PACE UNIVERSITY

Brand Standards

Contents

Brand Statement

A brand is more than just a logo. It defines how people think of Pace and how Pace thinks of itself. These Brand Standards provide the information you need for communicating the Pace brand appropriately, both internally and externally. These rules and guidelines apply to all material produced for and by Pace University. All designers, editors, writers, vendors, suppliers, and all those who produce promotional or marketing matter in which Pace University is the focus must comply with the style and identity rules in this guide. This includes all work produced internally and externally, by and for Pace University in which University funds are spent. There are no exceptions or exclusions from using the brand guide when creating visual media or communications that represent Pace University.

Color Palette

Colors for Print

PMS 288
CMYK: 100, 67, 0, 32
RGB: 0, 45, 114
HEX: 002D72

PMS 123
CMYK: 0, 19, 89, 0
RGB: 255, 199, 49
HEX: FFC72C
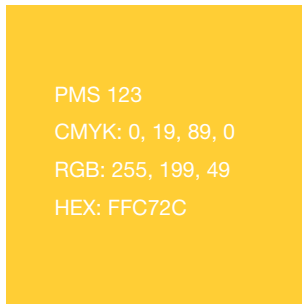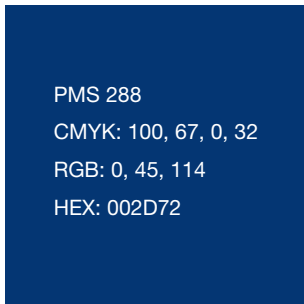
The University has two colors for print publications: Pace Blue and Pace Gold. All institutional material must be designed with these colors prominently displayed.

Coated papers have a smooth finish, where the paper is pressed and polished while hot, or steamed during the manufacturing process. This coating makes the paper less absorbent and takes ink better.

*Uncoated

PMS: 115
CMYK: 0, 6, 87, 0
RGB: 253, 218, 36
HEX: FDDA24

Uncoated paper is just that—paper without the coated layer. It's often used for letterhead, printer paper, or copy machine paper.

Colors for Web

RGB: 31, 59, 122
HEX: 1F3B7A

RGB: 32,138, 203
HEX: 208ACB

RGB: 144, 189, 0
HEX: 90BD00

RGB: 255, 195, 0
HEX: FFC300

RGB: 222, 68, 20
HEX: DE4414

RGB: 202, 138, 63
HEX: CA8A3F

Accent colors should be used sparingly but in equal amounts to differentiate content. When they are used simultaneously, accent colors should be used in the reverse order of the color spectrum (ROYGBIV) in order to avoid conveying chaos.

Brand Color Distribution in Layout

This diagram provides a general rule-of-thumb guideline for how to balance the proportions of color and white space in a layout. This isn't meant to be a strict mathematical distribution, but rather a visual overview of how best to use Pace colors.
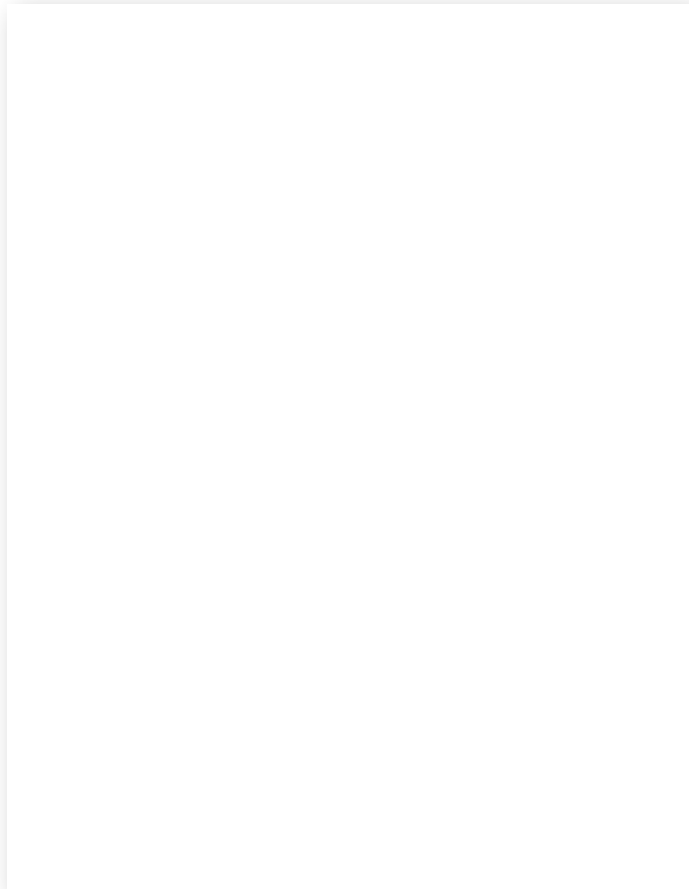
Feels:
- **Open**
- **Has room to breathe**
- **Clean**
- **Organized**

