



Welcome

Faculty and staff members may have individual home pages at Clark University using **WordPress**, a blogging technology.



LOGIN TO WORDPRESS [Play icon]

WordPress:

- **Offers browser-based authoring.** Using WordPress allows you to manage your site from any computer with an internet connection. The form-based interface of WordPress makes it easy to post content and create pages very quickly. With WordPress, you won't need any additional software other than a browser.
- **Has a modern look and feel.** You can also choose from templates to customize the look of your site.
- **Is great for blogging or traditional web pages.** Although WordPress was made for blogging, it contains many features that enable you to have static pages like traditional-looking Web sites.
- **Makes interactive features easy.** WordPress plugins allow you to easily embed multimedia files into your content. In addition, template widgets allow you to capture RSS feeds from other sites, and syndicating your own content via RSS is easily done.

Links

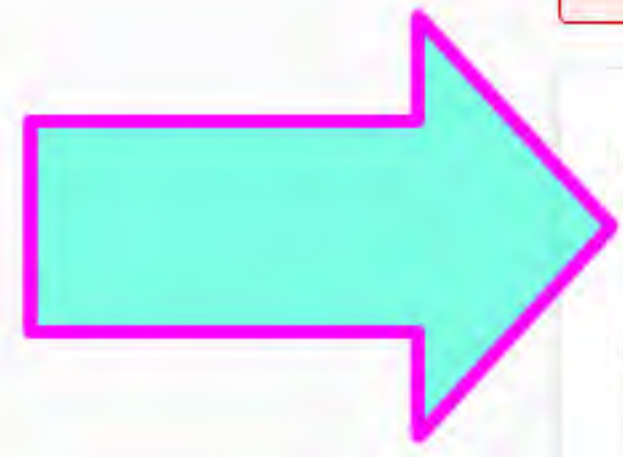
- [Academic Technology Services @Clark](#)
- [Clark University Web Site](#)
- [Creative Commons](#)
- [Information Technology Services @Clark](#)
- [Logout of WP](#)

Who Owns Content?

In Clark's Personal Publishing space, site owner & administrators, agree that they are solely responsible for the content created in their sites. Neither the content of a Personal Publishing site, nor the links to other web sites, are screened, approved, reviewed or endorsed by Clark University. The text and other material in Personal Publishing sites are the opinion of the specific author and are not statements of advice, opinion, or information of Clark University.



Please Login



Username

Password

Clark University members can login directly using their institutional password. By logging in and using Clark University Personal Publishing, you are agreeing to the policies set forth in <http://wordpress.clarku.edu/policies>.

Remember Me

[Lost your password?](#)

[← Back to Personal Publishing at Clark Univeristy](#)



Please Login

Username
ggeiger

Password
●●●●●●●●

Clark University members can login directly using their institutional password. By logging in and using Clark University Personal Publishing, you are agreeing to the policies set forth in <http://wordpress.clarku.edu/policies>.

Remember Me

[Lost your password?](#)
[← Back to Personal Publishing at Clark University](#)



Dashboard

Please install the latest version of [our free Update Notifications plugin](#) which helps you stay up-to-date with the most stable, secure versions of WPMU DEV themes and plugins. [More information »](#)

Akismet is almost ready. You must enter your Akismet API key for it to work.

Social is shiny and new! Please [verify and save your settings](#) to complete the upgrade.

Social needs to re-authorize your Facebook account(s). Please re-connect your [global](#) and [personal](#) accounts. [\[Dismiss\]](#)

Right Now

Content	Discussion
1 Post	1 Comment
7 Pages	1 Approved
1 Category	0 Pending
0 Tags	0 Spam

Theme **2010 Weaver** with **1 Widget**

You are using **WordPress 3.3.2**. [Update to 3.4.2](#)

Akismet blocks spam from getting to your blog. There's nothing in your spam queue at the moment.

QuickPress

Title

Content

Tags

[Save Draft](#) [Reset](#) [Publish](#)

WordPress Blog

Recent Drafts

There are no drafts at the moment

Recent Comments

From [Mr WordPress](#) on [Hello world!](#) #
 Hi, this is a comment. To delete a comment, just log in and view the post's comments. There you will have ...

All | Pending (0) | Approved | Spam (0) | Trash (0)

Incoming Links

This dashboard widget queries [Google Blog Search](#) so that when another blog links to your site it will show up here. It has found no incoming links... yet. It's okay — there is no rush.

Google Analytics Summary



WordPress 3.4.2 is available! Please update now. Screen Options Help

Pages [Add New](#)

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- Dashboard
- Posts
- Media
- Links
- Pages**
- All Pages
- Add New
- Comments
- Appearance
- Plugins
- Users
- Tools
- Settings
- Calendar
- Link Library
- Gallery
- ScrollGallery
- Collapse menu

All (7) | Published (7) [Search Pages](#)

Bulk Actions Show all dates 7 items

<input type="checkbox"/>	Title	Author	<input type="button" value="0"/>	Date
<input type="checkbox"/>	Intro	Gregory Geiger	<input type="button" value="0"/>	2012/09/07 Published
<input type="checkbox"/>	Chapter 1	Gregory Geiger	<input type="button" value="0"/>	2012/09/07 Published
<input type="checkbox"/>	— In Closing	Gregory Geiger	<input type="button" value="0"/>	2012/09/07 Published
<input type="checkbox"/>	Chapter 2	Gregory Geiger	<input type="button" value="0"/>	2012/09/07 Published
<input type="checkbox"/>	Chapter 3	Gregory Geiger	<input type="button" value="0"/>	2012/09/07 Published
<input type="checkbox"/>	Chapter 4	Gregory Geiger	<input type="button" value="0"/>	2012/09/07 Published
<input type="checkbox"/>	Chapter 5	Gregory Geiger	<input type="button" value="0"/>	2012/09/07 Published
<input type="checkbox"/>	Title	Author	<input type="button" value="0"/>	Date



