Introduction

The Office of Communications is responsible for the quality and consistency of the College’s communications efforts, including but not limited to event publicity, media relations, news dissemination, publications, advertising, use of logos and the College’s official Website. We tell the world about Pitzer College every day with accuracy and clarity, and we want this important message, whether in the form of a news release, brochure, magazine or newsletter or ad, to be consistent in its content and style. Our ultimate goal, and one we all share as representatives of Pitzer, is to put a face on the College that is so strong and crystal clear that our audiences will immediately connect the Pitzer experience with successful students, faculty, staff and alumni that lead fulfilling lives with an emphasis on social responsibility, critical thinking, intercultural understanding and environmental sensitivity.

Because of the naturally wide scope of the College’s communications and in an effort to serve you better, the Office of Communications has established certain procedures and policies, laid out in this guide, to facilitate this campus-wide cooperation.
Marketing, Publications and Advertising
The Office of Communications can advise you on identifying your target audiences, how to get the most for your money, the many different routes available to promote your department or event, how to develop realistic project timelines, which vendors best suit your needs and more.

All advertising and marketing efforts should be approved by the Office of Communications for consistency with the image of the institution, factual accuracy, appropriate use of photos, correct grammar and punctuation and correct use of graphics and style. Items that should be submitted for review include but are not limited to letters, invitations, brochures, posters, newsletters, survey instruments and newspaper and magazine ads.

Graphic Design Services
The Office of Communications produces attractive publications tailored to your needs. In order to do this on a consistent basis, we ask that you plan ahead and submit Graphics Request forms for your projects that outline the details of your project and propose a timeline for completion. Keep in mind, we work with the entire campus, so it is imperative that requests be submitted a minimum of two weeks for a simple project and four weeks for a major project to accommodate the many other projects that may be in progress. Note that this timetable begins only after all text and photos have been submitted. For your convenience, the Graphics Request form can be found on Pitzer’s Website at www.pitzer.edu/grf
Photo Guidelines
The Office of Communications maintains an electronic archive of photos of people, buildings, artwork and events. We either take photos, hire a professional photographer or facilitate you hiring a professional photographer for various events throughout the year. Please contact us one week in advance at Communications@pitzer.edu if you would like our office to take pictures of your event.

Photo resolution
All digital photos or scanned photos submitted or solicited for use in publications should be at least 300 dpi and at least 4” x 6” in size. Photos with a resolution of less than 300 dpi must be at least 9” x 11” in size. Actual printed photos may also be submitted to the Office to be scanned.

Photo credits
Unless otherwise prearranged with contract photographers, photo credits are at the discretion of designers and editors. As a general rule, if photographs are taken of an event, etc. during your normal course of duties, the Office of Communications reserves the right to use those photos, with or without credit, as needed when they are submitted for publications. The design of certain pieces may sometimes necessitate the absence of credits.

Photo usage
Photos submitted for publications or for the photo repository managed and maintained by the Office of Communications are the property of Pitzer College and cannot be used or reproduced without explicit permission from the College or its agents. Outside vendors requesting photos for publications must contact the Office of Communications at 909.621.8219 or communications@pitzer.edu and provide detailed explanations of how and where the photos will be used. Photos purchased or otherwise acquired from contract photographers become the property of Pitzer College in perpetuity unless otherwise prearranged. The Office of Communications reserves the right to digitally manipulate images supplied for publications as is normal in the course of graphic design. This includes manipulation of color, size and cropping. Every effort will be made to preserve the integrity of photos. Final judgment is reserved for publication editors.
Logo, Seal, Spirit Mark

The Pitzer College logo contains the Pitzer tree, selected by Russell K. Pitzer, college founder, as well as the school name and text indicating membership in the Claremont Consortium.

All fonts in the logo are Trajan.

The Pitzer College tree should never be used alone as a logo, though it may be used in some cases as an artistic element. In most cases, for external audiences, the wordmark should retain the “A Member of The Claremont Colleges,” but on occasion it may be removed for internal, less formal correspondence.

The Pitzer College wordmark and tree should never be rotated in any way, including on their sides or upside down. The wordmark and tree should appear right side up exactly as they do below.

The Pitzer wordmark and tree should always appear in orange, white, graphite grey, or black. These colors must not be altered or changed, and the wordmark and tree should appear in only one color. For example, the tree should not be colored orange and the wordmark black—both should appear in orange, white, or black. Also, the wordmark and tree should always appear in 100 percent of the chosen color; gradient and shading effects should not be applied.