35%

65%

Pace University Logo

Our logo identifies who we are and consistent usage strengthens the brand.

Whenever possible, the logo should be in two colors: **Pace Blue PMS 288** and **Pace Gold PMS 123** or equivalent CMYK breakdown.

Pace Blue PMS 288
CMYK: 100, 80, 6, 32

Pace Gold PMS 123
CMYK: 0, 19, 89, 0

It may also be completely knocked out to white against a dark background.

Used on all publications and other promotional materials.

Used on all stationery other than the President's and Board of Trustees.

Do not attempt to recreate the logo.

LOGO CLEAR SPACE REQUIREMENTS

No matter the size or application, the logo must always be given a **minimum clear space of 1/4 of an inch all around**. It is important not to crowd the logo with text, images, or other logos. The measurement shown is the absolute minimum of clear space needed to showcase the identifier correctly; however, greater spacing is allowed and encouraged.

The University Seal

Pace College inaugurated the seal in 1956. The seal successfully embodies Pace's founding ideals. An article in February 10, 1956, *Pace College Press,* "Pace Inaugurates New Great Seal As the Official College Emblem" describes the seal in this way:

> The circular shape depicts the all-encompassing earth, and the rims around the periphery represent the wheel of progress. The placement of the legend within portray the stars and the heavens, taking account of the universe. The female figure classically represents learning. Her sitting position indicates security in achievement while her flowing robes imply protectiveness. The inscription on the stone, the foundation stone of the college, is the original designation of the founders of Pace Institute. The prominent position of the chart, signifying business, indicates that Pace was primarily a school of business, while the laurel wreath represents liberal arts. A respect for law and the continuing need for good government is indicated by the presence of the scrolls, scales and quill. The sunburst signifies renewal of opportunity and the *Opportunitas* embodies the aim and belief upon which Pace College was founded.

The University Seal is reserved for the Office of the President, Pace Board of Trustees, Commencement, and other presidential events. It is generally used for such documents as ceremonial awards, diplomas, formal invitations, and this branding guide. If you are unsure about the usage of the University seal for a particular project, the University Relations Department can assist you.

Schools and Colleges

A uniform design has been created to identify the colleges, schools, and programs of Pace. This design is consistent with the Pace University "swoosh" logo. Whenever the name of the college or school of the University is used together with the Pace University logo, it must be presented as the horizontal lockup, while the vertical lock-up should be secondary.

The vertical lock-up should only be used when the horizontal lock-up does not fit into your design.

Schools and Colleges

Logos are available for download at
www.pace.edu/logos.

PACE
UNIVERSITY
College of
Health
Professions

PACE
UNIVERSITY
School of
Education

PACE
UNIVERSITY
Dyson
College of Arts and Sciences

PACE
UNIVERSITY
Seidenberg
School of Computer Science
and Information Systems

PACE
UNIVERSITY
Lubin
School of Business

PACE
UNIVERSITY
Pforzheimer
Honors College

Logo Don'ts

Always use the official Pace University logo. Do not attempt to recreate or alter it in any way.

The University seal and logo should never be used together as a unit.

Do not distort, stretch, compress, or angle the logo.

Do not place the logo in a box, over a design, texture, pattern, or any confusing background.

Do not add shadows or gradient fills to the logo.

Do not crop the logo.

Do not use elements of the logo independently.

Do not make any color or outline changes to the logo.

Do not reduce the logo smaller than 1/2" in height.

