Elements of
the Pitt-Johnstown Signature

logotype/signature (Janson)

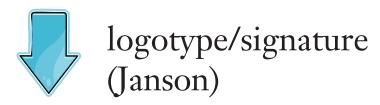## University of Pittsburgh Johnstown

seal

Note:

The production of artwork for, and the printing of, publications and advertisements using the Pitt-Johnstown seal/signature must be coordinated through Marketing and Communications. Call 814-269-2080 for information on proper usage of the seal/signature.

Guidelines for use:

1   The entire logo (seal and signature) must be used together as one graphic element.
2   Do not manipulate, distort or alter the logo.
3   Do not superimpose text over the logo.
4   Do not colorize the logo.
5   Do not provide the logo to a third party without authorization from Marketing and Communications. The logo is available in both low-resolution (web applications) and high-resolution (print applications) versions.

University of Pittsburgh Johnstown

Note: This version is to be used in color applications only. It should never be reproduced in black and white.

University of Pittsburgh Johnstown

Note: This version is to be used in all black and white applications.

These are the official logos of the University of Pittsburgh at Johnstown. The use of any other version of these graphics is a violation of University of Pittsburgh graphic identity standards.

The color version of the logo should be used only when an exact color match can be guaranteed. (See color information below)

(In the past, a larger version of the logo was available for use. That version is no longer being used.)

PMS* 281

PMS* 289

PMS* 4515

*Pantone Matching System

University of Pittsburgh
Writing Style Manual
www.umc.pitt.edu/styleguide/contents.html

Campuses
- Do not refer to the Pittsburgh campus as the *main campus*.
- The Pittsburgh campus should be referred to as the *Pittsburgh campus*, the *Oakland campus*, or the *Pittsburgh campus in Oakland*

Regional Campuses
- Do not refer to the regional campus as *branch campuses;* use *regional campus*
- First reference: *University of Pittsburgh at Johnstown*
- Subsequent reference: *Pitt-Johnstown* (must be hyphenated)

Sample entries from the *University of Pittsburgh Writing Style Manual*

DEGREES:
Academic degrees can be abbreviated or spelled out. If abbreviations are used, *do not use periods* between initials. Note that degrees are received from the University and earned at the University.
Acceptable:
- Baker earned a Bachelor of Arts degree in journalism.
- Smith earned a BA in journalism at Pitt in 1989.
- Baker received his bachelor's degree from Pitt.
- Jones earned the Master of Fine Arts degree at Pitt.
- Jones received an MFA from the University.
- Jones received a master's degree from Pitt.

Not Acceptable:
- He earned his bachelor's from Pitt.
- She earned her master's.
- When referring to a doctorate, use the following:
- Jones earned his doctoral degree at Pitt.
- Jones earned his doctorate at Pitt.
- Jones received his PhD in psychology in 1970.
- Jones received a Doctor of Philosophy degree in June from Pitt.

For honors references, do not capitalize or italicize cum laude, magna cum laude, and summa cum laude.

In references to certificates, capitalize the official name of the certificate.
- Amy received the Certificate in Women's Studies from Pitt. She said this certificate helped her qualify for a job at a women's shelter.
- This student has earned a Certificate of Advanced Studies.

TITLES OF PERSONS

Lowercase titles of persons except when used in front of the name or when a title is one of a kind.
- Gerald D. Holder, U.S. Steel Dean of Engineering, attended the center's grand opening.
- School of Social Work Dean Larry Davis also attended the meeting.
- David Blair, assistant professor, and Mary March, A.W. Mellon Professor, presented papers at the conference.
- Engineering Assistant Professor Virginia Lesner teaches at Pitt.
- Virginia Lesner, assistant professor of engineering, teaches at Pitt. The professor says the study of engineering is her passion.