Bulk Actions 7 items

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Pages [Add New](#)

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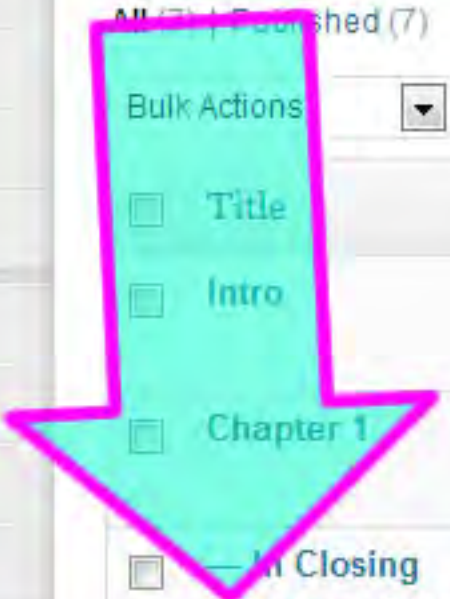
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Bulk Actions Show all dates



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<input type="checkbox"/>	Chapter 1	Gregory Geiger	<input type="button" value="0"/>	2012/09/07 Published
<input type="checkbox"/>	In Closing <small>Edit Quick Edit Trash View</small>	Gregory Geiger	<input type="button" value="0"/>	2012/09/07 Published
<input type="checkbox"/>	Chapter 2	Gregory Geiger	<input type="button" value="0"/>	2012/09/07 Published
<input type="checkbox"/>	Chapter 3	Gregory Geiger	<input type="button" value="0"/>	2012/09/07 Published
<input type="checkbox"/>	Chapter 4	Gregory Geiger	<input type="button" value="0"/>	2012/09/07 Published
<input type="checkbox"/>	Chapter 5	Gregory Geiger	<input type="button" value="0"/>	2012/09/07 Published
<input type="checkbox"/>	Title	Author	<input type="button" value="0"/>	Date

Bulk Actions 7 items

Edit Page Add New

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In Closing

Permalink: http://wordpress.clarku.edu/template-tester/2012/10/25/in-closing/ Edit View Page

Visual HTML Upload/Insert [Rich Text Editor]

"Jabberwocky"
'Twas brillig, and the slithy toves
Did gyre and gimble in the wabe;
All mimsy were the borogoves,
And the mome raths outgrabe.

"Beware the Jabberwock, my son!
The jaws that bite, the claws that catch!
Beware the Jubjub bird, and shun
The frumious Bandersnatch!"

He took his vorpal sword in hand:
Path: p
Word count: 178
Last edited by Gregory Geiger on October 25, 2012 at 2:48 pm

Custom Fields

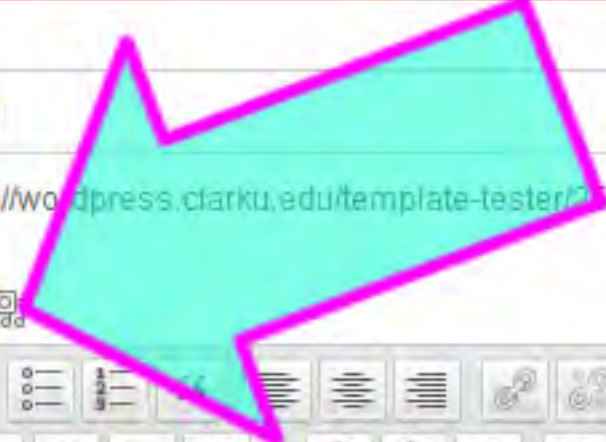
Slug
in-closing

Publish
Preview Changes
Status: Published Edit
Visibility: Public Edit
Published on: Sep 7, 2012 @ 18:29 Edit
Move to Trash Update

Discussion
 Allow comments.
 Allow trackbacks and pingbacks on this page.

Page Attributes
Parent: Chapter 1
Template: Default Template
Order: 100
Need help? Use the Help tab in the upper right of your screen.

Featured Image



Edit Page

Please install the latest version of WordPress.

Akismet is almost ready to protect your site from spam.

Social is shiny and new.

Social needs to re-authenticate.

In Closing

Permalink: <http://wordpress.clarku.edu/in-closing/>

Upload/Insert

B *I* U Paragraph

"Jabberwocky"

'Twas brillig, and the slithy toves
Did gyre and gimble in the wabe:
All mimsy were the borogoves,
And the mome raths outgrabe.

"Beware the Jabberwock, my son!
The jaws that bite, the claws that catch!
Beware the Jubjub bird, and shun
The frumious Bandersnatch!"

