



PHIPPS CONSERVATORY AND BOTANICAL GARDENS

Brand Manual



Table of Contents

I BRAND ELEMENTS

3 | Overview and Ambassador Responsibility

4 PHIPPS IDENTITY

6 | About
7 | Mission
8 | Positioning
9 | Program Petals
10 | Key Talking Points

15 DESIGN STANDARDS

17 | Overview
19 | Phipps Logo
20 | Tagline
22 | Size and Clear Area
23 | Usage
24 | Other Logos
26 | Typography
32 | Color
35 | Photography
39 | Layout

47 WRITING STYLE GUIDELINES

48 | Voice
48 | Conventions
53 | AP Style

61 MARKETING PROTOCOLS

63 | Events and Programs
65 | Collateral Production
65 | Other Communications Approvals
66 | Media Relations

67 TEMPLATES

69 | PowerPoint
70 | Email Signature

Brand Elements

Photo © Paul g. Wiegman

What is a Brand?

According to the American Marketing Association, a brand is a “name, term, design, symbol or any other feature that identifies one seller's good or service as distinct from those of other sellers.”

Ensuring quality, consistency and authenticity in all outreach efforts is integral to our overall ability to effectively demonstrate our value, build trust and foster continual support.

OVERVIEW: WHAT IS A BRAND?

As a premier public garden and cultural institution, Phipps is leading the way when it comes to horticulture, sustainability, green building and landscaping, education, research and healthy living. And, while we operate as a nonprofit, we still market experiences and ideas requiring the backing of a strong brand that not only speaks to the important work that we do but also builds credibility and sets us apart.

This manual is the result of a recent re-branding process Phipps embarked upon in 2012 to better reflect all aspects of our evolving mission and to ensure that our public image is current, professional and consistent with constituent perceptions of our identity. When effectively upheld, a well-defined brand will guide the production of all collateral and communications — making consistent use of elements such as fonts, color, imagery, voice, logos, taglines and more — so that anyone who sees these items will quickly receive impactful emotional and visual cues that evoke beauty, serenity and inspiration, and uniquely say “Phipps.” Most importantly, a successful brand will inspire audiences to engage and act — i.e., to become members, register for events, take classes, or adopt healthier or greener lifestyles.

Finally, all branding choices presented in this manual were guided by measurable market research conducted and interpreted by an outside firm with assistance from Phipps’ marketing team. Key findings from multiple member surveys on

attitudes, motivators, visitation habits and taglines in support of the elements described herein all clearly demonstrate that Phipps’ equity is indeed driven by beauty and serenity. Plants and the tranquil, spa-like atmosphere we provide resonate with our constituents regardless of age, household type, income and education — and from font to colors, our new brand standards were specifically created to meet the known needs and expectations of our audiences in ways that move and delight while complementing our vision for a healthier, more sustainable future.

AMBASSADOR RESPONSIBILITY

As ambassadors of Phipps, each and every one of us has the responsibility to support our brand by making sure that any communications and collateral intended for the public — from signage and e-newsletters to brochures and t-shirts — meet the guidelines outlined in this manual. Should any questions arise with projects you are overseeing within your department, please direct them to a member of the marketing department.

Remember; helping our brand thrive by ensuring quality, consistency and authenticity in all outreach efforts is integral to our overall ability to effectively demonstrate our value, build trust and foster continual support.

Phipps Identity



Photo © Denmarsh Photography, Inc.



ABOUT PHIPPS CONSERVATORY AND BOTANICAL GARDENS

Built by industrialist Henry Phipps and presented as a gift to the people of Pittsburgh, Pennsylvania, in 1893, Phipps Conservatory is a historic Victorian-era glasshouse nestled within Schenley Park, a 440-acre natural recreation area in the vibrant cultural and academic neighborhood of Oakland. Transforming nine out of 14 spectacular display rooms each spring, summer, fall and winter, ours remains one of the only conservatories worldwide to offer themed seasonal flower shows.

