Brand guidelines

UNIVERSITY OF THE
PACIFIC | Thomas J. Long
School of Pharmacy

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Resources

Download logo

pharmacy.pacific.edu/pharmacy/logo-use

Submit logo use for review

pharmacy.pacific.edu/pharmacy/logo-use

Thomas J. Long School of Pharmacy lockup

UNIVERSITY OF THE
PACIFIC

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Pacific Pharmacy Alumni Association

PACIFIC
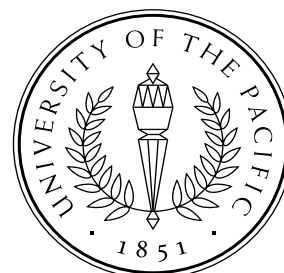PHARMACY
ALUMNI ASSOCIATION

Powercat

Use of the Powercat logo **must be approved by Athletics**.

PACIFIC

University seal

The seal functions as the official signature of the University and is used **only with approval of the President**.

UNIVERSITY OF THE PACIFIC
1851

Logo use

Clear space

The Pacific wordmark must be surrounded by a clear space at least equal to the cap height of "University of the" or "x." As a general rule, more clear space is always preferred. No other competitive design elements may be positioned within this space, including typography.
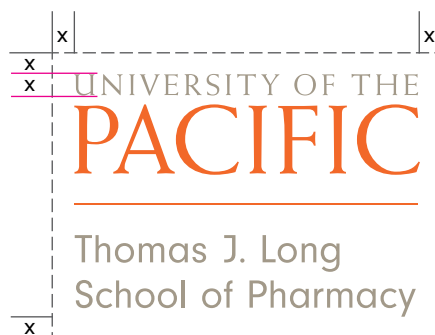
Incorrect use

The University logo must not be redrawn or modified in any way. Decorating, representing in perspective, outlining or using for frivolous decorative purposes is not permissible.

Do not change the configuration of the type

Do not add or replace any elements to the mark

Do not place the logo over a busy background image

Do not outline

Do not distort

Do not lock-up the logo with another qualifier

Do not use other colors

Do not place the logo over pattern with insufficient contrast

Do not apply effects

Do not watermark the logo with text

Do not change font

Do not rotate or tilt

Color palette

Primary

Pantone 165 C
CMYK: 0/74/95/0
RGB: 255/**103**/29
WEB: #Ff671d

Pantone 166 C
CMYK: 5/82/100/0
RGB: 230/83/0
WEB: #E65300

Pantone Black C
CMYK: 0/0/0/100
RGB: 35/31/32
WEB: #000000

Pantone 282 C
CMYK: 100/87/42/52
RGB: 1/30/65
WEB: #011e41

Pantone 1675 C
CMYK: 23/84/100/15
RGB: 172/68/30
WEB: #Ac441e

20% Shade

Primary

Pantone 165 should always take priority in hierarchy.

The secondary orange pantones should not replace the primary orange, but can be used to accent it when darker shades are necessary.

Color palette

Secondary

Pantone 555 C
CMYK: 83/33/77/21
RGB: 43/112/80
WEB: #2b7050

Pantone 7409 C
CMYK: 3/32/98/0
RGB: 244/178/35
WEB: #F4b223

Pantone 403 CV
CMYK: 38/35/45/2
RGB: 162/152/137
WEB: #A29889

Neutral

White
CMYK: 0/0/0/0
RGB: 255/255/255
WEB: #ffffff

**Pantone 419 C
Tint 20%**
CMYK: 73/65/65/72
RGB: 33/35/34
WEB: #212322

20% Shade

20% Shade

20% Shade

**Pantone 419 C
Tint 40%**
CMYK: 73/65/65/72
RGB: 33/35/34
WEB: #212322

Pantone 419 C
CMYK: 73/65/65/72
RGB: 33/35/34
WEB: #212322

Secondary

Pacific's secondary color palette helps diversify and broaden our use of color and add different emphasis and emotion to our brand's image. These colors should always appear along with the primary color palette in some form of incorporation.

Darker shades of the accent colors have been incorporated into the palette to accompany the pantones only when necessary for things like adding variation or ADA compliance where necessary.

Primary

Bely Display + Font Family

Download and license available for download through Adobe fonts.