Do not use a low resolution of the logo in which the logo becomes pixelated or blurry. Always use a high resolution of the logo.

Do not use the logo in a sentence instead of the words "Pace University."

This applies to the University seal and college and school logos.

Pace Athletics Logo

The athletics logo was designed to be used on materials promoting Pace athletic teams and events. It should not be used on formal correspondence to students, student recruitment, fundraising materials, or communications of a serious or legal nature.

The athletics logo should appear in **Pace Blue PMS 288** and **Pace Gold PMS 123**. If you have any questions about the logo use, please contact the **Pace Athletics Department**.

Pace Blue PMS 288
CMYK: 100, 80, 6, 32

Pace Gold PMS 123
CMYK: 0, 19, 89, 0

Fonts for Print:
Helvetica Neue

Helvetica Neue is a widely used sans-serif typeface developed in 1957 by Swiss typeface designer Max Miedinger with input from Eduard Hoffmann.

Miedinger and Hoffmann created a neutral typeface that had great clarity, no intrinsic meaning in its form, and could be used on a wide variety of signage. Originally named Neue Haas Grotesk, it was rapidly licensed by Linotype and renamed Helvetica. The font name was changed to Helvetica in 1960.

Minion Pro

Minion Pro is a serif typeface designed by Robert Slimbach in 1990 for Adobe Systems and inspired by late Renaissance-era type. The name comes from the traditional naming system for type sizes, in which Minion is between Nonpareil and Brevier, with the type body 7pt in height. As the name suggests, it is particularly intended as a font for body text in a classical style, neutral and practical while also slightly condensed to save space.

Aa

45 Light

ABCDEFGHIJKLM
OPQRSTUVWXYZ
abcdefghiJklmn
opqrstuvwxyz
1234567890

Aa

75 Bold

**ABCDEFGHIJKLM
OPQRSTUVWXYZ
abcdefghiJklmn
opqrstuvwxyz
1234567890**

The official print font for the Pace brand, it is used for headlines and calls to action. Various weights of Helvetica Neue are used for promos and body copy.

Aa

Regular

ABCDEFGHIJKLM
OPQRSTUVWXYZ
abcdefghiJklmn
opqrstuvwxyz
1234567890

Aa

Italic

*ABCDEFGHIJKLM
OPQRSTUVWXYZ
abcdefghiJklmn
opqrstuvwxyz
1234567890*

Minion Pro should be used for large areas of body copy.

Fonts for Web:
Brandon Grotesque

Brandon Grotesque is a sans-serif type family of six weights plus matching italics. It was designed by Hannes von Döhren in 2009/2010. Influenced by the geometric-style sans-serif faces that were popular during the 1920s and '30s, the fonts are based on geometric forms that have been optically corrected for better legibility.

Georgia

Georgia is inspired by the need for—and providing—clarity at low resolutions on the screen. Georgia is a typeface resonant with typographic personality. Even at small sizes, the face exudes a sense of friendliness, a feeling of intimacy many would argue has been eroded from Times New Roman through overuse.

Aa
Bold

ABCDEFGHIJKLM
OPQRSTUVWXYZ
abcdefghiJklmn
opqrstuvwxyz
1234567890

Aa
Bold Italic

ABCDEFGHIJKLM
OPQRSTUVWXYZ
abcdefghiJklmn
opqrstuvwxyz
1234567890

Brandon Grotesque is the official web font for the Pace brand. It is used for headlines and calls to action. Various weights of Brandon Grotesque are used for promos and body copy.

Aa
Regular

ABCDEFGHIJKLM
OPQRSTUVWXYZ
abcdefghiJklmn
opqrstuvwxyz
1234567890

Aa
Italic

ABCDEFGHIJKLM
OPQRSTUVWXYZ
abcdefghiJklmn
opqrstuvwxyz
1234567890

Georgia should be used for large areas of body copy. The Georgia family can also be substituted when it is not possible to use Brandon Grotesque in applications such as Microsoft Office.

Photography

Photography should convey a clean, light, natural quality that complements the headline. Imagery, when possible, should convey academic excellence, community, and diversity.

