

# Brand guidelines



SUMMER 2023

UNIVERSITY OF THE  
PACIFIC

Thomas J. Long  
School of Pharmacy

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# Resources

## Download logo

[pharmacy.pacific.edu/pharmacy/logo-use](http://pharmacy.pacific.edu/pharmacy/logo-use)

## Submit logo use for review

[pharmacy.pacific.edu/pharmacy/logo-use](http://pharmacy.pacific.edu/pharmacy/logo-use)

## Thomas J. Long School of Pharmacy lockup

UNIVERSITY OF THE  
**PACIFIC**

Thomas J. Long  
School of Pharmacy

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School of Pharmacy

## Pacific Pharmacy Alumni Association

**PACIFIC**  
PHARMACY  
ALUMNI ASSOCIATION

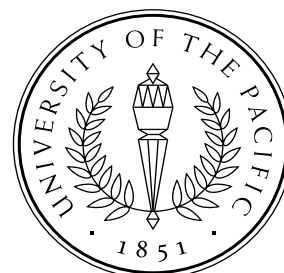
## Powercat

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



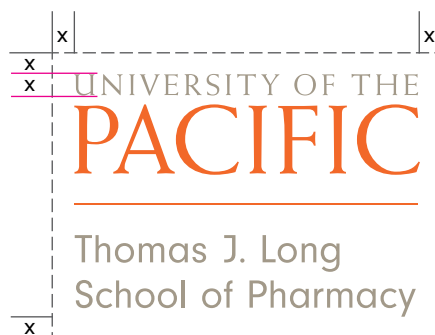
## University seal

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



### 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

~~UNIVERSITY OF THE  
PACIFIC~~

Do not outline

~~UNIVERSITY OF THE  
PACIFIC~~

Do not use other colors

~~UNIVERSITY OF THE  
PACIFIC~~

Do not watermark the logo with text

~~UNIVERSITY OF THE  
PACIFIC~~

Do not add or replace any elements to the mark



Do not distort

~~UNIVERSITY OF THE  
PACIFIC~~

Do not place the logo over pattern with insufficient contrast



Do not change font

~~UNIVERSITY OF THE  
Pacific~~

Do not place the logo over a busy background image



Do not lock-up the logo with another qualifier

~~UNIVERSITY OF THE  
PACIFIC  
CALIFORNIA'S UNIVERSITY OF CHOICE~~

Do not apply effects

~~UNIVERSITY OF THE  
PACIFIC~~

Do not rotate or tilt

~~UNIVERSITY OF THE  
PACIFIC~~

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

Pacific’s primary color palette consists of orange and black. When coupling these colors with accents of secondary and tertiary color palettes, Pantone 165 should always take priority in hierarchy.

The navy (Pantone 282) should be used when the black feels too heavy in a composition. Using the navy, while dark, will bring a friendlier tone to a design versus using black.

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

<b>Secondary</b>  <b>Pantone 555 C</b> CMYK: 83/33/77/21 RGB: 43/112/80 WEB: #2b7050	<b>Pantone 7409 C</b> CMYK: 3/32/98/0 RGB: 244/178/35 WEB: #F4b223	<b>Pantone 403 CV</b> CMYK: 38/35/45/2 RGB: 162/152/137 WEB: #A29889	<b>Neutral</b>  <b>White</b> CMYK: 0/0/0/0 RGB: 255/255/255 WEB: #ffffff
			<b>Pantone 419 C</b> <b>Tint 20%</b> CMYK: 73/65/65/72 RGB: 33/35/34 WEB: #212322
<b>20% Shade</b>	<b>20% Shade</b>	<b>20% Shade</b>	<b>Pantone 419 C</b> <b>Tint 40%</b> CMYK: 73/65/65/72 RGB: 33/35/34 WEB: #212322
			<b>Pantone 419 C</b> 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.

Neutral

Neutral colors are necessary to help balance and give your eye a rest from color. The full spectrum of white to the Pantone 419 (Pacific Black) is acceptable and encouraged for use in designing for the brand.