Aa

Bely Display Bely Regular *Bely Italic* **Bely Bold** ***Bely Bold Italic***	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#$%^&*()_+>?:;"

System Font Alternative	Google Font Alternative (for Bely Display) **Download Available here: https://bit.ly/2CmuR6T**

Georgia Regular *Georgia Italic* **Georgia Bold** ***Georgia Bold Italic*** **Aa** ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#$%^&*()_+>?:;"	**Ramaraja Regular** Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#$%^&*()_+>?:;"

Typography

Secondary

Neuzeit Grotesk Font Family

Aa

Neuzeit Grotesk Light
Neuzeit Grotesk Regular
Neuzeit Grotesk Bold
Neuzeit Grotesk Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#$%^&*()_+>?:;"

System Font Alternative

Google Font Alternative (for Bely Display)
Download Available here: https://bit.ly/30X9jrE

Arial Regular
Arial Bold
Arial Black

Aa

**ABCDEFGHIJKLMNOPQRSTU-
VWXYZ**

abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()_+>?:;"

Archivo Black

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()_+>?:;"

Example

NEUZEIT GROTESK BLACK
12 pt. type / 16 pt. leading
+425 tracking

BELY DISPLAY
52 pt. type / 54 pt. leading
-10 tracking

BELY REGULAR
24 pt. type / 23 pt. leading
+25 tracking

NEUZEIT GROTESK BOLD & LIGHT
13 pt. type / 17 pt. leading
default tracking

INNOVATIVE PATHWAYS

The choice for academic opportunity.

The 80+ majors at University of the Pacific allow every student the chance to discover their path toward success.

Rooted in a liberal arts core with offerings from STEM, health sciences, and professional programs **Pacific prepares you for success in your field.**

Photography

It is our policy to never use stock photography of people.

Guidelines

- Genuine interactions between students, faculty, alumni, donors, patients

- Subjects should be engaged

- Diverse groups

- Dynamic compositions

- Visually interesting subjects, backgrounds, colors and angles

- Aim to have clean spaces and backgrounds that are free of clutter

- Clothing should be neat and solid colored, no complex patterns, logos or text unless associated with Pacific

- Students and faculty should wear white coats or Pacific branding clothing when applicable

- Students and faculty should wear appropriate safety gear (gloves, goggles, etc.) in lab or clinical settings

Platforms
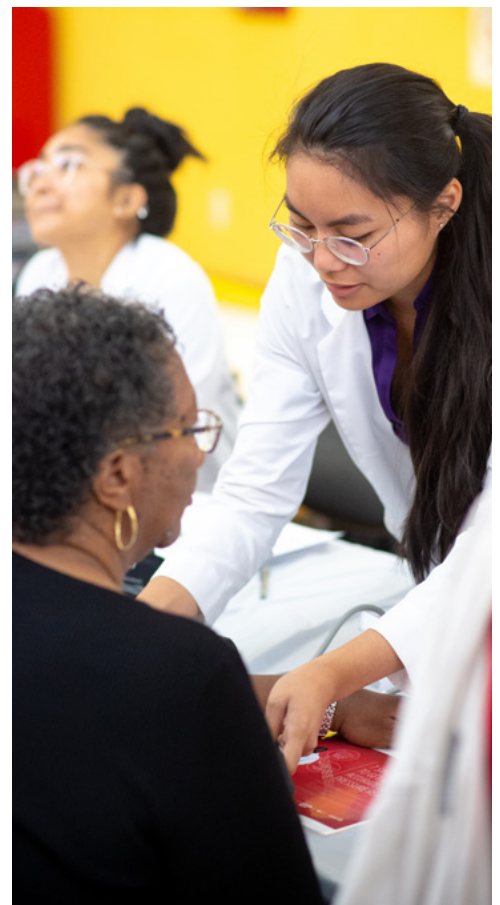
Pacific.edu

pharmacy.pacific.edu

The main purpose for the University's website is to reach prospective students. Articles from the Dean's Letter newsletter are posted in the Pharmacy Newsroom. Events are posted to the Calendar.

Alumni pages

pacific.edu/pharmacy/alumni

These pages are tailored for alumni and include information on alumni resources, notable alumni and quotes from engaged alumni. Visitors to these pages can also find upcoming alumni networking events and bios on the Pacific Pharmacy Alumni Association board of directors.

Instagram

@uoppharmacy

We want to reach prospective students and connect with current students. Sharing photos of students, faculty, alumni and our campus also helps promote brand awareness.

Facebook

/UOPPharmacy

On our page we celebrate the accomplishments of students, faculty and alumni. Plus, we publicize events and share photos.

LinkedIn

linkedin.com/school/uoppharmacy

A tool for creating connections with alumni, while also connecting current students with alumni. We share newsworthy articles and celebrate the professional and academic accomplishments of our students, faculty and alumni.

YouTube

Thomas J. Long School of Pharmacy

We host videos created by the School and student organizations. Videos must be uploaded to YouTube before they can be added to the pacific.edu website.

Publications

Dean's Letter

Monthly email newsletter

The Dean's Letter is sent to the School's alumni, students, faculty and donors. Each issue includes spotlights (students, faculty and alumni) and news (announcements, research, health care outreach, event recaps); plus upcoming events hosted by the School or the Pacific Pharmacy Alumni Association.