Images

Pace's Office of University Relations has an extensive collection of photographs of the campuses, students, events, and faculty.

File Photos
You may use available photographs from the University-approved site **(Zenfolio)** link or choose from your department's own photos. Our design team can search for appropriate images for you—please specify your requirements.

Resources: www.pace.edu/photos
(To download, please use password Pace1906.)

Freelance Photographers
If file photos do not suffice, you may hire a freelance photographer. A photographer can cost more than $500 for a half-day shoot, plus expenses. We can advise you on cost and refer qualified vendors.

Photography

Digital
If you send digital photos, be sure that the resolution of the image is at least 300 dots per inch (dpi) when the photo is full size (100%). Images from the web are typically 72 dpi and, as such, too small for use in print. A 2"x 3" photo at 300 dpi is 1.5 megabytes.

Files may be supplied as JPEGs, TIFFs, or Photoshop files. They can be RGB (red, green, blue) or CMYK (cyan, magenta, yellow, black).

Whenever possible, we prefer to use Pace images; however, if images are not available, stock images may be used (people or events should not be falsely captioned as "Pace University students, events, etc.").

NOTE: Please ensure you have permission to use stock photography or photography from other sources. Images purchased from a stock site confer rights upon purchase. However, grabbing images from other websites, documents, etc. is copyright infringement (even if you note the source). Just because an image is online does not mean it is in the public domain. Wikipedia has a large collection of public domain images, and again, sites such as istockphoto.com and others often offer them for free or just a few dollars.

Feels:
- **Light**
- **Natural**
- **Clean**
- **Positive**

Photography Don'ts

Don't overcrop images to the point where face and head is cut off
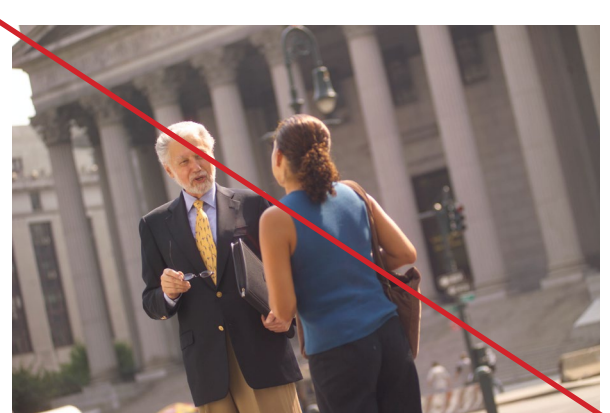
Avoid the use of blurry images

Avoid washed out images

Avoid adding color filters to images

Avoid the use of images that look inauthentic and staged

Avoid images that are dramatically angled

Avoid stretching images

Editorial Style Standards

In general, Pace University follows the Chicago Manual of Style. The manual is available online at **www.chicagomanualofstyle.org**.

We have developed some short lists that address commonly asked questions, Pace-specific style guidelines, and recommendations for online style below.

- Most Common Style Questions
- Pace Exceptions to Chicago Style
- Pace-specific Style Questions
- Writing for the Web and Marketing Materials Versus Editorial Content (newsletters, articles, press releases)

Commonly Asked Style Questions

Acronyms and Abbreviations
Limit your use of acronyms to only the most common of terms (i.e., those that appear commonly in dictionaries, such as PhD or DNA) or those cases where the term appears frequently throughout the article/content to warrant abbreviation—roughly five times or more.

The term must be spelled out in full the first time it appears with the acronym appearing immediately after in parenthesis. After the first usage, the acronym can appear on its own throughout the remainder of the text.

Do not use periods in acronyms or abbreviations, including degrees, center or departmental names, or campus abbreviations.

> **Examples:**
> The Center for Community Action and Research (CCAR) works with students, faculty…
> Office of Student Assistance (OSA)
> Office of Multicultural Affairs (OMA)
> US, NYC, PLV, BR, or BA, MBA, JD, PhD

Only use periods when called for or according to tradition.

> **Example:**
> e.g., a.m., and p.m.

Do not use an apostrophe to form plurals of abbreviations. An apostrophe indicates possessive.

> **Example:**
> The CPAs are meeting (plural)
> A CPA's resume (possessive)

NOTE: The name of the University is not an acronym. "Pace" should never appear in all caps unless that is the font style.