<b>The School</b>  Thomas J. Long School of Pharmacy  Pantone 370 C CMYK: 72/22/100/7 RGB: 83/144/64 WEB: #539040	<b>Departments</b>  Pharmacy Practice  Pantone 583C CMYK: 25/3/100/14 RGB: 183/191/16 WEB: #B7BF10	<b>Pharmaceutics &amp; Medicinal Chemistry</b>  Pantone 7474C CMYK: 98/7/30/30 RGB: 0/118/129 WEB: #007681
	<b>Physiology &amp; Pharmacology</b>  Pantone 297C CMYK: 51/0/1/0 RGB: 113/197/232 WEB: #71C5E8	<b>Pre-Pharmacy</b>  Pantone 220 C CMYK: 26/100/50/11 RGB: 165/0/80 WEB: #A50050

The Pharmacy Practice light green is used when identifying the PharmD program in general. The department specific colors for Pharmacy Practice, Pharmaceutics and Medical Chemistry and Physiology and Pharmacology are almost exclusively used in Interactions for identifying faculty.

## 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

!@#\$%^&\*()\_+>?;,”

Just as we choose different words to convey different messages, the typography we use can have a profound effect on our communications. Consistently using the official fonts selected for Pacific strengthens and reinforces the brand.



## 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**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**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.

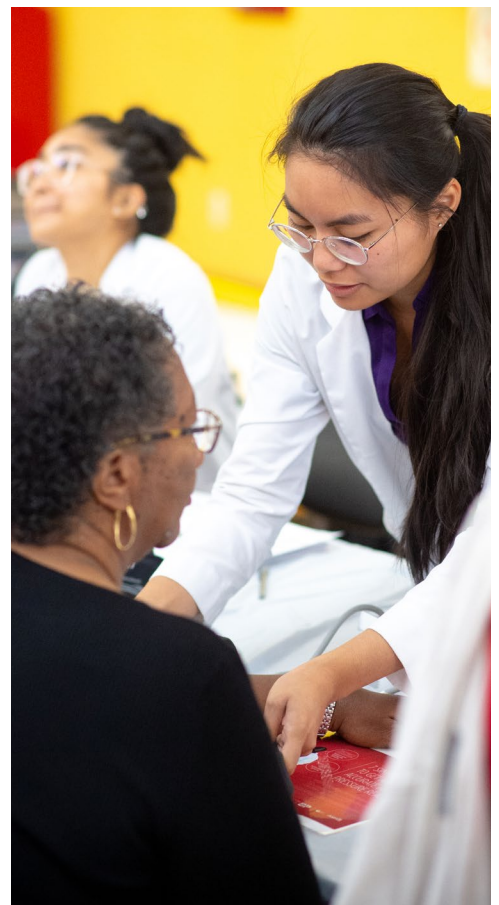
The 80+ majors at University of the Pacific allow every student the chance to discover their path toward success.

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

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





## Success-centered

Our dedicated, experienced professors support students and graduates through their entire careers at Pacific. We empower students to succeed by providing access to state-of-the-art laboratories and equipment for meaningful, hands-on learning, mentoring, leadership and patient care.

## Leadership-focused

Leadership development requires practice and mentorship. With the support and guidance of faculty, our students lead health care outreach programs. Through these opportunities, students gain the communication and leadership skills they will use every day as they serve their patients.

Dynamic teams are the future of health care. As a member of the Pacific family, students can collaborate with peers and challenge themselves by taking on leadership roles.

## A powerful network

Our alumni are the core of the Pacific family. They are committed to helping students reach their academic and professional goals, now and throughout their careers. By attending events hosted by the Pacific Pharmacy Alumni Association, students can connect with leaders in the profession. Many of our alumni are actively involved and hold leadership positions in local, state and national professional organizations.

Experiential learning and research are two essential components of our curriculum that allows us to deliver on our brand promises.

## Experiential learning

By working alongside seasoned professionals, students get the hands-on experience needed to hone their clinical and patient-care skills. During their time here, they are immersed in a wide range of practice settings. As they explore the various practice settings, they will find the one that's right for them; whether that is a fast-paced hospital environment, a research-based setting, a setting that utilizes your business acumen or a cutting-edge specialty.

Students can start impacting patients' lives now. Through student-led outreach programs, students interact directly with patients and provide vital health care services to members of the community.