In the emails, only snippets of the Dean's Message and articles are included, the full-length content is posted on the pacific.edu newsroom. Each Dean's Letter also contains a call to action.

Annual report

School updates covering prior year

A digital publication, the Annual Report is distributed to the School's alumni, faculty, students and donors. The publication features the academic and professional accomplishments of the School's students, faculty and staff for the year (July 1 - June 30). Each annual report contains:

- Welcome message
- Advisory boards
- Students
- Philanthropy
- Health care outreach
- Faculty and staff
- Noteworthy (recent grants, presentations, publications and recognitions or faculty, students, alumni and preceptors.)

Interactions

Annual alumni magazine

Interactions is distributed to the School's alumni, faculty, students and donors. The magazine includes feature articles, success and achievements throughout the previous year, alumni Class Notes and more. It also contains a giving envelope. Each issue contains:

- Dean's message
- Feature articles
- Donor-focused message
- Class notes
- Alumnus/alumna of the year spotlight

Holiday greeting

Annual holiday message

Each holiday season, the School develops a creative, engaging holiday greeting to share with current students, prospective students, alumni, faculty, staff and donors.

General guidelines

University of the Pacific uses the [Associated Press Stylebook](#) (AP Style).

First mention

Full Name [grad year, if applicable], credentials [academic title] of [dept] and [administrative title, if applicable]: **Caroline L. Ko**, PharmD, BCCCP, associate clinical professor of pharmacy practice, always knew she wanted to teach.

- Single left-facing apostrophe proceeds the year: **'88**

- Grad years in chronological order:
  Catherine G. Sterk '77, '78, PharmD, FCSHP

- Bold NAME and GRAD YEAR, but not credentials:
  Rajul A. Patel '01, '06, PharmD, PhD

- Bold names of those associated with the School including students, faculty, staff, alumni and donors

- Nicknames are put in quotes:
  Gerald "Jerry" Dieter Griffin '71, MD, PharmD

- Maiden names are put in parenthesis:
  Irene (Andrada) Solorio '15, PharmD, BCGP

- For pharmacy alumni who graduated prior to the PharmD use RPh: **Ralph L. Saroyan '64**, RPh

Subsequent mentions

Add "Dr." before all **subsequent mentions** of <u>anyone</u> with a doctoral degree (PhD, PharmD, etc.):
Dr. Haydon served in the military for 13 years, including deployments to Iraq and Afghanistan.

Presidents (current and former) should be referred to by President: President Burns, President Callahan. Deans (current and former) should be referred to by Dean: **Dean Rowland, Dean Gundersen**.

Titles

Uppercase if title precedes the name: Dean Gundersen introduced the guest speaker.

Lowercase if it follows the name: **Jamie Tobitt '90**, PharmD, MSL-BC is a senior medical science liaison at bluebird bio, Inc.

Introduce speakers/guests with their executive title: **Loriann DeMartini '84**, PharmD, chief executive officer of the California Society of Health-System Pharmacists

Exception: Capitalize F in Fellow: In 2014, **Edlen Wong '07**, PharmD, FCPhA, was named a Fellow of the California Pharmacists Association.

University of the Pacific

University of the Pacific can be referred to as University of the Pacific OR Pacific OR the University. Use UOP sparingly. University of the Pacific should NOT be proceeded by "the": Dr. Matuszak served as a faculty member at University of the Pacific for 37 years.

Thomas J. Long School of Pharmacy

The School can be referred to in two ways: Thomas J. Long School of Pharmacy OR the School (when the context has been established). Do NOT use an acronym; do NOT use TJLSOP, SOP or PHS. Do NOT refer to the School as the Long School.

Berit Gundersen '84, PharmD was named dean of the Thomas J. Long School of Pharmacy on May 10, 2023. Dean Gundersen has been a highly respected leader at Pacific and the School for more than 35 years.

Alumni association

Pacific Pharmacy Alumni Association (PPAA)

Direct quotes

According to the AP Style Guide use "said" before the name in the first direct quote in an article: "Our first priority is to serve the community," said **Rajul A. Patel '01, '06**, PharmD, PhD, professor of pharmacy practice. For subsequent quotes "said" follows the speaker's name: "The gratitude of the patients makes all of the hard work worthwhile," Dr. Patel said.

When shortening a direct quote replace the section that has been removed with [...]: "Clarity of goal and strategic persistence is key. [...] There is no magic formula."

Age

For ages always use figures. If the age is used as an adjective or as a substitute for a noun, then it should be hyphenated: He was a 7-year-old student when he started speech therapy, the client is now 15 years old.

Alumnus vs. alumna

Alumnus is used to refer to a male graduate or former student: **Robert Chan '77**, PharmD, was named the 2016 Pacific Pharmacy Association Alumnus of the Year

Alumna is used to refer to a female graduate or former student: **Loriann DeMartini '84**, PharmD was named the 2017 Pacific Pharmacy Association Alumna of the Year

Alumni is the plural and is gender neutral: Our alumni are committed to helping you reach your professional goals, now and throughout your career.