He took his vorpal sword in hand,
Path p.
Word count: 178

Custom Fields

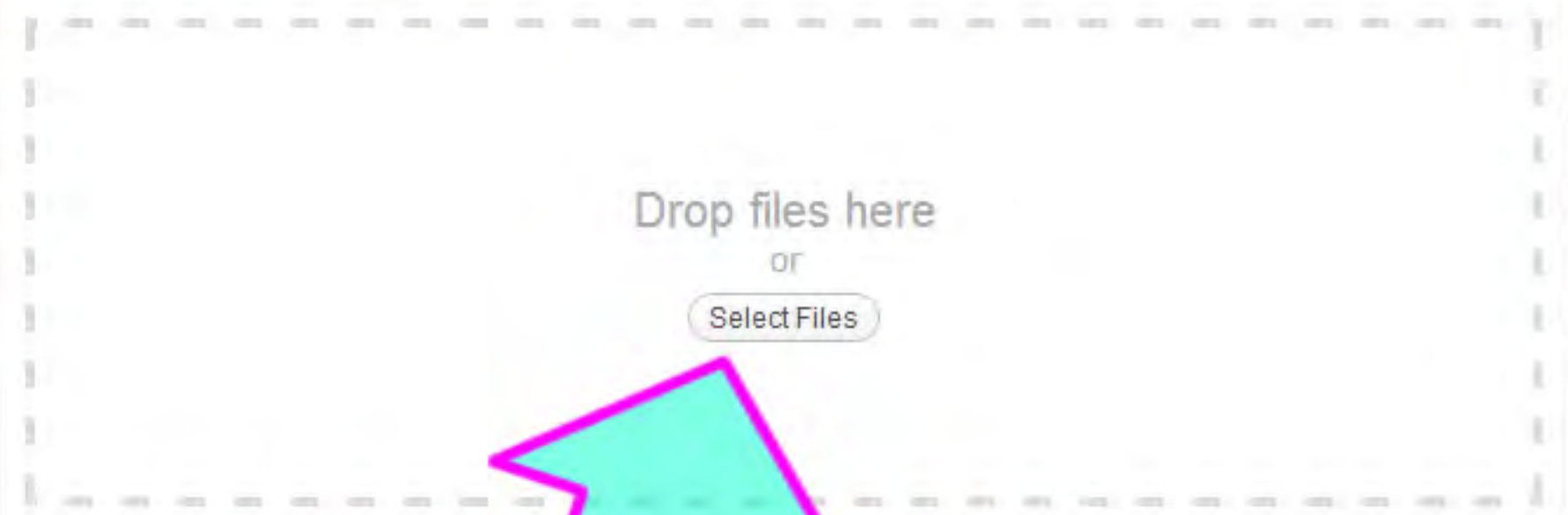
Slug

in-closing

Add Media

From Computer From URL Gallery (6) Media Library NextGEN Gallery

Add media files from your computer



You are using the multi-file uploader. Problems? Try the [classic](#) or [single](#) uploader instead.

Maximum upload file size: 97MB. After a file has been uploaded, you can add titles and descriptions.

WordPress DEV themes and plugins. [More information](#)

Publish

[Preview Changes](#)

Status: **Published** [Edit](#)

Visibility: **Public** [Edit](#)

Published on: **Sep 7, 2012 @ 18:29** [Edit](#)

[Move to Trash](#)

[Update](#)

Discussion

Allow comments.

Allow [trackbacks and pings](#) on this page.

Page Attributes

Parent

Chapter 1 [▼](#)

Template

Default Template [▼](#)

Order

100

Need help? Use the [Help](#) tab in the upper right of your screen.

Featured Image

Dashboard

Edit Page

Please install the latest version of WordPress

Akismet is almost ready for use

Social is shiny and new

Pages

Comments

Add Media

From Computer From URL Gallery (6) Media Library NextGEN Gallery

Add media files from your computer

OR Drag & Drop

Drop files here

OR

Select Files

by the [browser uploader](#) instead.

When uploaded, you can add titles and descriptions.

for home with the kitties brand guides

Organize Include in library Share with Burn

Name	Date modified	Type
0Barbican-Brand-Guidelines-May07.pdf	11/15/2012 9:29 AM	Adobe PDF Document
1.74424!uea_brand_identity_guidelines.pdf	11/15/2012 9:29 AM	Adobe PDF Document
310-0231.pdf	11/15/2012 9:29 AM	Adobe PDF Document
42616353-Brandbook-Ford.pdf	11/15/2012 9:30 AM	Adobe PDF Document
berkeley-campaign-style-09.pdf	11/15/2012 9:32 AM	Adobe PDF Document
berkeley-editorial-style-09.pdf	11/15/2012 9:31 AM	Adobe PDF Document
berkeley-graphic-style-09.pdf	11/15/2012 9:31 AM	Adobe PDF Document
Brand Guidelines.pdf	11/15/2012 9:29 AM	Adobe PDF Document
brand-guidelines.pdf	11/15/2012 9:32 AM	Adobe PDF Document
BrandQuickGuide.pdf	11/15/2012 9:35 AM	Adobe PDF Document
bsu-brand-guidelines-2012-01-12 (1).pdf	11/15/2012 9:30 AM	Adobe PDF Document
bsu-brand-guidelines-2012-01-12.pdf	11/15/2012 9:29 AM	Adobe PDF Document
corporate_brand_guidelines.pdf	11/15/2012 9:28 AM	Adobe PDF Document
directrices_de_identidad_corporativa.pdf	11/15/2012 9:29 AM	Adobe PDF Document
easyGroup_Brand_Manual.pdf	11/15/2012 9:29 AM	Adobe PDF Document
FDD_Brand_Guidelines.pdf	11/15/2012 9:30 AM	Adobe PDF Document
IOFoundation_QRG.pdf	11/15/2012 9:29 AM	Adobe PDF Document
logo_guidelines.pdf	11/15/2012 9:30 AM	Adobe PDF Document
PacU_BrandStandards_101911.pdf	11/15/2012 9:29 AM	Adobe PDF Document
PU-identity-guide-20081027.pdf	11/15/2012 9:29 AM	Adobe PDF Document
RedfernBrandStyleGuide.pdf	11/15/2012 9:29 AM	Adobe PDF Document
styleguide.pdf	11/15/2012 9:29 AM	Adobe PDF Document
unc_gid_style_guide_v3_11.pdf	11/15/2012 9:29 AM	Adobe PDF Document
walmart_brand_guidelines.pdf	11/15/2012 9:29 AM	Adobe PDF Document
writers stvle auide.pdf	11/15/2012 9:32 AM	Adobe PDF Document