The Pitzer College logo is the official trademark of the College. Permission must be obtained to use the logo outside of official campus publications. The logo is never to be used for commercial purposes. Please contact the Office of Communications at 909.621.8219 or communications@pitzer.edu with questions about usage or to request the official logo.
Provida Futuri Seal
The Pitzer College seal, containing the words *Provida Futuri*, should not be confused with the logo. The seal is used in formal documents, such as the diploma. The seal should not be used on any publications or promotional materials. Please contact the Office of Communications regarding the use of the seal.

Cecil the Sagehen
Cecil the Sagehen is the mascot for Pitzer-Pomona athletic teams. The rendering here is the official depiction of Cecil and should not be substituted with any other likeness or altered in any way. Please contact the Office of Communications regarding the use of this image.

Improper Use of the Logo
The examples below represent improper use of the Pitzer College logo.

Outdated Logos
Below are outdated uses of the Pitzer wordmark that may no longer be used.
Protected Area & Proper Scale
When using the wordmark and logo, it is important that the area surrounding it remain free of type or imagery, so that nothing competes with the wordmark or logo for the viewer’s attention. To insure this, the entire wordmark and logo should not appear closer than .25 inches from the edge of the paper or to any other typography or artwork, as shown below.

The Pitzer wordmark has been designed for readability over a wide range of sizes from banner-size prints to business cards. The minimum dimensions for the logo and wordmark are 2 inches x .75 inches.

Return Address
The Pitzer College return address should appear as shown below. Please contact the Office of Communications if you would like this return address customized for your office. Keep in mind that the same protected area and proper scale guidelines apply with the return address.
The official Pitzer College colors are orange and white.

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEXADECIMAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>PITZER ORANGE</td>
<td>0/50/100/0</td>
<td>247/148/29</td>
<td>F7941D</td>
</tr>
<tr>
<td>WHITE</td>
<td>0/0/0/0</td>
<td>0/0/0</td>
<td>FFFFFFF</td>
</tr>
</tbody>
</table>

The Pitzer College secondary color palette includes six colors:

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEXADECIMAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>GRAPHITE GRAY</td>
<td>0/0/0/80</td>
<td>88/89/91</td>
<td>58595B</td>
</tr>
<tr>
<td>LIGHT BEIGE</td>
<td>0/5/25/10</td>
<td>232/217/181</td>
<td>E8D985</td>
</tr>
<tr>
<td>AVOCADO GREEN</td>
<td>35/0/85/35</td>
<td>122/148/29</td>
<td>7A941D</td>
</tr>
<tr>
<td>MUSTARD YELLOW</td>
<td>0/18/100/0</td>
<td>255/207/1</td>
<td>FFCF01</td>
</tr>
<tr>
<td>ACCENT RED</td>
<td>0/96/80/0</td>
<td>238/44/60</td>
<td>EE2C3C</td>
</tr>
</tbody>
</table>

The Sagehen Athletics color palette includes orange and blue.

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEXADECIMAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>PITZER ORANGE</td>
<td>0/50/100/0</td>
<td>247/148/29</td>
<td>F7941D</td>
</tr>
<tr>
<td>ATHLETIC BLUE</td>
<td>100/75/10/0</td>
<td>32/67/143</td>
<td>20438F</td>
</tr>
</tbody>
</table>

The Pitzer College metallic palette for specialty projects is Pantone only.

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEXADECIMAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOLD</td>
<td>not achievable</td>
<td>not achievable</td>
<td>not achievable</td>
</tr>
<tr>
<td>LIGHT SILVER</td>
<td>not achievable</td>
<td>not achievable</td>
<td>not achievable</td>
</tr>
<tr>
<td>DARK SILVER</td>
<td>not achievable</td>
<td>not achievable</td>
<td>not achievable</td>
</tr>
</tbody>
</table>
Type
The typography chosen for Pitzer College plays a major role in creating a consistent look on all materials. The official font for the Pitzer wordmark is Trajan. Minion Pro is used only as a body font for *The Participant* magazine and occasionally for special publications designed by the Office of Communications.

