Graphic Standards Manual and Editorial Style Guide
Introduction

In recent years, recognition of the Rider University name has increased steadily. As our reputation continues to grow locally, nationally and even internationally, it is more important than ever that we work together to build public awareness and understanding of our University.

The first contact many people have with Rider is through a letter, advertisement, publication or Web page bearing the University’s logo. The distinctive visual elements used to create our logo — combining design, fonts and colors — play an important role in advancing our public image.

This booklet is intended to help all Rider faculty, staff and students communicate in a consistent and professional way to our many audiences, both internally and externally. These standards will help ensure that each time the logo is used, the public receives a clear and consistent message of Rider as an institution with a proud heritage and a commitment to educational excellence.

Rider’s Graphic Standards Policy

Responsibility for interpreting and implementing the guidelines concerning the University’s logos has been placed in the Office of University Communications. All printed and electronic materials produced by or for Rider University must reflect the University’s graphic standards as outlined in this guide. Invoices will not be paid for external orders that do not comply with official University standards.

For consistency, University logos must be used as presented in this booklet. Because the designs are highly customized, Rider logos should never be redrawn or retyped, or reproduced from a Web site or previously printed publication.

Should you have any questions about whether your design or logo treatment meets University standards, please contact the Office of University Communications, Moore Library, Room 127, at 609-896-5192.
Rider’s Graphic Identity

Our graphic identity — a combination of our logos, specific colors and distinct typefaces — is a way of visually distinguishing Rider from other institutions of higher education. It also promotes our overall name recognition and advances the identity of Rider’s individual colleges, schools and departments.

1. University Logo

Rider University’s primary logo consists of two main components: the words “Rider University” (also known as the wordmark) and the Rider University shield. The shield features the University’s founding year and a tree representative of the rich traditions of Rider’s history.

While this is the preferred way to use the University logo, the wordmark and shield can be used separately, depending on the application.

A special version of the shield with the University’s motto, *In Omnia Paratus* (In All Things Prepared), is available for more formal applications, such as official contracts. Special authorization from the Office of University Communications is required for all uses of this version of the logo.
2. University Logo with College Names
The University logo may be used with the names of three of Rider’s colleges and the School of Education; these logos should appear exactly as shown and not be recreated in any way.

![Rider University Logos](image)

3. University Logo with Campus Locations
There are times when it is important to incorporate Rider’s campus locations with the logo. Below is an appropriate treatment to follow.

![Rider University Logos with Campus Locations](image)

4. Westminster College of the Arts and Westminster Choir College Logos
Special logo treatments integrating the names of Westminster College of the Arts and Westminster Choir College with the University have been developed in recognition of the historical tradition and equity invested in the Westminster name. For information on how to use these logos, contact Westminster’s Office of External Relations at 609-921-7100, ext. 8307.

![Westminster College Logos](image)
5. Broncs Athletics Logo

In addition to the University’s logos, Rider has adopted an athletics logo that may be used by members of the University community. It features the Bronc, the official mascot of Rider University’s sports teams. **Use of this trademarked logo is restricted to athletics-related programs and events.** It must be reproduced using authorized digital files with the approved University colors. For details, contact the Department of Athletics at 609-896-5249.

6. University Seal

In addition to these logos, Rider has a University seal. Its use is restricted to official documents as approved by the Office of the President.

---

**How to Obtain a Logo**

You can obtain high- and low-resolution electronic versions of the University’s logos at [www.rider.edu/graphicstandards](http://www.rider.edu/graphicstandards) or by calling the Office of University Communications at 609-896-5192.

For authorization to use the athletics logo and request a copy of the logo, contact the Department of Athletics at 609-896-5249.

Files for Mac and PC are available in JPEG, TIFF or EPS format. **No logo may be redrawn, reset or altered in any way.**
Using Rider’s Logos

1. Color Reproduction

The consistent and accurate use of Rider’s official colors will help strengthen the University’s overall identity and public recognition.

The University’s official colors are:

**Rider Cranberry**: Pantone 201 and **Rider Grey**: Pantone 424 (Acceptable Alternative: 65% screen of black)

![Rider Cranberry](image1.png)  ![Rider Grey](image2.png)  ![Rider Grey (Alternative)](image3.png)

Rider Cranberry
Pantone 201
R 152  G 30  B 50
HTML 981E32

Rider Grey
Pantone 424
R 108  G 111  B 112
HTML 6C6F70

However, depending on the type of paper stock and printing process used, special inks may be needed to correctly reproduce Rider’s official colors. If you are printing your publication through Collegiate Press, its staff will make the necessary adjustments. **If your publication is printed externally, contact the Office of University Communications for guidance to insure proper reproduction.**

Silver foil may be used for special high-profile documents. Contact University Communications for preferred foil colors.

2. Using Other Colors

It is permissible to print the Rider logo in one color (such as black or cranberry) if the publication is being printed in that color. Where possible, the official University colors are preferred.