25 items

More information

Published

Published

Public

Published on Sep 7, 2012 @ 18:29

More Info Trash

Print

Discussion

Allow comments

Allow [trackbacks and pings](#) on this page

Page Attributes

Parent

Chapter 1

Template

Default Template

Other

100

Need help? Use the Help tab in the upper right of your screen.

Featured Image

Dashboard

Posts

Media

Links

Pages

All Pages

Comments

Edit Page

Please install the latest version of WordPress

Akismet is almost ready to protect your site

Social is shiny and new

Add Media

From Computer From URL Gallery (6) Media Library NextGEN Gallery

Add media files from your computer

Drop files here

OR

Select files to upload from your computer

by the [browse](#) button. [Move](#) files to the gallery.

When uploaded, you can add titles and descriptions.

for home with the kitties brand guides

Organize Open with Adobe Acrobat X Share with

Name	Date modified	Type
0Barbican-Brand-Guidelines-May07.pdf	11/15/2012 9:29 AM	Adobe PDF Document
1.74424!uea_brand_identity_guidelines.pdf	11/15/2012 9:29 AM	Adobe PDF Document
310-0231.pdf	11/15/2012 9:29 AM	Adobe PDF Document
42616353-Brandbook-Ford.pdf	11/15/2012 9:30 AM	Adobe PDF Document
berkeley-campaign-style-09.pdf	11/15/2012 9:32 AM	Adobe PDF Document
berkeley-editorial-style-09.pdf	11/15/2012 9:31 AM	Adobe PDF Document
berkeley-graphic-style-09.pdf	11/15/2012 9:31 AM	Adobe PDF Document
Brand Guidelines.pdf	11/15/2012 9:29 AM	Adobe PDF Document
brand-guidelines.pdf	11/15/2012 9:32 AM	Adobe PDF Document
BrandQuickGuide.pdf	11/15/2012 9:35 AM	Adobe PDF Document
bsu-brand-guidelines-2012-01-12 (1).pdf	11/15/2012 9:30 AM	Adobe PDF Document
bsu-brand-guidelines-2012-01-12.pdf	11/15/2012 9:29 AM	Adobe PDF Document
corporate_brand_guidelines.pdf	11/15/2012 9:28 AM	Adobe PDF Document
directrices_de_identidad_corporativa.pdf	11/15/2012 9:29 AM	Adobe PDF Document
easyGroup_Brand_Manual.pdf	11/15/2012 9:29 AM	Adobe PDF Document
FDD_Brand_Guidelines.pdf	11/15/2012 9:30 AM	Adobe PDF Document
IOFoundation_QRG.pdf	11/15/2012 9:29 AM	Adobe PDF Document
logo_guidelines.pdf	11/15/2012 9:30 AM	Adobe PDF Document
PacU_BrandStandards_101911.pdf	11/15/2012 9:29 AM	Adobe PDF Document
PU-identity-guide-20081027.pdf	11/15/2012 9:29 AM	Adobe PDF Document
RedfernBrandStyleGuide.pdf	11/15/2012 9:29 AM	Adobe PDF Document
styleguide.pdf	11/15/2012 9:29 AM	Adobe PDF Document
unc_gid_style_guide_v3_11.pdf	11/15/2012 9:29 AM	Adobe PDF Document
walmart_brand_guidelines.pdf	11/15/2012 9:29 AM	Adobe PDF Document
writers stvle auide.pdf	11/15/2012 9:32 AM	Adobe PDF Document

Brand Guidelines.pdf Date modified: 11/15/2012 9:29 AM
Adobe Acrobat Document Size: 5.79 MB

Drop files here

OR

Select files to upload from your computer

by the [browse](#) button. [Move](#) files to the gallery.

When uploaded, you can add titles and descriptions.

Howdy, Gregory Geiger

WordPress 3.5.2

DEVELOPER themes and plugins [More information](#)

Published

Preview Changes

Status: **Published** [Edit](#)

Visibility: **Public** [Edit](#)

Published on: **Nov 7, 2012 @ 18:29** [Edit](#)

[No more trash](#) [Delete](#)

Discussion

Allow comments

Allow [trackbacks and pings](#) on this page

Page Attributes

Parent: **Chapter 1** [Change](#)