Alumni
Alumni is generally used to refer to both the alumni and alumnae of a coeducational institutional. "Alum" is not a word and should not be used.

Identify alumni and current students by their class year with an apostrophe before the year.

> **Example:**
> John Smith '99
> Jane Doe, PhD,'99

Use the proper Latin term to refer to the group you are talking about.

> **Example:**
> Alumna: feminine, singular
> Alumnae: feminine, plural
> Alumnus: masculine, singular
> Alumni: gender neutral, plural

Ampersands
Unless the proper title of an entity uses an ampersand, they are to be avoided.

> **Example:**
> Dyson College of Arts and Sciences
> Faculty and staff
> Rosenberg & Dalgren, LLP

Campuses
Pace University has three campuses: Pleasantville Campus, New York City Campus, and the Law School Campus. Pace's Midtown Center should be referred to as such. Campus should be capitalized when referring to specific location; lowercase when referred to generally.

Editorial Style Standards

Example:
The event is on the Pleasantville Campus.
Events are happening on the Pleasantville and New York City campuses.

Commas
Pace University uses the Oxford (serial) comma in written style. We do not use a comma to precede a Jr. or III in names.

Example:
We recommend eating apples, bananas, and sandwiches.
Tom Jones Jr.
Albert King II

Common Spelling
- advisor, not adviser
- all right, not alright
- coursework
- e-commerce
- email
- health care
- homepage
- website, but capitalized Internet

Courtesy Titles/Academic Titles
Titles appear in lowercase except when preceding a name. Second and subsequent references generally use last name only. Use "Dr." only before the name of an individual who holds a doctor of medicine, dentistry, or veterinary medicine degree: Dr. Jonas Salk. Place terminal degrees after all names on the first reference.

Examples:
Vice President for Students John Doe, PhD
John Doe, vice president for students
Professor Jane Doe, EdD
Jane Doe, PhD, professor of economics

Dates, Addresses, and Other Numbers
Dates should be spelled out fully and not be abbreviated.

For example:
Friday, January 1, 2019
Friday, January 1
January 1, 2019

Spell out avenue, street, lane, etc., in all cases. Spell out cities and states in straight copy.

Examples:
163 William Street, Room 427
New York, NY 10038

One Pace Plaza
New York, NY 10038

She grew up in Chicago, Illinois.

Telephone numbers should be written with the area code in parentheses and broken by hyphens.

Example:
(212) 646-XXXX
+1 (914) 737-XXXX

In nontechnical text, spell out whole numbers from one through nine; use numerals for 10 or greater.

Example:
Course requirements include reading nine novels.
There are 10 periodicals on order.
The campus is at One Pace Plaza.

Exceptions: Numbers applicable to the same category should be treated alike within the same sentence; do not use numerals for some and spell out others.

Example:
There are 9 graduate students in the philosophy department, 56 in the English department, and 117 in the history department.

However, spell out all numbers that begin a sentence, regardless of any inconsistency this may create.

Example:
One hundred ten women and 103 men will graduate this semester.

Editorial Style Standards

Degrees

Do not use periods when abbreviating degrees. Do not use the word "degree" after a degree abbreviation.

> **Example:**
> Smith received an MBA from the Lubin School of Business.

When referring to degrees in general, lowercase the first letter of the degree (e.g., bachelor's degree).

- Use an apostrophe "s" ('s) for bachelor's degree and master's degree; but use associate degree.
- Master's degree (possessive, when talking about a master's in general)
- Master of Science (singular, when referring to a specific degree)

Post-nominal initials are reserved for terminal degrees.

> **Examples:**
> DPhil
> DPS
> EdD
> JD
> PhD
> PsyD

Departments

Only when the name of the department and the words department, office, center, and school appear in the form of the official divisional names should they be capitalized.

"Seidenberg School of Computer Science and Information Systems" or "Office of Enrollment Marketing and Management" would use initial capitals, but "My department..."; "The center...", "The school..." would not.

Schools

The names of schools (e.g., Dyson, Seidenberg, College of Health Professions, etc.) are to be used for an internal audience or marketing materials specific to the school. For external audiences, references should be made only to Pace University.