3. Reverse Applications

Whenever possible, the logo should appear on a white background. On occasion, however, the logo may be printed in reverse (white logo on a solid black or cranberry background). An easy way to tell if the proper reverse application is being used is to ensure that the tree is not white.

![Reverse Version — Black](image4.png)  ![Reverse Version — Cranberry](image5.png)

Special reverse application artwork is available online at [www.rider.edu/graphicstandards](http://www.rider.edu/graphicstandards). **Do not adjust regular logo art for reverse applications.** Also, the logo should never be reversed out of a patterned or busy background. No additional border or rule lines should be included around the shield outline.
4. Rider’s Typefaces
Adobe Garamond is the primary typeface used in Rider University’s logo. Because the Garamond font has been customized, please do not revise the logo font treatment.

The secondary typeface used for Rider’s letterhead and business cards is News Gothic.

<table>
<thead>
<tr>
<th>Adobe Garamond Regular</th>
<th>News Gothic Light</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>1234567890</td>
<td>1234567890</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Adobe Garamond Bold</th>
<th>News Gothic Bold</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>1234567890</td>
<td>1234567890</td>
</tr>
</tbody>
</table>

Note: Times New Roman or Garamond should be used for University correspondence on personal computers.

5. Using the Rider Logo with Other Symbols
Only the University logos shown in this booklet are to be used for official University publications. Advance permission must be obtained from the Office of University Communications to create a secondary logo for a special initiative or unit (such as accreditation requirements, an anniversary, campaign, special institute, center or other University entity). Areas with existing secondary logos should contact University Communications for assistance on how to comply with University standards. Approval from the Office of University Communications is needed if the Rider logo is to appear on the same page with that of another organization, such as co-sponsorship of an event or program.

6. Specialty Applications
If you are planning a specialty application of the Rider logo (such as clothing, caps, mugs, bumper stickers or T-shirts), contact the Office of University Communications for guidance and assistance to ensure compliance with University standards. Special logo treatments also may be needed, depending on what is being created.

7. Web Logos
All University Web pages must include the official University logo. For guidance on using a logo online, please contact the University Internet Projects Manager at 609-896-7355.
Using Rider’s Stationery System

The most basic application in which the Rider University identity and visual system come together is the University stationery.

Formatting Letters

The professional impact of University letterhead and envelopes can be greatly enhanced by formatting letters with appropriate alignment, spacing and typefaces.

All letters should be left justified and block formatted (no paragraph indentations). The preferred typeface for letters is either 11 point Times New Roman or Garamond. Sans serif fonts (such as Helvetica, Arial or Optima) are difficult to read and should be avoided. Type should never be placed under the University Shield. Follow these samples for recommended usage.

Letterhead

```
RIDER UNIVERSITY
College of Business Administration

Date
Salutation:
Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Ut ornare, libero in dictum tempus, mauris ipsum accumsan neque, placerat nisl.

```

```
Letter

Sincerely,
Signature

Addressee Name
Company
111 Street Address
City or Town, ST 12345
```

Envelope

```
RIDER UNIVERSITY
Office of Public Relations
2083 Lawrenceville Road
Lawrenceville, NJ 08648-3099
T 609-896-5152
F 609-896-5382
www.rider.edu

Mailing Label

RIDER UNIVERSITY
Office of Public Relations
2083 Lawrenceville Road
Lawrenceville, NJ 08648-3099
T 609-896-5152
F 609-896-5382
www.rider.edu

Addressee Name
Company
111 Street Address
City or Town, ST 12345
```

Times New Roman or Garamond

The right margin should be one inch from the right side of the page.

Align the left margin with the left side of the University Wordmark, one and a half inches from the left side of the page.

Begin the letter five returns from logo or, in the case of a short letter, center on the page.
Business Cards
The information that appears on faculty and staff business cards should be limited to that shown on the sample below. Cell phone numbers can be included, if desired. To use other variations, please contact the Office of University Communications at 609-896-5192 for approval.

To Order Stationery
All orders for stationery and business cards should be placed through Collegiate Press (609-896-5031), which is located on the Lawrenceville Campus in the General Services Building. You can also go to www.collegiatepress.com/rider to order the following online:

- Stationery/Letterhead
- Business Cards
- Business Envelopes (#10, 6 x 9, 9 x 12)
- Labels

If there is a need for an order to be placed with an off-campus vendor, please obtain advance permission and approval of the design from the Office of University Communications. Invoices will not be paid for orders not approved in advance.

For Assistance or to Request Permission for an Exception to the Graphic Standards Guide
If you have a special request or need assistance regarding the University’s Graphic Standards Guide, please call the Office of University Communications at 609-896-5192.
Editorial Style Guide

When building a brand, using a consistent style of writing is just as important as a consistent visual identity. You are encouraged to contact the Office of University Communications for assistance in developing communication materials. Its professional writers and editors can check your document for grammatical, typographical and spelling errors, edit your copy for accuracy and maximum impact for your target market, or even provide full writing support.

In most instances, Rider follows the *AP Stylebook* for editorial preferences when writing marketing materials. If you have any questions concerning the editorial style, please contact the Office of University Communications at 609-896-5192 or e-mail univcomm@rider.edu.