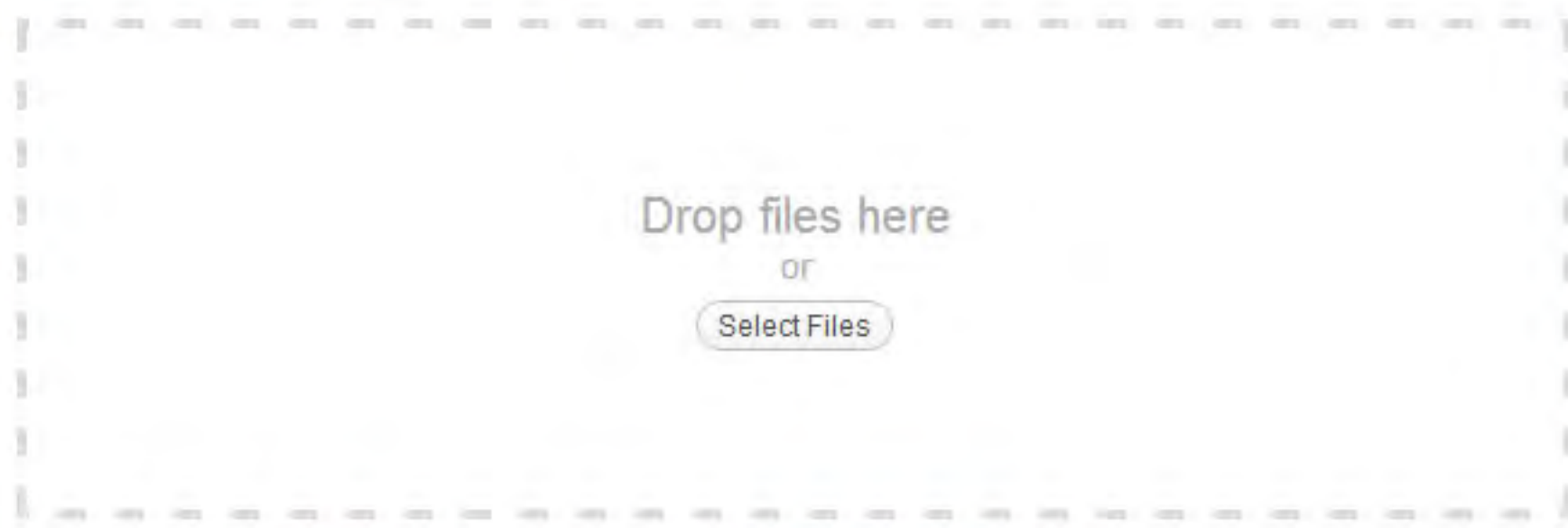
Template: **Default Template** [Change](#)

Order: **100** [Change](#)

Need help? Use the [Help](#) tab in the upper right of your screen.

Featured Image

Add media files from your computer



You are using the multi-file uploader. Problems? Try the [browser uploader](#) instead.

Maximum upload file size: 97MB. After a file has been uploaded, you can add titles and descriptions.

 Brand Guidelines	Show
brand-guidelines.pdf	100%

Save all changes

WordPress 3.8.2 is available! Please update now.

Please install the latest version of WordPress.

Akismet is almost ready for use.

Social is shiny and new!

Social needs to re-authenticate.

In Closing

Remainder: <http://wordpress.org>

Upload/Insert

Paragraph

"Jabberwocky"

'Twas brillig, and the slithy toves
 Did gyre and gimble in the wabe:
 All mimsy were the borogoves,
 And the mome raths outgrabe.

"Beware the Jabberwock, my son!
 The jaws that bite, the claws that catch!
 Beware the Jubjub bird, and shun
 The frumious Bandersnatch!"

He took his vorpal sword in hand,
 With long right scold, and shorter left scold,
 And mopped it with hither hand,
 And brushed it with his bangor,
 And then he laid it by his side,
 And mopped his nose with his right hand.

Word count: 178

Custom Fields

Slug

in-closing

DEV themes and plugins. [More information](#)

Publish [Preview Changes](#)

Status: **Published** [Edit](#)

Visibility: **Public** [Edit](#)

Published on: **Sep 7, 2012 @ 18:29** [Edit](#)

[Move to Trash](#) [Update](#)

Discussion

Allow comments.

Allow [trackbacks and pings](#) on this page.

Page Attributes

Parent

Chapter 1 [▼](#)

Template

Default Template [▼](#)