**TRAJAN PRO**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789.:;'*?!-
```

**HelveticaNeueLT Std**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789.:;'*?!-
```

**Minion Pro**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789.:;'*?!-
```

Trajan is an all-caps font, both small and large caps are available. For “PITZER COLLEGE,” note that the “P” and “C”should appear in large caps and “ITZER,” “OLLEGE,” in small caps. “A Member of The Claremont Colleges” appears in Trajan. Also, when building a stacked wordmark, “Pitzer” should always be equal in width to “College.” Neither “Pitzer College” nor “A Member of The Claremont Colleges” should be bolded.
This guide is by no means an exhaustive collection of the College’s editorial policies, but it does attempt to cover the most common or problematic issues found in copy for publications and Websites.

**Abbreviations**
- In running text, it should be referred to as “Pitzer College.” In subsequent references it can be abbreviated as “Pitzer” or “the College.”
- When referring to any of the five undergraduate colleges (Pitzer College, Pomona College, Harvey Mudd College, Scripps College, and Claremont McKenna College), Claremont Graduate University (CGU), or Keck Graduate Institute of Applied Life Sciences (KGI) they should be referenced in their entirety. In subsequent references they can be abbreviated as Pomona, Harvey Mudd, Scripps, Claremont McKenna, CGU, or KGI.
- The abbreviation 5C may be used when collectively referring to the five undergraduate colleges.
- When Pitzer must be abbreviated use “PZ.”

**Acronyms**
- Acronyms should be included in the first reference to an organization or program. Thereafter the program may be referred to by its acronym: “The Center for California Cultural and Social Issues (CCCSI) plays an important role at the College. Susan Phillips leads CCCSI.”

**Academic Terms**
- Full names of degrees are lowercased; abbreviations are uppercased without periods
  
  bachelor of science degree in chemistry, bachelor’s degree in chemistry, BS in chemistry
  
  master’s degree in music, master of arts in music, MA in music, holds two master’s degrees
  
  master of business administration, MBA
  
  doctorate in history, PhD in history
- An instructor or professor’s title that appears after a name should not be capitalized (e.g. Jane Doe, professor of history). Capitalize a title before a name (e.g. Professor of History Jane Doe; Professor Jane Doe; Instructor Jane Doe). If a title appears before a name no comma is needed.
• Note that emeritus and emerita are honorary designations and do not simply mean retired. You can confirm this designation by contacting the Dean of Faculty’s Office. Professor Emeritus (masc.) and Professor Emerita (fem.) should always proceed the name (Professor Emerita Smith). In the case of plural Professors Emeriti (masc. and fem.) should be used.

• Once a professor or instructor’s title is mentioned, that professor or instructor can be referred to by his/her last name only.

• The term first-year student rather than freshman should be used.

• Terms denoting student status are lower-cased: first-year student, sophomore, junior, senior.

• Use major; do not use “concentration” although a student can have a concentration within a major.

• Use field groups, do not use “departments” unless specific groups refer to themselves as departments (i.e. Joint Science).

• Official names of courses are title cased: Jesse Lerner will teach the course Mexican Visual Cultures in the spring 2007 semester.

Address
• For mailing addresses, use the two letter postal codes for each state.

• North and Avenue should be spelled out in campus publications (e.g. 1050 North Mills Avenue).

Age
• Ages are always spelled out and hyphenated (both in noun and adjective forms). Noun form: A three-year-old played in the park. Adjective form: A five-year-old child played with his toys.

• If individuals within several age groups are referred to collectively, a space should appear before and after to: Noun form: The eight- to ten-year-olds worked together on the project. Adjective form: The eight- to ten-year-olds students worked together on the project.
Campus Publications
- All campus publications should bear the Pitzer College logo (preferably on the front or back cover), address, phone number and Website address.

Capitalization
- Capitalize “College” when referring to Pitzer College and follows “the” (the College).
- An individual’s title that appears after a name should not be capitalized (e.g. Jane Doe, director of housing). Do, however, capitalize a title before a name (e.g. Director of Housing Jane Doe).
- Capitalize “A Member of the Claremont Colleges,” “The Claremont College Consortium;” and “The Claremont Colleges”
- When referring to a specific office of the College it should be capitalized. “The Office of Communications distributed an editorial guide.”
- The Participant, the Pitzer College alumni magazine, should be referred to as The Participant and appear in italics as it is a periodical.

College Rankings