- College of Health Professions
- Lienhard School of Nursing

- Dyson College of Arts and Sciences
- Pace School of Performing Arts
- Elisabeth Haub School of Law
- Lubin School of Business
- School of Education
- Seidenberg School of Computer Science and Information Systems

URLs/Website Names

Pace University URLs should always be expressed with the www prefix.

> **Example:**
> www.pace.edu
> www.pace.edu/HR
> www.pace.edu/Orientation

Web addresses should be kept as short as possible, using vanity URLs when possible.

> **Example:**
> https://secure.www.alumniconnections.com/olc/pub/PCE/event/showEventForm.jsp?form_id=76009 becomes www.pace.edu/insidetrack.

URLs are expressed with lowercase letters, except when capital letters are needed for clarity.

> **Example:**
> www.pace.edu/explore
> www.pace.edu/convocation
> www.pace.edu/ActorsStudioMFA

The use of URLs on printed or other non-web materials should be kept to a minimum. If a URL must be broken into two lines, break the URL at a slash (/) as opposed to inserting a hyphen.

> **Example:**
> Google, Facebook, Twitter, Monster

If the website does not have a formal title or title that distinguishes it as a website, refer to the site in short form URL.

Editorial Style Standards

Example:
Apple.com
Microsoft.com

Footnotes
When using footnotes, follow the scientific order of symbols as need for footnotes arise.
- Asterisk *
- Dagger †
- Double dagger ‡
- Section symbol §
- Paragraph ¶
- Number sign #
- Restart using doubles (e.g., **, ††, ‡‡)

Pace exceptions to Chicago Manual style
Do not capitalize majors, programs, specializations or concentrations of study when they are not part of designated degree.

Examples:
Jane Doe received her Bachelor of Arts in History.
He majored in business economics.

Pace-specific Style
Campus Locations: For internal audiences, it is acceptable to abbreviate Pace's campus locations.

Example:
New York City Campus: NYC Campus
Pleasantville Campus: PLV Campus
New York City and Pleasantville campuses: NYC and PLV campuses

Capitalization: Pace capitalizes a number of terms specific to the University, including: University (when referring to Pace, lowercase when plural or talking about universities in general); Pace Community (but University community); Commencement; Orientation; Convocation; Trustee; Board (when referring to the Board of Trustees); University sports teams (when "Pace" or "Pace University" appears before the team); Core Curriculum; Pace Path.

Rankings/Citations: When referring to a citation or ranking, include the name and year of publication.

Example:
One of the top 5 schools in the nation for internship placement—
U.S. News & World Report Short List, 2013

NOTE: If you would like to use the publication's logo to accompany the citation, you must contact the publication for permission. Many publications require that you purchase the logo and follow their specific guidelines for usage. The Marketing and Communications Department has purchased a number of logos for recent citations.

Writing for the web
Writing copy for websites and newsletters is very different from academic writing (although increasingly similar to writing copy for print publications and marketing materials as these materials become increasingly visual). There are many different approaches, but here are some general guidelines:

- **Keep your key points "above the fold"**—Ensure your most important points are within the first paragraph, as many online readers skim and do not scroll down or click through (each additional click or scroll equates to a loss in readership).

- **Use headings, teasers, subheads, and bullet points**—This not only helps online readers/skimmers absorb key points, but is also important for search engine optimization.

- **Optimize your writing for readers and search engines**—Guidelines for copy length varies a lot depending upon your audience, but in general, articles less than 250 words receive less attention from search engines, and articles more than 1000 lose reader interest! Use key words throughout (and in heading and subheads), but don't go overboard—web crawlers (and readers) are wise to people who throw a lot of key words in that don't give them any context or meaning.

- **Content is still king!**—The best way to have your content read and highly ranked in search engines is to say something new, say something old in a new way, say something interesting, or say something clever.

- **Make your content accessible to people with disabilities!**—There is a lot you can do to make your website more accessible to people with disabilities including, but not limited to, providing informative, unique page titles; writing meaningful text alternatives for images; using headings to convey meaning and structure; creating transcripts and captions for multimedia; and writing link text that describes the content of the link target (avoid using "click here".) Learn more about Web Content Accessibility Guidelines at **www.w3.org/WAI/**.