The following are some basic editorial guidelines to use when writing copy:

**Academic Degrees**
- Use periods when abbreviating an academic degree. (A.A., B.S., M.A., Ph.D.)
- Do not follow the abbreviation with the word “degree.” (He earned a B.A. in music. She has a bachelor’s degree in history.)
- When referring to degrees in general, use lowercase, but when referring specifically, use uppercase. (She earned a master’s degree from Rider University. She earned a Master of Arts in Educational Administration.)
- Capitalize subjects only when referring to a program or degree or when the subject is a language. (She is studying math. He is studying English. She will earn a Bachelor of Science in Biology.)
- Use an apostrophe when writing bachelor’s degree or master’s degree.
- Use associate degree. Do not use associate’s degree.

**Alum/Alumna/Alumnae/Alumnus/Alumni**
- Alum is the abbreviation for alumnus or alumna. Avoid this casual abbreviation in formal copy.
- Alumna is the singular form for a female graduate.
- Alumnae is the plural form when referring to more than one female graduate.
- Alumnus is the singular form for a male graduate.
- Alumni is the plural form for a combination of male and female graduates or two or more male graduates.

**Capitalizing Academic or Professional Titles**
- In general, capitalize academic or professional titles used before a name. (Senator Robert Brown)
- Lowercase titles when used alone or following a name. (Robert Brown, senator for the Student Government Association)
- Titles are lowercase when there is not a name attached. (He is the assistant vice president of Finance for the University.)

**Capitalizing Departments, Offices and Programs**
Capitalize the formal names of departments, programs, offices, committees and institutions. (Department of Mathematics, Board of Trustees, Office of University Communications, College of Business Administration)

**Capitalizing Events**
The formal name of an event should be capitalized. (Commencement, Reunion Weekend)

**Commas and Semicolons in a Series**
- In a sentence that contains a series of three or more items, separate the items with a comma, but do not use a comma before the last conjunction unless a conjunction is also used within the series. (I ate bacon, eggs and toast for breakfast. I ate home fries, a ham and cheese omelet, and toast for breakfast.)
- If a series of three or more items is contained within the series of three or more, use semicolons to separate the original series and commas to separate the internal series. (I ate home fries; a ham, cheese, tomato and mushroom omelet; and toast for breakfast.)
- A Rider University exception: The College of Liberal Arts, Education, and Sciences is the official name of the College. Please include the comma before “and.”

*AP Stylebook can be purchased in the University Store.
Dates
Do not use “th” to indicate a date. Use November 13, 2008; do not use November 13th, 2008.

Italics and Quotes
- Please use italics for titles of books, movies, plays, songs, newspapers and magazines.
- Italize most foreign words or phrases. Do not italicize familiar foreign words such as cum laude, magna cum laude, summa cum laude, alma mater, mea culpa, déjá vu or adios.
- Use quotes for chapters of books and articles in journals.

Spacing After a Sentence
Only one space should follow the period after a sentence.

Telephone Numbers
- Always include the area code. Use a hyphen after the area code instead of enclosing it in parentheses. Example: 609-896-5000
- Use capital letters when the last four digits spell a word, use parentheses to show the numerical equivalent: 609-896-SHOW (7469)
- Use “ext.” for extension. (ext. 8666)

Time of Day
- The time of day should be written as simply as possible. (10 a.m., 8 to 9 p.m.)
- Use noon and midnight. (not 12 p.m. or 12 a.m.)
- Unless you are sending an invitation to a formal ceremony, do not use “:00” or “o’clock.” If you are unsure, please consult with the Office of University Communications.
- Lowercase and use periods with a.m. and p.m.

United States
Use United States as a noun and U.S. as an adjective. (He lives in the United States. The case will be heard by the U.S. Supreme Court.)

Use of the University’s Name
- Never use “RU”; use Rider University. “Rider” may be used on second reference.
- When the word “University” is referring specifically to Rider or another university, please capitalize. (The University is preparing for the first week of classes.) Otherwise, it can be lowercase. (She enjoys working in a university setting.)

Use of the Westminster Name
- Whenever possible, avoid using acronyms for the Westminster College of the Arts (WCA) or Westminster Choir College (WCC), particularly if the material will be distributed off campus. If only one of these entities is involved, it is acceptable to use “Westminster” on second reference. (Westminster Choir College will hold a concert on May 12. The entire Westminster student body will perform.)
- When both entities are being referenced, “College of the Arts” and “Choir College” on second reference should be used to avoid confusion. (Rider’s Westminster College of the Arts is composed of the Westminster Choir College and the School of Fine and Performing Arts. The Choir College brings a rich history and an international reputation to the College of the Arts.)

Web Info
- Please note the preferred capitalization and hyphenation of these words when used in a sentence:
  - Internet; World Wide Web; Web site; Web page
  - e-mail; home page; webcam; webcast; webmaster
- Do not underline Web addresses in printed materials; they may be underlined online to indicate an active link.