- The magazine’s full name should be printed as U.S.News & World Report, using an ampersand, with no space between “U.S.” and “News.” If you refer to the magazine thereafter as U.S. News, a space is inserted between “U.S.” and “News,” per the magazine’s instructions.

Captions
- If a photo caption is comprised of complete sentences a period should appear at the end of each sentence. If the caption is comprised of only names, periods should not be used.

College Name (use of)
- Refer to the College as Pitzer College and not Pitzer, especially the first time it appears in a document, a paragraph or on the cover of a campus publication.
Colon (use of)
• A colon introduces an element or a series of elements illustrating or amplifying what has preceded the colon. The study involves three food types: cereals, fruits and vegetables and fats.

• A colon may be used instead of a period to introduce a series of related sentences. Henrietta was faced with a hideous choice: Should she reveal what was in the letter and ruin her reputation? Or should she remain silent and compromise the safety of her family?

• If a complete sentence follows a colon, the first word should be capitalized.

Comma (use of)
• The final comma in a series is not used—a, b, c and d—unless required for clarity in a series of complex elements. Note that when an ampersand (&) is used instead of the word and, the same rule applies. If the series involves internal punctuation, or is very long and complex, it should be separated by semicolons.

• Do not use a comma before or after a Zip Code: 1427 E. 60th St., Chicago, IL 60637

• Do not use a comma after a student name and their graduation year. John Doe ’00 ran the marathon.

• A comma rather than a colon is used after said, replied, asked, and similar verbs: Garrett replied, “I hope you are not referring to me.”

Time, Date and Calendar Designations

Time
• The hour of the day or night is followed by a.m. or p.m. Abbreviations may be omitted if the context is clear. The morning flight to Philadelphia leaves at 10:15.

• The letters are lower case and followed by periods. Leave a space after the number (e.g. 10 a.m., not 10:00 A.M.). Exceptions can be made for purposes of graphic design in posters, etc.

• Use noon, not 12 p.m. Use midnight, not 12 a.m.
• For the sake of parallel construction the word to, never the en dash, should be used if the word from precedes the first element; similarly, and, never the en dash, should be used if between precedes the first element.

The art exhibition ran from December to January in the Nichols Gallery.
The band performed between 3 and 5 p.m.

**Date**
• No comma is used when only the month and year are used: She received her diploma in May 2004. Also, no comma is used when only the month and day are used.

• When typing a month and a day (but not a year), do not use a “th,” “nd” or “rd” after the day.
(e.g. October 8 not October 8th)

• Inclusive years take an en dash (–) and the second year may be abbreviated: the academic year 1998–99 or the academic year 2004–05.

• If you place the day of the week in front of a date, use a comma: Friday, April 29

• When referring to a specific decade (as long as the century is clear) use ’60s not “the sixties” or “1960s” However, when denoting age, do not use an apostrophe: “He is an older gentleman is in his 80s.”

• When referring to a specific century it should be spelled out and lowercased: The new technology was invented in the twenty-first century. If used as an adjectival compound that appears before the noun, it is also hyphenated: She studies twentieth-century literature.

**Calendar**
• Days of the week and months of the year are uppercased; the four seasons are lowercased. She will offer the course in fall 2010.
Hyphens and Dashes (use of)

Hyphen (-)
• Commonly hyphenated terms include the following:
  First-year student.
  Four-year institution
  Question-and-answer
  Graduate-level, (when used as a compound adjective)
  Short- and long-term or just short-term, long-term
  Student-oriented, college-bound
  Do not use a hyphen in cases such as Asian American, Japanese American, etc.
  Service Learning contains no hyphen

En dash (–) (Alt + 0150)
• The principal use of the en dash is to connect numbers and less often, words. In this use it signifies up to and including (or through). Her college years, 1998–2002, were the happiest in her life.

• No space immediately before and after a long en dash.

• For the sake of parallel construction the word to, never the en dash, should be used if the word from precedes the first element; similarly, and, never the en dash, should be used if between precedes the first element. The art exhibition ran from December to January in the Nichols Gallery. The band performed between 3 and 5 p.m.

Em dash (—) (Alt + 0151)
