and names of dignitaries in the folder of photos.

PERFORMANCES
No flash photography can be taken at plays, recitals or other performances. Doing so can mean injury to the performers. Speak with the dance, music and theatre departments to get permission to be on stage or in the wings during a dress rehearsal rather than performance. Intermission at some performances have the actors signing autographs for children. Theatre usually has someone taking photos, and we can get copies.

COMPOSITION
Take each shot vertically and horizontally in addition to close up, mid-range and at a distance. This gives us more options for usage and cropping.

RELEASE FORMS
Get a signed release whenever possible. If you find yourself in a situation without forms, tell the subject you are taking photos to use on the Web and for printed materials. Ask if you have their permission to photograph them. Sometime photos are better when people do not know you are taking them. You may take a photo and then ask for permission to use it. Most people are fine with it.

PHOTO SUBMISSION
The Original photo MUST be a minimum of 1200 x 1800 pixels. Do not change or increase the size in software. Weed out unusable photos, eyes closed, blurry, etc. Include all quality photos, numbering 1-10 your favorite 10. Create a folder with the event or speaker and date (Smith_010708). Burn photos to CD and send to Patti Singleton in the Communications Office, Ott Hall.
Name ________________________________________________________________

Residence Hall _________________________________ Room Number ___________

Address (if not living on campus) __________________________________________

Phone _______________________________ Cell Phone __________________________

E-mail _________________________________________________________________

I hereby irrevocably consent to and authorize the use and reproduction by Eastern University of any and all photographs which you have this day taken of me, for any purpose whatsoever, without compensation to me. All negatives, prints and digital images shall constitute Eastern University’s property, solely and completely.

Signature ______________________________________________________________

Date ____________________________
Contact Information

Communications is located in Ott Hall on the Eastern University St. Davids campus.

Mailing address:
Communications Office
Ott Hall
Eastern University
1300 Eagle Road
St. Davids, PA 19087

The FAX number for the Communications Office is 610.225.5727

For questions on the use of the University logo or seal, our Fast-Track MBA trademark, or public relations issues, please contact:
Linda A. Olson
Executive Director of Communications
610.341.5930
lolson@eastern.edu

For questions about graphic design, logo usage or photography, please contact:
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Art Director/Staff Photographer
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