## Research driven

Our faculty use research to challenge the status quo of patient care and education. Their research covers a wide spectrum of topics, including drug delivery, drug design, mental health and patient care. At Pacific, students have the opportunity to work alongside our faculty members on cutting-edge research.







### Prospective students

We are looking for driven problem-solvers and passionate innovators. We want to attract academically competitive, dedicated individuals who are passionate about becoming health care professionals. Individuals who demonstrate a personal commitment to delivering compassionate, high-quality patient care. Individuals who desire to advance their professions by collaborating with their peers and actively engaging with their professional organizations. A group of students from diverse cultural and socioeconomic backgrounds who can offer insight into ways to better serve the communities they represent.

### Current students

We are in the business of training the health care professionals of tomorrow and developing leaders of the professions they represent. Our current students are the key focus of all that we do. We also see our students as future alumni. We know that if they feel connected now, they are more likely to stay engaged with the School after they graduate.

### Alumni

Our alumni are well-connected, leaders in their field and forever a part of the Pacific family. The School's legacy continues through the support of dedicated alumni who are leading in the health profession today. Alumni contribute their time, talent and treasure.

Engaging with alumni is also a key component of attracting and retaining voluntary faculty, many of whom are alumni. Our voluntary faculty oversee students during their Introductory and Advanced Pharmacy Practice Experience clinical rotations. Without their help we would be unable to offer the experiential learning opportunities that are essential to our programs. In addition, it is only through their support are we able to impact the community by offering an array of health care outreach programs.



## Donors

Gifts to the School are an investment in the future of health care. Scholarships support current students and attract outstanding prospective students. Our generous donors also financially support the on-going work of the Pacific Pharmacy Alumni Association, which is dedicated to promoting leadership development, professional development and engagement between alumni and current students.

We believe that by supporting the personal and professional growth of students, we prepare them to lead with purpose in the classroom and in their careers. When students lead purposeful lives, they become successful health care professionals who help advance their profession and give back to their communities.

## Faculty

We view our faculty as valuable assets. They are subject matter experts who are dedicated to both research and fostering a student-centered learning environment. As leaders and influencers, they help raise the profile of the University. In addition, by engaging with faculty we keep a finger to the pulse of the professions they represent.





## Pre-Pharmacy Advantage Program

The Pre-Pharmacy Advantage Program gives first-time freshmen the opportunity to complete their undergraduate requirements in the same environment as their PharmD studies. Our pre-pharmacy students are offered guaranteed PharmD admission. One key selling point of the program is the access students have to faculty and current PharmD students. Our pre-pharmacy students are members of the student body, they have access to many of the same opportunities, resources and support systems available to our PharmD students. Pre-pharmacy students are enrolled in one of three tracks, completing their PharmD in a total of five, six or seven years.

### Pre-Pharmacy

2+3 or 3+3 (Pre-Pharmacy + PharmD)  
Stockton  
[pacific.edu/pharmacy/pre-pharmacy](https://pacific.edu/pharmacy/pre-pharmacy)

## Doctor of Pharmacy

Pharmacists are medication safety experts who play a vital role in helping patients live healthier lives. The skillset and clinical experience students gain at Pacific opens doors to the many settings where pharmacists play a key role, from hospitals to pharmaceutical research and development. Many of our graduates go on to complete residencies or fellowships.

Experiential learning is a crucial component of our PharmD program. 17 clinical experience regions are located across California, from Redding to San Diego. We place students in each of their clinical rotations and a dedicated faculty member helps guide them every step of the way.

### Doctor of Pharmacy

3 years  
Stockton  
[pacific.edu/pharmd](https://pacific.edu/pharmd)

## Pharmaceutical and Chemical Sciences Program

The Pharmaceutical and Chemical Sciences Program (PCSP) is closely tied to industrial interests and trends. We prepare students for a career in the increasingly complex and integrated realms of pharmaceutical, chemical and biotechnological research. PCSP is a collaboration between the School and College of the Pacific. Students work alongside our research faculty in one of five focus areas. Students can earn either a master of science (MS) or a doctor of philosophy (PhD) in pharmaceutical and chemical sciences.