• The em dash is the most commonly used and most versatile of the dashes. To avoid confusion, no sentence should contain more than two em dashes; if more than two elements need to be set off, use parentheses. Some common uses include: Amplifying/Explaining: It was a revival of the most potent image of modern democracy—the revolutionary idea. Separating subject from pronoun: Broken promises, petty rivalries and false rumors—such were the obstacles he encountered. Indicating sudden breaks: “Will he—can he—obtain the necessary signatures?” asked Mill.

• No space immediately before and after a long em dash. For example, The mighty Sagehen—no small bird in Division III athletics—makes its home in the California scrub.
General
• Insert only one space between sentences.
• Periods precede closing quotation marks, whether double or single.

Internet Terms & Usage
• The World Wide Web is capitalized.
• Use Website, not Web site or website.
• “Internet” is the proper name of the network most people connect to, and the word needs to be capitalized. However “intranet,” a network confined to a smaller group, is a generic term that should not be capitalized.
• Do not use http:// unless necessary when including a url: www.pitzer.edu
• Be sure to check Internet links for accuracy and accessibility.
• If a Website address appears at the end of the sentence it should be followed by a period: You should be able to find an archived version of the article at www.nytimes.com.

Invitations/Envelopes
• For formal correspondence and invitations, we address mail to faculty/staff as:
  Professor John Doe
  John Doe, Professor of Economics
  Professor John & Mrs. Doe
  Mr. John Doe
  Mr. & Mrs. John Doe
  Mr. John Doe & Mrs. Jane Doe

Numbers
• In nontechnical contexts, the following are spelled out: whole numbers from one through ten and any number beginning a sentence. For other numbers, numerals are used.

Numbers 1-10: There were 32 students at the conference. We saw three of my friends.
Numbers beginning a sentence: One hundred and ten candidates were accepted.

-OR- In all, 110
• When large numbers must be spelled out, use a hyphen to connect a word ending in y to another word; do not use commas between other separate words that are part of one number: twenty; twenty-one; one hundred forty-three.

• Always spell out numbers at the beginning of a sentence or reword the sentence to avoid spelling out a large number. The exception is a numeral that identifies a calendar year: 1963 was a very good year.

• Spell out ordinal numbers in text: e.g., first, second, third—not 1st, 2nd, 3rd.

• For numbers of four digits or larger, use a comma: 1,500; 35,000. Very large numbers should be expressed with a numeral and word: 450 million.

• For large amounts of money: $16 million gift, not 16 million dollar gift.

• Percentages are always given in numerals and the word percent is used: Students of color make up 31 percent of the class. However, if the sentence begins with a percentage the numeral should be spelled out: Fifty percent of Pitzer students receive financial assistance.

• Telephone numbers should be rendered using a period to separate the elements: 909.621.8000.

• When referring to a specific decade (as long as the century is clear) use ’60s not “the sixties” or “1960s”

• When referring to a specific century it should be spelled out and lowercased: The new technology was invented in the twenty-first century. If used as an adjectival compound that appears before the noun, it remains spelled out and lowercased and is also hyphenated: She studies twentieth-century literature.

**Personal Names**

• An individual’s first and last name should appear the first time he/she is introduced. In subsequent references, use only the individual’s last name. An exception to this rule is if employing a casual tone and you wish to convey a friendlier air.
• Maiden names precede married names and are not placed in parentheses or quotation marks: Elizabeth Smith Brown '90.

• Commas should not be used before or after Jr. and Sr. or to set off II, III, etc. George W. Wilson Jr. has eclipsed his father’s fame. John A. Doe III is the son of John A. Doe Jr.

• Use diacritics for proper names whenever possible: José Calderón (Calderón on second reference).

**Place Names (Cities, States, Regions, Etc.)**

• When referring to the United States, use US.

• In regular text, the names of US. states should always be abbreviated when standing alone and (except for DC) when following the name of a city—Los Angeles, CA not Los Angeles, Calif. or Los Angeles, California.

• For Washington DC there are no periods between D and C and no commas are used between “Washington” or “DC” or after “DC”: “She has lived in Washington DC all her life.”

• Abbreviate Los Angeles as LA.

• Where the government rather than the place is meant, the words “state,” “city,” and the like are usually capitalized. City of Los Angeles, County of San Bernardino, State of California.

• Central America; Central American countries; central Europe (unless referring to the political division); central New York; upstate New York

• the East; the East Coast; eastern; the Middle East; eastern Europe (unless referring to the political division)

• the Midwest, midwestern, a midwesterner

• the North/the South; northern/southern; the Northwest; northwestern; southern California

