Branding and Communicating
the Eberhardt School of Business

In an effort to create widespread visibility for the Eberhardt School, to properly brand the University, and to maintain consistency in communications, please adhere to these basic guidelines in all communication efforts. This applies to all letters, collateral, advertisements, e-mail, and other communication vehicles. Over time, we will adopt Associated Press (AP style) for all external documents. There will be updates to this guide as it is further expanded.

**TITLES**

The Eberhardt School of Business at the University of the Pacific

- Never use ESB, Eberhardt alone, or UOP. This is especially important in written communication, but equally important in verbal communication. Exception: Software or Hardware already named ESB. Even if this is how a counterpart or client is referring to us, always say it back in the proper way: The Eberhardt School, The Eberhardt School of Business, and University of the Pacific or Pacific when referencing the University. Over time, people will adopt this new reference.
- In the first instance, always introduce the Eberhardt School of Business along with the University name. For example, “The Eberhardt School of Business at the University of the Pacific projected the opening of five new classrooms…” Later, you can identify the school as “The Eberhardt School” or use “The Eberhardt School of Business” in full type.
- When referencing a Center or Institute, always state: [Full name of institute at the [name of business school] at the [name of university]. For example, The Business Forecasting Center housed in the Eberhardt School of Business at the University of the Pacific would be acceptable. Subsequent references can omit the University name and/or the Eberhardt School name.
- Avoid using acronyms whenever possible. While it seems longer to write, say or type them out to create greater visibility for the name(s) involved.
- Identifying acronyms where they will be used repeatedly is acceptable as long as you first identify it in long form, followed by the acronym in parenthesis. For example, The Institute for Family Business (IFB) housed in the Eberhardt School of Business at the University of the Pacific. In no references, may you create ESB as an acronym for the Eberhardt School. Also, do not refer to our school as “the business school”.
- Always capitalize University when talking about University of the Pacific specifically, even if the word University is standing alone.

**Personal Titles**

- Capitalize a person’s title when it precedes the name: Dean Lewis Gale
- Lowercase the title when it follows the name: Lewis Gale, dean
- Do not use a comma after a name followed by a Roman numeral, e.g., Bob Smith III.
- Always use a comma after a name followed by a Jr. or Sr., e.g., Bob Smith, Jr.
- Do not use “Dr.” when referencing faculty in copy. Instead use Ron Hoverstad, Ph.D. After the first introduction in long form, use the last name as the reference. “Hoverstad expressed much appreciation for your speech in his class last Monday”. Exception: Syllabi.

**Division Names**

Always capitalize the word identifying an administrative or academic division if it is the proper name, e.g., the Westgate Center for Management Development, even if the person’s title is not capitalized. e.g., Peter Johnson, director, Westgate Center for Management Development. If you prefer to capitalize the title, always make it precede the name. e.g., said Director Peter Johnson of the Westgate Center for Management Development.

**Letters**

Letters should be signed with a name, title, and department/school. The School name can be omitted if on Eberhardt School letterhead with the appropriate Eberhardt School lockup.

Sandy Miller
Assistant to the Dean
Eberhardt School of Business
DEGREE PROGRAMS

MBA
Master of Business Administration
- The Eberhardt MBA is the only reference to be used for the MBA program
- Do not use periods between the M, B and the A.

MAcc
Master of Accounting

BS/MAcc
Combined Bachelor of Science in Accounting and Master of Accounting

BSBA
Bachelor of Science in Business Administration

LOGO USAGE

Eberhardt School of Business lockup
- Documents and communications must be co-branded with the University logo, using the School lockup. The preferred method is use of the Eberhardt School letterhead, which uses the lockup. This is true for printed and electronic communications (e.g., mass e-mail).

Primary Pacific Color Palette
- Pacific Orange - Pantone 1595C; Pacific Gray – Pantone Warm Gray 11C.
- Please consult with Myrna Vick on proper color and usage.

Typography and Fonts for Print
- The primary typeface for print is Adobe Garamond Regular. It should be used for main text and for titles that appear separate from text, such as on the cover of a brochure. It should also be used for initial drop caps where appropriate.
- The secondary typefaces complement Adobe Garamond Regular and add interest and contrast to print layout. They are Adobe Garamond Italic, Adobe Garamond Bold, News Gothic BT Roman, News Gothic BT Italic, Bold, Franklin Gothic BT Roman

Lockup vs. University Seal
- Whenever possible, use the lockup in place of the University seal to generate visibility for both.

Eberhardt Tagline
- No established tagline to be used.
The official name of the school is Eberhardt School of Business

- Eberhardt is pronounced “Ee – bur – hart.”
- The phrase “school of business” in the name Eberhardt School of Business is capitalized only when preceded by Eberhardt.

- The article the preceding Eberhardt School of Business is lowercase when used within a sentence.
- In the first reference, the full name of the school is preferred: Eberhardt School of Business at University of the Pacific or Eberhardt School of Business.
- When a subsequent, shortened reference for the school is needed, the term Eberhardt School is strongly encouraged.
- Please avoid the use of Eberhardt Business School, School of Business, or any other erroneous or unauthorized title for the school.
- When referring to members of the school community, the term Eberhardt School is preferred, e.g. Eberhardt School faculty, Eberhardt School students, Eberhardt School graduates.

When writing about the school, please follow these guidelines:

- Eberhardt School of Business
- Eberhardt School of Business at University of the Pacific
- University of the Pacific’s Eberhardt School of Business
- Eberhardt School
- school of business (lowercase)
- school (lowercase)
- business school (lowercase)

Authorized forms and references

- UOP BUSINESS
- UOP College of Business
- UOP School of Business
- University of the Pacific Business School
- Pacific Business School
- College of Business/college of business
- Eberhardt Business School/business school
- Eberhardt College of Business/college of business
- Eberhardt school of business

Unauthorized forms and references
When writing about the undergraduate program, please follow these guidelines:

- The preferred reference to the undergraduate program is Eberhardt School of Business or Eberhardt School.
- In the first reference, if undergraduate program is used, please write undergraduate program at the Eberhardt School of Business.
- The phrase undergraduate program is not to follow Eberhardt School of Business or Eberhardt School.
- The phrase undergraduate program is lowercase.

Authorized forms and references

- Eberhardt School of Business
- Eberhardt School
- undergraduate degree (lowercase)
- undergraduate program (lowercase)

Unauthorized forms and references

- UOP BUSINES Undergraduate Program/program
- University of the Pacific Undergraduate Program/program
- Pacific Business Undergraduate Program/program
- College of Business Undergraduate Program/program
- Eberhardt School of Business Undergraduate Program/program
- Program/undergraduate program
- Eberhardt Undergraduate Program

When writing about the graduate program, please follow these guidelines:

- The preferred reference to the undergraduate program is Eberhardt MBA or Pacific-Eberhardt MBA.
- In the first reference, if MBA program is used, the acceptable reference is either MBA program at the Eberhardt School of Business or Eberhardt School of Business MBA Program.
- The phrase “graduate program” is not to follow Eberhardt School of Business or Eberhardt School.

Authorized forms and references

- Eberhardt MBA
- Pacific-Eberhardt MBA
- MBA program at the Eberhardt School of Business
- Eberhardt School of Business MBA program

Unauthorized forms and references

- UOP MBA Program/program
- University of the Pacific MBA Program/program
- Pacific MBA Program/program
- College of Business MBA Program
- Eberhardt School of Business Graduate Program/graduate program
- Eberhardt Graduate Program/program