### Master of Science in Pharmaceutical and Chemical Sciences

### Doctor of Philosophy in Pharmaceutical and Chemical Sciences

2 years (MS), 5 years (PhD)  
Stockton  
[pacific.edu/pharmacy/pcsp](https://pacific.edu/pharmacy/pcsp)



## Fellowships

[pharmacy.pacific.edu/pharmacy/fellowships](https://pharmacy.pacific.edu/pharmacy/fellowships)

To help train the next generation of innovators and leaders, we offer a number of fellowships for PharmD graduates. We prepare pharmacists for careers in a wide variety of settings, including in academia, acute inpatient medicine, medical affairs and the biopharmaceutical industry.

### Fellowship in Industry Program

Established in 2017, Pacific's Fellowship in Industry Program (FIP) provides exceptional pharmaceutical industry training for PharmD graduates. The FIP offers fellowships in partnership with Flow Therapy, Genentech and the United States Air Force.

### Pharmacy Practice Fellowship

Pacific's Pharmacy Practice Fellowship is designed for those interested in a career in academia. Fellows are equipped for teaching through immersive experiences and gain formal research training, preparing them for independent research. Fellows also earn a master of science in pharmacoeconomics, health care outcomes and clinical services.

## Jie Du Center for Innovation and Excellence for Drug Development

Through the programs offered at the Center, students gain skills in pharmaceutical regulation, entrepreneurship and business to prepare them for navigating the challenges associated with new ventures in drug development. The Center's programs are also open to alumni and scientists currently working in the industry.

## AmerisourceBergen/Good Neighbor Pharmacy Entrepreneurial Pharmacy Practice Program

[pharmacy.pacific.edu/pharmacy/entrepreneurial](https://pharmacy.pacific.edu/pharmacy/entrepreneurial)

Since 2011, we have offered an innovative certification program designed to advance practitioners who develop entrepreneurial skills through both didactic and experiential work. The program is designed specifically for PharmD students interested in pursuing independent pharmacy ownership or who desire to work in a novel, innovative pharmacy practice setting.





## Pacific.edu

[pharmacy.pacific.edu](http://pharmacy.pacific.edu)

The main purpose for the University's website is to reach prospective students. Articles from the Dean's Letter that appeal to a wider audience are posted in the Newsroom and publicized on the School's pages. Events are posted to the Calendar.

## Pharmacy Blog

[pacific-pharmacy.org](http://pacific-pharmacy.org)

The purpose of this blog is to engage with the School's students, faculty, alumni and donors.

In addition to the home page, the website features the following sections:

- News — Read about news and updates from the School including student, faculty and alumni spotlights. Never miss an issue of the magazine by reading the digital versions of Interactions.
- Tiger Stripes — This page recognizes the scholarly work and achievements of our faculty, students and alumni. It also includes a form for noteworthy submissions. All submissions are posted on the Tiger Stripes page and can be sorted by discipline and topic.
- Events — Connect with students, faculty and alumni at an upcoming event.
- Support — There are many ways to give to the School. Find out how you can support students and programs.
- Connect — Stay connected and up-to-date by submitting a Class Note and a contact update. Learn more about the Pacific Pharmacy Alumni Association board members.
- Contact Us — Need additional information? We are happy to help answer your questions.

## Instagram

[@uoppharmacy](https://www.instagram.com/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](https://www.facebook.com/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](https://www.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](https://www.youtube.com/channel/UC...)

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.

## Dean's Letter

### Monthly email newsletter

The Dean's Letter is sent to the School's alumni, students, faculty and donors. A version of the Dean's Letter is created specifically for prospective students.

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-pharmacy.org](http://pacific-pharmacy.org) blog. Each Dean's Letter also contains a call to action, often focused on giving.

## 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
- Tiger Stripes (recent grants, presentations, publications and recognitions of 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.

The School hosts high profile events throughout each year ranging from alumni receptions to Commencement. Student-run outreach events and activities are also supported by the marketing staff.

Where events are posted/advertised:

- pacific.edu events calendar
- pacific-pharmacy.org events
- Facebook events
- LinkedIn events
- Tiger Times
- Dean's Letter

In addition, at least three emails are sent out promoting each event: an initial invitation, an RSVP reminder and an event reminder.

Other marketing support includes creating invitations, event programs, sponsorship and event signage, name badges and more.