Co-author

Nouns, adjectives and verbs that describe a partnership, use a hyphen: Co-author, co-worker, co-pilot

Commas

In AP Sytyle you do NOT use the Oxford comma, also known as the serial comma: Many of our alumni are hold leadership positions in local, state and national professional organizations.

Degrees

Do NOT add periods

bachelor's degree
master's degree
bachelor of science
bachelor of arts
doctor of pharmacy (PharmD)
doctor of philosophy (PhD)

Departments

Capitalize the department ONLY when using the full, formal name: The Department of Pharmacy Practice welcomed several new faculty members in 2020.

Earned

Degree are earned. Do NOT use granted, awarded or received: **Jenana Halilovic Maker**, PharmD, BCPS earned a doctor of pharmacy from University of Rhode Island in 2006.

Emeritus, emerita and emeriti,

An honorific bestowed on meritorious professors upon their retirement, but does not automatically apply to all retired faculty members. "Emeritus" is used for singular masculine and gender-neutral references. "Emerita" is the feminine singular. "Emeriti" is the masculine or gender-neutral plural: **James W. Blankenship**, PhD, professor emeritus of physiology and pharmacology

Health care

health care = two words

Magazine names

Capitalize the initial letters of the name but do not place it in quotes. Lowercase magazine unless it is part of the publication's formal title: Interactions, National Geographic, Time magazine

Months

When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec.: Sept. 30, 2021

Jan.	May	Sept.
Feb.	June	Oct.
March	July	Nov.
April	Aug.	Dec.

Spell out when using alone, or with a year alone: August 2021

More than

More than (instead of "over"): CSHP represents more than 4,000 members.

Named or appointed

Named or appointed the chair/dean: **Phillip R. Oppenheimer**, PharmD was named dean in 1997.

Ordinals

Numbers used to indicate order, spell out first through ninth, use figures starting with 10th: In 2020 the School celebrated its 65th anniversary.

Perspective vs. prospective

Prospective is for people: More than 200 prospective students attended Preview Day.

Professional organizations

Spell out the full name of the organization. If it will be mentioned again in the same article follow the full name with the organization's officially used acronym in parenthesis. If it will NOT be mentioned again do <u>not</u> add the acronym: **Edward L. Rogan**, PharmD, BCACP, FCPhA, associate professor of pharmacy practice, is a Fellow of the California Pharmacists Association (CPhA).

Residencies and fellowships

Students are matched with a residency. Students are awarded a fellowship: He was matched with a residency at VA North Texas Health Care System in Dallas. She was awarded a fellowship at Eli Lilly.

States

State names should be spelled out when used in the body of a story. No state name is necessary for major cities (<u>see list</u>) or if it is in the same dateline where the article is published: Originally from Chicago, she came to Stockton in 2012. He moved from Tracy to Stockton.

Place a comma between the city and the state name, and another comma after the state name, unless ending a sentence: He was traveling from Knoxville, Tennessee, to Austin, Texas.

AP Style does NOT use U.S. postal codes. Use abbreviations for noteworthy entries or calendar events: She presented at the National Community Pharmacist Association Annual Convention, Oct. 17-20, 2021 in Charlotte, N.C.

Ala.	La.	N.Y.	W.Va.
Ariz.	Md.	N.C.	Wis.
Ark.	Mass.	N.D.	Wyo.
Calif.	Mich.	OklaOre.	
Colo.	Minn.	Pa.	
Conn.	Miss.	R.I.	
Del.	Mo.	S.C.	
Fla.	Mont.	S.D.	
Ga.	Neb.	Tenn.	
Ill.	Nev.	Texas	
Ind.	N.H.	Vt.	
Kan.	N.J.	Va.	
Ky.	N.M.	Wash.	

Time

For time of day, use lowercase with periods: 11:30 a.m. - 4 p.m.

Noon rather than 12 p.m.

You do not include the "00" for on the hour: 10 a.m.

Do not include ordinals (e.g. 16th, 23rd) for dates: June 16, September 23

If the date occurs during the current year, the year is not required: The University will be closed December 24 through January 1, 2026

For events, always include the day of the week: Friday, February 14

Universities

Spell out the full name of the university, if it will be mentioned again in the same article follow the full name with the university's preferred acronym in parenthesis: University of Southern California (USC)

A comma follows University of California and California State University: Many of our transfer students come from University of California, Davis (UC Davis) and California State University, Stanislaus (CSUS).

Universities should NOT be proceeded by "the": There were only two pharmacy schools in California at that time; University of Southern California and University of California, San Francisco.

Remarkable job!!!

Dr Mark Ruiz
UOP-PharmD . Class of 2019