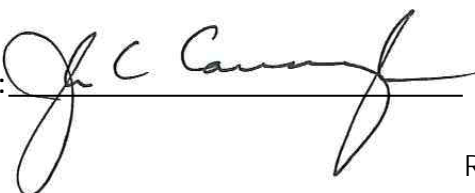


Office of the Chancellor
Pennsylvania State System of Higher Education
Procedures and Standards for University Operations

Procedure/Standard Number 2011-09
Style Guide

Approved by:  Date: 12/19/11

History: Revised --

In January 2000, the Board of Governors adopted a policy establishing graphic standards for the presentation of PASSHE information in university communications, with the goal of advancing a clear, consistent graphic identity system-wide.

Additional History--

Related Policies, Procedures or Standards: Board of Governors' Policy 2000-01: *System Graphic Identity*

Key Words/Categories: Public Relations, Style Guide, PASSHE, logo, publications

Additional References:

I. Introduction

In January 2000, the Pennsylvania State System of Higher Education's Board of Governors adopted Policy 2000-01: *System Graphic Identity*, which established requirements for the presentation of PASSHE information in university communications and charged the Office of the Chancellor with preparing guidelines to assist in carrying out the requirements.

A style guide was developed to help establish consistent presentation of PASSHE information in Office of the Chancellor and university materials. The guide was designed to help build understanding and awareness among audiences who are in a position to support PASSHE as a whole, whether they are legislators considering the governing board's appropriation request, or a large foundation pondering support for a statewide program.

II. **Procedure**

- A. PASSHE's External Relations Division will maintain a style guide outlining the graphic standards and requirements to be followed by the Office of the Chancellor and PASSHE universities.
- B. The PASSHE Style Guide will be posted on PASSHE's website at the following location: <https://secure.passhe.edu/er/Pages/PASSHE-Style-Guide.aspx>

III. **Implementation**

Immediately