Social Media Culture at Pace

Social media is a constantly evolving channel of communication that provides many opportunities to connect with people in ways no other medium can. With a good game plan and creative approach, having a presence in social media can prove to be invaluable. Marketing and Communications is here to help you maximize the potential of your social media presence.

General Social Media Guidelines

The following are attributes of our social media culture that we strive to maintain and grow:

- **Authentic:** Pace University is committed to maintaining an authentic presence online. Authenticity builds credibility and reliability among our audiences while increasing the engagement value of our online communities.

- **Engaging:** Provide content that promotes and encourages conversation, communication, interaction, and that will build loyalty among University audiences.

- **Service Oriented:** Pace University recognizes social media as a channel for providing better service to our audiences. University accounts are held to the highest standards of service. Those who manage University accounts are responsible for being timely and accurate when providing service to their constituents.

- **Respectful:** Respect others, their ideas, and discussions. Remain constructive and respectful when communicating with others.

- **Thoughtful:** Think before posting. If you are managing a University account, then you are representing the University. Content is not "private" and all users should be thoughtful in posting and sharing content.

General Social Media Guidelines

There are hundreds of social accounts associated with Pace University. Before jumping into the social sphere, take a moment to consider the following:

Why do you want to create a social media account?
This answer should be more than simply that you want to reach more people with your message. You should be able to define both short-term and long-term goals. It is not advisable to create a page for an event. Events can be supported by other social media accounts that have an active following.

Can you provide content on a regular basis to support this account?
The ability to post consistently is important to social media success. While you may not need to post every day, depending on the social network, you must be able to continuously support the efforts of your account.

Is there another group on campus with a similar audience or purpose with whom you can work?
Duplication of purpose or need is harmful, not helpful. Collaboration with another group may be a better alternative in many scenarios.

Is this account going to be supported by the group you represent?
It's important that the account has the proper support to be successful. The social media account in question should be assigned officially to a position or role within the organization.

Abandoned or inactive accounts reflect negatively on Pace University. Social media lives 24 hours a day, 7 days a week, 365 days a year.

Set a Social Strategy

Solid strategy for social communication is integral to the success of your account in a crowded environment.

Here are some things to consider when strategizing:
- Define your short- and long-term goals
- Identify your audience, stakeholders, influencers, and resource providers
- Have a two-way dialog and be consistent in your level of engagement
- Build your social personality to determine editorial tone and style
- Be familiar with the tools you plan use
- Monitor social conversations by watching and listening
- Determine the frequency of your messaging based on channel best-practices
- Participate in conversations—ask questions, clear up misinformation
- Use analytics to measure how goals are being met
- Be agile enough to shift focus and adjust efforts depending on changes in demographics and interactions

Social Media Culture at Pace

Use Proper Naming Conventions

Users and search engines alike should be able to easily identify that the account is affiliated with Pace University and/or is campus specific. For this reason, Pace University has set up naming conventions for social media accounts:

Accounts including Facebook, YouTube, Flickr, etc. must use the following naming convention:
> [Your Department Name] at Pace University
> Example: Marketing and Communications at Pace University

Campus specific accounts:
> [Your Department Name] at Pace University NYC
> Example: Marketing and Communications at Pace University NYC

Twitter accounts: Use a short Twitter handle that remains easily identifiable as a Pace affiliate.

Channel-Specific Social Media Guidelines

Facebook

- **Tone:** Content should be positive and enthusiastic about the University with a mind towards increasing enrollment, sharing our successes, and larger University events and campaigns.

- **Cadence:** Best practices say to post one to two times per day. For event promotion or deadline reminders, post in the days leading up to and on the day of the event.

- **Dos/Don'ts:**
  - DO: Reply to all private messages within a 24-hour period.
  - DO: Use line breaks when formatting public content.
  - DO: Provide links and contact information for other departments, when necessary.
  - DO: When responding to private messages that will be referred to another Pace University department, do your best to get contact information (e.g., name, email address, phone number) so that the hand-off will be seamless.
  - DON'T: Post content with spelling errors or typos. You are representing an educational institution and typos will not be tolerated.
  - DON'T: Share improperly sized images or graphics.