• the West; West Coast; western United States; the Western world (considered as a cultural entity)

• the state of California

• the Bay Area; the Old World; the third world
Quotations
• Quoted words, phrases and sentences that run into the text are enclosed in double quotation marks. Single quotation marks enclose quotations within quotations.

• Periods and commas precede closing quotation marks, whether double or single. (per Chicago 6.8)

• A comma rather than a colon is used after said, replied, asked and similar verbs: Garrett replied, “I hope you are not referring to me.”

Semicolon (use of)
• The semicolon, stronger than a comma but weaker than a period, can assume either role, though its function is usually closer to that of a period. Its most common use is between two independent clauses not joined by a conjunction: Mildred intends to go to Europe; her plans, however, are still quite vague.

• When items in a series involve internal punctuation, they should be separated by semicolons.

Slash
• Do not use a space before or after a slash (/) (environmental/environmental justice)

Stylistic Preferences
• Academic adviser: use advisER not advisor

• Use Website, not Web site or website.

• John Doe ’85 speaks . . . .and not John Doe ’85, speaks

• Titled not entitled: Bill Anthes wrote a book titled Native Moderns.

• Flyer not flier

• RSVP: use all caps and no periods

• Afterward, not afterwards

• Toward, not towards

• email not e-mail

• On campus, off campus [adv.], on-campus, off-campus (adj.): The master class takes place on campus. She lives in an off-campus apartment.
• Titles of paintings, drawings, statues and other works of art are italicized

“The”
• With some exceptions—e.g. titles of books, plays, paintings and operas—“the” is generally not capitalized, even if it’s part of a nickname or the official name of a company, group or periodical: the Los Angeles Times, the New Yorker, the New York Times, The Old Man and the Sea, the Student Senate, the Alumni Board, the Parents Association, the Office of Communications
  The Participant
  The Claremont Colleges
  The Claremont University Consortium

Word Choice
• Aid/Aide
Aid is assistance. An aide is someone who serves as an assistant.

• Compose, Comprise, Constitute
  Compose means to create or put together. It commonly is used in active and passive voices: She composed a song. The US is composed of 50 states.
  Comprise means to contain, to include all or to embrace. It is best used only in the active voice, followed by a direct object: The US comprises 50 states. The jury comprises seven women and five men. Constitute, in the sense of form or make up, may be the best word if neither compose nor comprise seems to fit: Fifty states constitute the US.
• **Principle/principal**
Principal is a noun and adjective meaning someone or something first in authority, rank, importance or degree. Principle is a noun that means a fundamental truth, law, doctrine or motivating force.

**Terminology Specific to Offices**

**Office of Admission Terminology**
- On official College documents, use Office of Admission, not Office of Admissions.

**Study Abroad Terminology**
- Study Abroad not External Studies

- Individual Study Abroad programs are referred to as Pitzer in . . . (e.g. Pitzer in Ecuador)

**Gender & Ethnic Terminology**
- Chicano/a*

- Latino/a*

- Use Chicano or Latino when referring to a group of individuals

- Do not use coed to describe a woman. The term stands for coeducational, not for female. Persons who attend school are students.

**President’s Cabinet**
- Pitzer College senior administration includes President Melvin L. Oliver; Nigel Boyle, interim vice president for academic affairs and dean of faculty; Brian Carlisle, vice president for student affairs; Yvonne Berumen ’97 vice president for admission & financial aid; Yuet Lee, vice president for administration and treasurer; Adrian Stevens, vice president for college advancement and Mark Bailey, vice president for communications, marketing and public relations.
Office of College Advancement Terminology
• Fundraising and fundraiser are one word and are not hyphenated. Fundraise should not be used as a verb.
• Annual Fund is always capitalized.
• Alumni:
  • Alumna - A female graduate of Pitzer College
  • Alumnae - Female (plural) graduates of Pitzer College
  • Alumnus - A male graduate of Pitzer College
  • Alumni - Male (plural) graduates of Pitzer College
• Use of the word alumnus: The female is an alumna or more than one alumnae. The male is an alumnus and more than one alumni.
At Pitzer, an alumnus is someone who graduated from Pitzer College or attended the College for at least one year and left in good standing. We do have many active alumni who did not actually graduate from Pitzer College. Please be aware than while often used interchangeably, alumnus and graduate are not always the same thing.