## Alumni Receptions

Alumni receptions are hosted throughout the year across the country at the state and national meetings of professional organizations. These events are coordinated by the Office of the Dean and hosted by the Pacific Pharmacy Alumni Association. Students, faculty, alumni and donors are invited to attend these receptions.

For example, the Pacific Pharmacy Alumni Association hosts a reception at the California Society of Health-System Pharmacists' annual seminar.

## Marquee Events

- Parent and Family Orientation
- White Coat Ceremony
- Scholarship Ceremony
- Homecoming
- Pharmacy Celebration Lunch
- Commencement



Based on the platform and/or target audience we use either an academic or conversational tone.

## Academic tone

Use for the Dean's Letter, Tiger Times and Interactions.

**Robert F. Halliwell**, PhD, professor of physiology and pharmacology, and his research team are exploring novel ways to protect the brain from stroke.

A research team led by **Sachin A. Shah**, PharmD, FACC, FAHA, professor of pharmacy practice, regional coordinator and director of pharmacy research and education at Travis Air Force Base, discovered consuming energy drinks altered the heart's electrical activity and raised blood pressure.

Advocate, attorney, educator — **Tony J. Park '96**, PharmD, JD, assistant clinical professor of pharmacy practice, fills a critical niche as a pharmacist lawyer.

## Conversational tone

Use for recruiting materials and social media posts. Social media posts do NOT need to strictly follow AP Style.

Have you ever felt a mannequin's heartbeat? To help prepare you for the intensity of a hospital setting, we have a state-of-the-art simulation lab.

Enjoy some friendly competition by joining an intramural or club team — we have everything from volleyball to rowing.

Congratulations to the doctor of pharmacy class of 2023. You're looking good in those white coats!





## 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]: **May C. Lui '16, '19**, PharmD, MS, BCPS, assistant professor of pharmacy practice and director of the pre-pharmacy advantage program

- 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 anyone 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 Matsumoto**

### 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.

### 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.

Think of direct quotes like salt - sprinkle them sparingly, if used too liberally it dilutes the overall piece. Paraphrase awkward, unruly and rambling quotes. Avoid leading with direct quotes, it is important to create context.

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 Style 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.

## Percentage

Spell out percentage: Pacific ranked in the top 10 percent nationally in postgraduate residencies for the American Society of Health-System Pharmacists Resident Matching Program.

## 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 not 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 (check the AP Style Guide) or if it is in the same dateline where the article is published: Originally from Chicago, she came to Stockton in 2012.

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.	

## 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 preceded by "the": There were only two pharmacy schools in California at that time; University of Southern California and University of California, San Francisco.

Adapted from “Read Me” by Roger Horberry  
and Gyles Lingwood

## **Inverted triangle**

The classic newspaper-story format. Start with a grabby headline, lead with a good hook (in the first sentence or, at the very least, in the first paragraph), followed by the main points, before moving on to detailed information and analysis. Assume that the reader won't finish the article, so top-load the most important/ impactful information. Good for 90 percent of articles.

## **Issues > implications > actions**

Ideal for short articles. You tee up the issue(s), explain their implications and suggest some appropriate action. Good for articles with a strong, central theme that you hope provokes a response from the reader.

## **Q&A**

Remember to ask questions that your readers want the answers to. Good for variety. It can be a very simple way of compiling an article if the way the interviewee responded naturally lends itself to a question/answer format. Also good for articles that are covering different specific points that fall within the central topic but are otherwise difficult to connect.

## **Past > present > future**

Explain how something came to be, what the current situation looks like and where it could go next. Good for new faculty spotlights or alumni spotlights where the individual has embarked on a significant career milestone.

## **Context > analysis > conclusion > actions**

This slightly more detailed structure works well for longer pieces. An alternative version that's particularly useful for anything report-like is: Issue > Background > Current Situation > Conclusion > Suggestions. Good for annual report type pieces or “controversial” topics where you need to establish the subject matter expert's credentials.

## **Problem > solution > results**

The classic case-study format. Not particularly imaginative in its naked form but a solid basis on which to build.

## **Goal > step one > step two > step x > result**

The classic instruction format. Start by describing what this process will achieve, then take your readers through the process step-by-step (beginning each step with a verb). End by describing where they should be now. Good for information that is targeted at a specific audience. For example, tips on how to be a competitive PharmD applicant.