- **Links:** Embed URLs by deleting the text URL from your post if it is displaying the link preview.

- **Hashtags and Attributions:** Use hashtags only if they are currently trending. Include any relevant mentions, as long as the account is ACTIVE and the names of the mentioned accounts aren't so long as to be cumbersome.

Twitter

- **Tone:** Twitter is where the conversation happens. Active Twitter users are important because they can pick up a tweet and help it gain momentum and views. A good tool for communicating directly with your online community. Traditional marketing techniques aren't successful on Twitter because users crave unique content with personality, relatability, and authenticity.

- **Cadence:** 5–10 original tweets and 5–10 replies/retweets per day. For event promotion or deadline reminders, post in the days leading up to and on the day of the event.

- **Dos/Don'ts:**
  - DO: Replace "and" with ampersand (&), NOT plus (+) to save characters when necessary.
  - DO: Include any relevant mentions, as long as the account is active.
  - DO: Craft tweets of value. Each tweet should be composed with the intention of reaching as many people as possible.
  - DO: Like and share content from other active Pace University accounts.
  - DON'T: Post content with spelling errors or typos. You are representing an educational institution and typos will not be tolerated.
  - DON'T: Share improperly sized images or graphics.
  - DON'T: Use more than three mentions.

- **Links:** Shorten links to bit.ly format.

- **Hashtags and Attributions:** #PaceU, #PacePath, #PaceBound

Social Media Culture at Pace

Instagram

- **Tone:** Ideal for showcasing campus life with a focus on students excelling at academics and athletics. Utilize the picturesque surroundings of both campuses to create a sense of wonder. Action shots of students shine light on Pace University's various facilities, areas of study, and organizations.

- **Cadence:** One post per day.

- **Dos/Don'ts:**
  - DO: Like pictures from other active Pace University accounts.
  - DO: Be mindful of composition when staging photos (e.g., proper lighting, use of negative space, depth of field).
  - DO: Alternate content by switching up posts between student life, academics, and architecture.
  - DON'T: Post blurry or low quality photos.
  - DON'T: Use filters to compensate for poorly lit photos (avoid over and under saturation).
  - DON'T: Post or engage with posts that violate either Instagram's Terms of Service or the University's Guiding Principles of Conduct.

- **Links/Formatting:** Shorten links to bit.ly format.

- **Hashtags/Attributions:** #PaceU, #PacePath, #PaceBound

Tumblr

- **Tone:** Tumblr users are generally younger, high school-aged people. Tumblr is a good resource when trying to reach future or prospective students. The tone should be more casual and informal. The community is very socially conscious. Posts celebrating diversity, social change, and student accomplishments are popular among college blogs.

- **Cadence:** One to three posts per day.

- **Dos/Don'ts:**
  - DO: Like and reblog posts from other active Pace University accounts.
  - DO: Use 3–5 relevant tags.
  - DO: Include captions with photos/videos.

- DO: Use hyperlink text to describe what the link is.

- **Links/Formatting:** Use hyperlinks for all articles.

- **Tagging:** PaceU, PacePath, PaceUniversity, Pace U, Pace University

Snapchat

- **Tone:** Content on Snapchat is exclusive (and private) to the platform. It's delivered directly to followers' mobile devices. Snapchat stories are a good place to take viewers on a digital behind-the-scenes tour of Pace University events and lectures. Snapchat takeovers allow students and organizations to curate their own content. Active updates and content on Snapchat enhances the student experience.

- **Cadence:** Post from live events. The Snapchat coverage of an event should amount to a three to six minute story comprising stills and video; any longer than that and viewership will dwindle.

- **Dos/Don'ts:**
  - DO: Use the Pace University filter at least once.
  - DO: Ask permission before taking a photo or video of someone.
  - DO: Use steady sweeping camera movements to create dynamic videos.
  - DO: Include a photo of a flier/poster for the event, providing location and time details.
  - DON'T: Stay in one place. Your photo and video angles should change.
  - DON'T: Post shaky videos.
  - DON'T: Create a long Snapchat story. Keep them short.