• Apostrophes indicating year of graduation should appear as ‘05. It is important to cite an individual’s alumni status often and accurately. The alumni year follows the person's name and one space and consists of an apostrophe curving to the right and the last two digits of the class year (e.g., John Smith ‘00—this apostrophe can be found by holding down ctrl and hitting the apostrophe key twice). In articles on alumni, the class year designation should be used in the first mention of the individual's name. It should also be used in every reference in a photo caption. Alumni status always takes precedence over parent or other constituent status.
• Combining and listing names: Parent names follow the same rules as alumni names except for use of class year designation—see descriptions below.
All alumni are listed by their first and last name with their year at the end.
Examples:
  William Ashley ’79
  Barbara Earle Ballard ’78
  James Coffman ’91
  Nancy Butkin Herzog ’80
If a person actually goes by their middle name, then their first name has been changed to reflect the name that people will know them by (pulling from the solicitation file).
Example:
  Amy Melissa Noble ’01 is noted as Melissa Noble ’01 (instead of Amy Noble ’01)
First names have generally not been changed to reflect nicknames. For example, Tom Moore is still listed as “Thomas Moore ’82” and Andy Goodman is listed as “Andrew Goodman ’81.” Exceptions to this rule include occasions when the person specifically told us - either in person or in the honor_roll_name dataset - that they want to be listed with a particular name (e.g. “Rob Fossum ’88” as opposed to “Robert Fossum ’88”).

There are a couple of exceptions to the nickname rule. If someone has told us (meaning there’s a notation in the solicitation file) that they go by a name totally different from their first or middle names, that name is included in quotes.

Example:
Charles “Kip” Holzwarth ’77
Sandor “Fred” Lengyel ’91

Other exceptions would include women, in particular, who go by their first and middle names, in which case their first name file has been changed to include both names.

Example:
Mary Beth Neal Garber ’68
(as opposed to Mary Neal Garber ’68)

*Two alumni married to one another are listed according to their preference for last names.*

*Two alumni with different last names:*
Elizabeth Milwe ’76 & Peter Wormser ’75
(They are listed alphabetically under Milwe and Wormser in the donor honor roll.)

*Cases where the woman uses the husband’s last name (but it’s not hyphenated with her own):*
Kenneth ’78 & Betsey Keeler ’78 Cheitlin
(They are listed under Cheitlin in the donor honor roll.)

*Cases where the woman has hyphenated the husband’s last name to her own:*
Stephen Prime ’83 & Natasha Goodwin-Prime ’85
(They are listed alphabetically under Prime and Goodwin in the honor roll.)
• **Designating Parent Status in a name:**
  Parent status follows the alumni rule.

• **Designating Trustee Status:** Trustee status is designated by a T, e.g. Philip Jones T, or for an alum Philip Jones ’72 T.

• **New Resources Program:** All references to this program at Pitzer should be capitalized.

• **Working within the Consortium:** While there are eight (or nine when the Claremont School of Theology is included or more with affiliated institutes) institutions in the CUC, we often work with the undergraduate schools only. Collaborative alumni programming is formally Five College Programs and informally known as 5C Programs.

• **Electronic Newsletters:** The Office of Advancement has a number of electronic communications and their titles should be italicized.

• **Phonathon:** Phonathon is spelled as cited—no hyphens and with an a in the middle. Our Pitzer College Phonathon is capitalized but the type of fundraising (we are planning a phonathon) is not. Phonathon is not a verb.

• **Our various component funds in the Annual Fund are as follows:** Alumni Fund, Parent Fund.

  Subsequent mentions of a specific fund can refer to it simply as the Fund.

• **Advancement Offices:** The various offices are always capitalized and include
  Office of College Advancement
  Office of Parent and Alumni Relations
  Office of Planned Giving (note that Planned Giving is capitalized when describing the program but planned giving as a type of gift opportunity is not. The same holds for other types of planned giving vehicles like charitable remainder trust, gift annuity, etc.).

• **Events in Advancement:** Events are always capitalized as in “the Silent Auction.”
• **Accents on Macintosh systems:**
  - é    hit option and e keys together, followed by e
  - á    hit option and e keys together, followed by a
  - í    hit option and e keys together, followed by i
  - ó    hit option and e keys together, followed by o
  - ú    hit option and e keys together, followed by u
  - ñ    hit option and n keys together, followed by n

• **Accents on Microsoft systems:**
  - é    alt 130 or hit control and apostrophe keys together, followed by e
  - á    alt 160 or hit “ “ “ “ , followed by a
  - í    alt 161 or hit “ “ “ “ , followed by i
  - ó    alt 162 or , followed by o
  - ú    alt 163 or , followed by u
  - ñ    alt 164 or 00f1 alt x