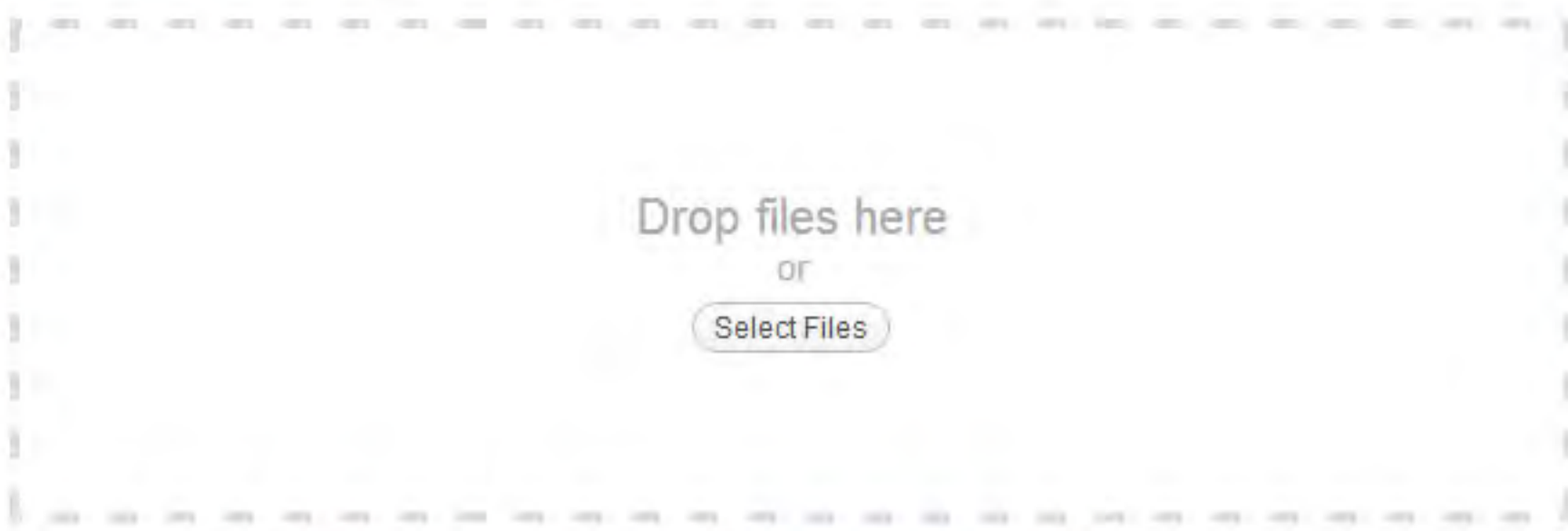
Order

100

Need help? Use the Help tab in the upper right of your screen.

Featured Image

Add media files from your computer



You are using the multi-file uploader. Problems? Try the [browser uploader](#) instead.

Maximum upload file size: 97MB. After a file has been uploaded, you can add titles and descriptions.

Brand Guidelines Hide	
	<p>File name: Brand-Guidelines.pdf</p> <p>File type: application/pdf</p> <p>Upload date: November 19, 2012</p>
Title	<input type="text" value="Brand Guidelines"/>
Caption	<input type="text"/>
Description	<input type="text"/>
Link URL	<input type="text" value="http://wordpress.clarku.edu/template-tester/files/2012/09/Brand-Guidelines.pdf"/> <p> <input type="button" value="None"/> <input type="button" value="File URL"/> <input type="button" value="Attachment Post URL"/> </p> <p><i>Enter a link URL or click above for presets.</i></p> <input type="button" value="Insert into Post"/> Delete

Please install the latest version of WordPress.

Akismet is almost ready to protect your site from spam.

Social is shiny and new.

Social needs to re-audit your site.

Paranoid: http://wordpress.org/

Upload/Insert

"Jabberwocky"

'Twas brillig, and the slithy toves
 Did gyre and gimble in the wabe:
 All mimsy were the borogoves,
 And the mome raths outgrabe.

"Beware the Jabberwock, my son!
 The jaws that bite, the claws that catch!
 Beware the Jubjub bird, and shun
 The frumious Bandersnatch!"

He took his vorpal sword in hand,
 With long right horn he mowed his way:
 "Which way? Which way?" he shouted loud,
 As if the very walls upon his way

Word count: 178

Custom Fields

Slug

in-closing

UDEV themes and plugins [More information](#)

Published

Status: **Published** [Edit](#)

Visibility: **Public** [Edit](#)

Published on: Sep 7, 2012 @ 18:29 [Edit](#)

[Move to Trash](#)

Discussion

Allow comments.

Allow trackbacks and pingbacks on this page.

Page Attributes

Parent: Chapter 1

Template: Default Template

Order: 100

Need help? Use the Help tab in the upper right of your screen.

Featured Image

- Dashboard
- Posts
- Media
- Links
- Pages
- All Pages
- add New
- Comments
- Appearance
- Plugins
- Users
- Tools
- Settings
- Calendar
- Link Library
- Gallery
- Shortcode

Edit Page

Please install the latest version of WordPress.

Akismet is almost ready to go.

Social is shiny and new.

Social needs to re-submit.

In Closing

Parade: Mt. ...

Upload/insert

Paragraph

"Jabberwocky"

'Twas brillig, and the Jubjub
 Dld gyre and gimble in the wabe:
 All mimsy were the Jubjub's
 And the mome raths outgrabe.

"Beware the Jabberwock, my son!
 The jaws that bite, the claws that catch!
 Beware the Jubjub bird, and shun
 The frumious Bandersnatch!"

He took his vorpal sword in hand:
 With many a hobnob and with many a squall,
 And being smothered with his swiftness,
 He whizzed 'em and they grumbled.

Word count: 178

Custom Fields

Slug

in-closing

Add Media

From Computer | From URL | Gallery (8) | Media Library | NextGEN Gallery

Add media files from your computer

Drop files here

OR

Select Files

You are using the multi-file uploader. Problems? Try the [browser uploader](#) instead.

Maximum upload file size: 97MB. After a file has been uploaded, you can add titles and descriptions.

Brand Guidelines	Hide
	<p>File name: Brand-Guidelines.pdf</p> <p>File type: application/pdf</p> <p>Upload date: November 19, 2012</p>
Title	Brand Guidelines
Caption	
Description	
Link URL	<p>http://wordpress.clarku.edu/template-tester/mes/2012/09/Brand-Guidelines.pdf</p> <p>None File URL Attachment Post URL</p> <p><small>Enter a link URL or click above for presets.</small></p> <p>Insert into Post Delete</p>
 brand-guidelines	Show

[Save all changes](#)

Copy This Info

ctrl + c

WordPress themes and plugins [More information](#)

Published

[Preview](#) [Changes](#)

Status: **Published** [Edit](#)

Visibility: **Public** [Edit](#)

Published on: **Sep 7, 2012 @ 18:29** [Edit](#)

[Move to Trash](#) [Update](#)

Discussion

Allow comments.

Allow [trackbacks and pings](#) on this page.

Page Attributes

Parent: Chapter 1

Template: Default Template

Order: 100

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Featured Image

Add media files from your computer


Drop files here
or
[Select Files](#)



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Maximum upload file size: 97MB. After a file has been uploaded, you can add titles and descriptions.

Brand Guidelines [Hide](#)



File name: Brand-Guidelines.pdf
File type: application/pdf
Upload date: November 19, 2012

Title


Caption

Description

Link URL

[None](#) [File URL](#) [Attachment Post URL](#)
Enter a link URL or click above for presets.

[Insert into Post](#) [Delete](#)

 brand-guidelines [Show](#)

[Save all changes](#)

Pages: All Pages, Add New

Comments

Appearance: Upload/Insert, Paragraph

In Closing: "Jabberwocky", "Twas brillig, and the Jubjub... Did gyre and gander... All mimsy were the gimsy... And the mome raths... "Beware the Jabberwock... The jaws that bite... Beware the Jubjub... The frumious Bandersnatch... He took his mome... Path it... Word count: 178

Custom Fields

Slug: in-closing

Public: [Preview Changes](#)

Status: **Published** [Edit](#)

Visibility: **Public** [Edit](#)

Published on: Sep 7, 2012 @ 18:29 [Edit](#)

[Move to Trash](#) [Update](#)

Discussion: Allow comments, Allow trackbacks and pings on this page

Page Attributes: Parent: Chapter 1, Template: Default Template

Order: 100

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Featured Image

Edit Page [Add New](#)

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- Settings
- Calendar
- Link Library
- Gallery
- ScrollGallery
- Collapse menu

In Closing

Permalink: <http://wordpress.clarku.edu/template-tester/25-2/in-closing/> [Edit](#) [View Page](#)

Upload/Insert [Visual](#) [HTML](#)

Rich text editor toolbar with icons for Bold, Italic, Underline, Paragraph, Text, Bulleted List, Numbered List, Link, Unlink, Undo, Redo, and other editing functions.

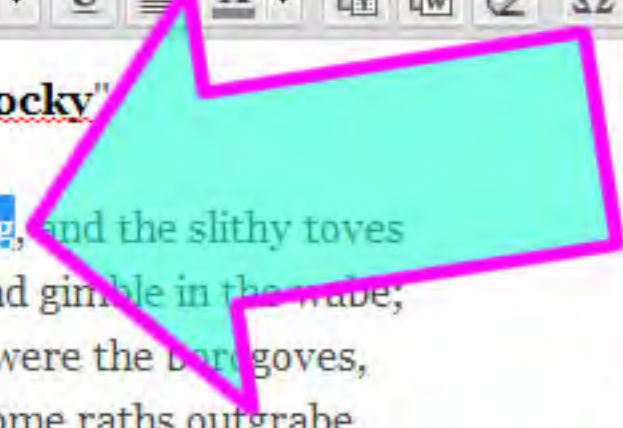
"Jabberwocky"

Twas brillig, and the slithy toves
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 All mimsy were the borogoves,
 And the mome raths outgrabe.

"Beware the Jabberwock, my son!
 The jaws that bite, the claws that catch!
 Beware the Jubjub bird, and shun
 The frumious Bandersnatch!"

He took his vorpal sword in hand:
 Path: p
 Word count: 178

Last edited by Gregory Geiger on October 25, 2012 at 2:48 pm



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
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"Jabberwocky"

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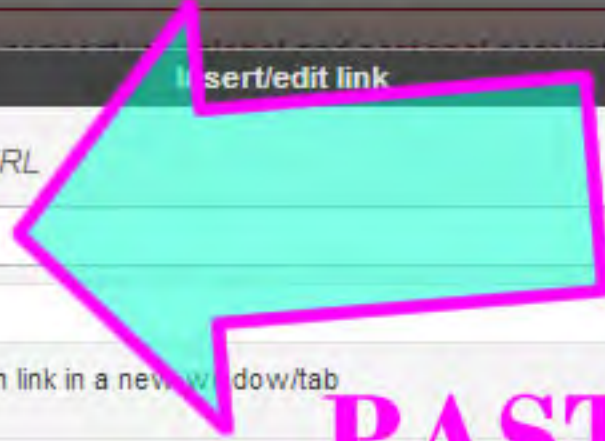
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Search:

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 - Chapter 3 PAGE
 - Chapter 2 PAGE
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In Closing

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Paragraph

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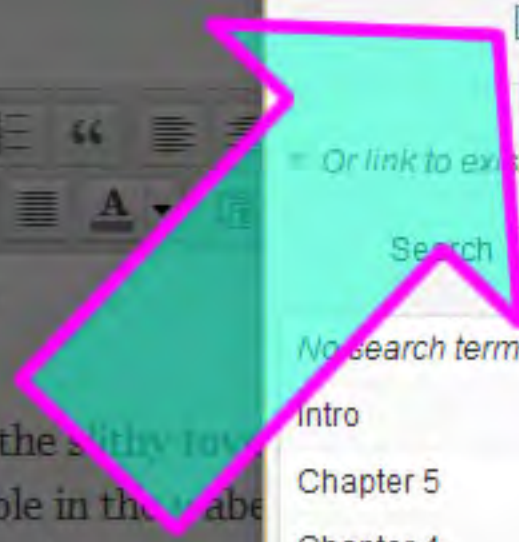
Or link to existing content

Search

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In Closing

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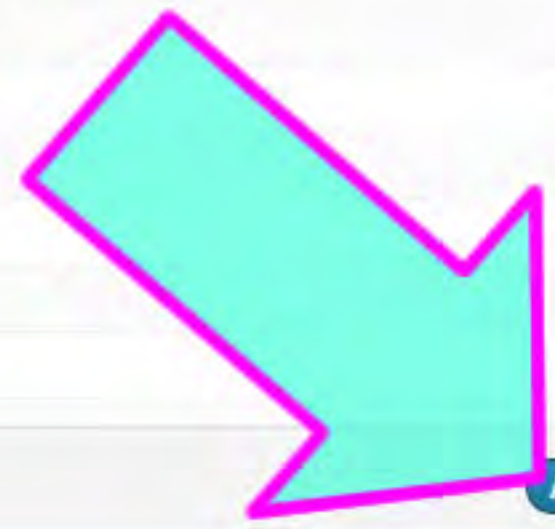
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Search

No search term specified. Showing recent items.

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Visual HTML

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Paragraph                                        

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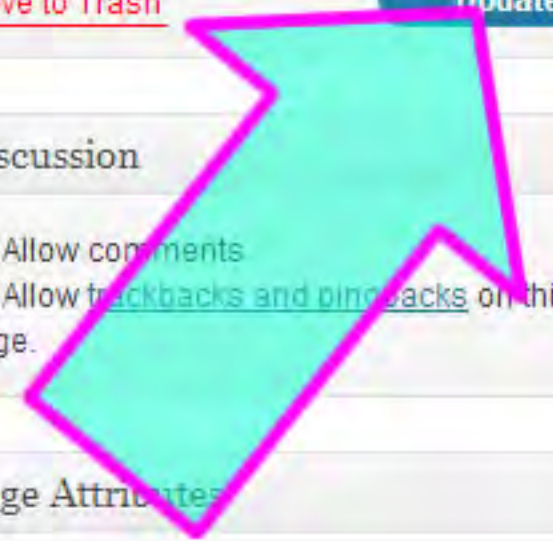
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Chapter 1 

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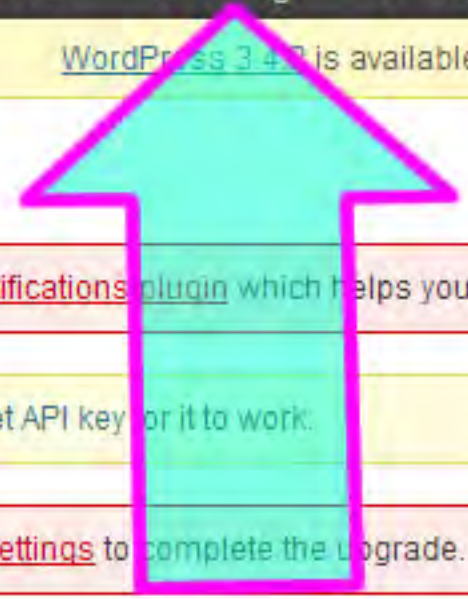
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The Case of Charles Dexter Ward

HP Lovecraft



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He took his vorpal sword in hand:
Long time the manxome foe he sought—
So rested he by the Tumtum tree,
And stood awhile in thought.

And as in uffish thought he stood,
The Jabberwock, with eyes of flame,
Came whiffing through the tulgey wood,
And burbled as it came!

One, two! One, two! and through and through
The vorpal blade went snicker-snack!
He left it dead, and with its head
He went galumphing back.

"And hast thou slain the Jabberwock?"

I. Introduction

TaDah!

Dear Colleagues,

Carnegie Mellon University stands among an elite group of leading international research universities that shape the world through education, research and outreach. In fact, we are rated 22 out of 1,400 in U.S. News & World Report Best College rankings and continually strive to increase our prestige. As we become more global, it is more important than ever to strengthen and consolidate our public image and reputation around the world.

That's one of the reasons why the university's marketing communications experts periodically assess our graphic identity. They've been working to refresh the brand standards and respond to the campus community's needs for more relevant brand identity guidelines.

The new identity guidelines provide a framework for you and your department's current graphic identity and include two significant updates. First, the Carnegie Mellon wordmark has been refreshed to help clarify our higher education category, now appearing with the word "University." We've heard confusion among certain audiences that Carnegie Mellon is a bank, library or company because "Carnegie" and "Mellon" are common brand names among a variety of industries. Secondly, the acronym CMU is now permitted under specific parameters that are outlined in the guidelines as well.

Each individual in the Carnegie Mellon community is a brand ambassador, so we want to provide the proper tools to support our global brand. Given tightened budgets across the institution, now it's even more valuable to utilize the myriad of resources and templates offered by the university's marketing department.

Thank you for supporting Carnegie Mellon University and our institutional goals in your communications materials and outreach. Together, we can help Carnegie Mellon continue to increase the University's prestige and reputation.

If you have questions about the identity guidelines, please don't hesitate to contact Marketing Communications at 412-268-9074, or email marketing-info@andrew.cmu.edu; they are happy to help.

Sincerely,
Robbee Baker Kosak
Vice President for University Advancement
Carnegie Mellon University