Since 1993, when Phipps Conservatory and Botanical Gardens incorporated as a nonprofit, we have evolved into one of America's greenest gardens as well, reimagining and reinventing our campus, operations and programs — from our 3-star Green Restaurant Certified® café, eco-friendly gift shop and healthy foods initiatives like Let's Move Pittsburgh to our onsite integrated pest management and organic garden maintenance protocols.

"We shall endeavor to erect something that will prove a source of instruction as well as pleasure to the people."

*— First mission of Phipps Conservatory,
from a letter written by Henry Phipps
to Pittsburgh Mayor H.I. Gourley, 1891*

Establishing ourselves as a leader in sustainable architecture, we have also built the first LEED® visitor center in a public garden; a tropical forest conservatory that now stands as the most energy-efficient structure of its kind in the world; the first-ever LEED production greenhouses; and the Center for Sustainable Landscapes, a new education, research and administrative facility that is expected to be the first building anywhere to achieve Living Building Challenge™, LEED Platinum and Sustainable Sites Initiative™ (SITES™) certification.

MISSION

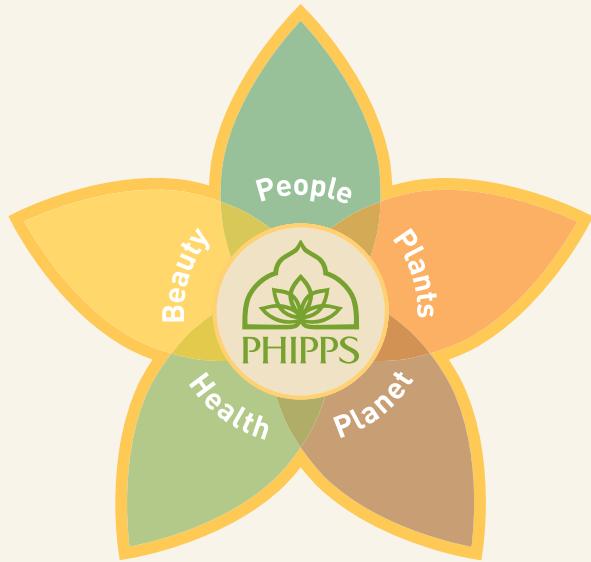
Our mission statement expresses our purpose as an organization and can be used publicly to briefly sum up what we do. It should be incorporated on most major promotional materials. If you have questions about when and how to use it, please contact the marketing department.

Phipps' mission is to inspire and educate all with the beauty and importance of plants; to advance sustainability and promote human and environmental well-being through action and research; and to celebrate its historic glasshouse.

POSITIONING

Our positioning statement communicates our promise, or value, to our constituents based upon their expectations of who we are as an organization. Unlike our mission statement, our position is for internal use only but should be used to guide us when we create new materials, programs, events and more.

Phipps Conservatory and Botanical Gardens is a tranquil public garden space that rejuvenates, inspires peace, and offers respite from today's busy world.



PEOPLE | Seasonal flower shows | All-ages education programs
World-class event facilities | Beloved family traditions

PLANTS | Unique, diverse collections | Inspirational outdoor gardens
Demonstration gardens | Sustainable and native plants

PLANET | Sustainability initiatives | Green buildings and operations
Science education | People-environment research

HEALTH | Rejuvenating environments | Therapeutic, medicinal plants
Organic, local foods | Healthy kids initiatives

BEAUTY | 1893 Victorian glasshouse | Bright blooms and greenery
Celebrated art and artifacts | Historic campus

PROGRAM PETALS

Through all facets of our work, Phipps aims to highlight important connections between people, plants and the planet in order to inspire positive changes in the way that we interact with the world around us. By communicating our commitment to horticultural excellence, health and sustainability in well-integrated ways that fit within our brand we can all help spread the Phipps mission far and wide.

KEY TALKING POINTS

The talking points in this section are meant to help Phipps Conservatory and Botanical Gardens ambassadors confidently communicate our identity and initiatives to the public, ensuring that our brand is upheld with consistent messages about our work. Created for internal use only, they are not meant to serve as scripts, and are not exhaustive, but they do provide an overview ideal for more personal interactions. For fact sheets and more detail on specific topics, please contact the marketing department.

For fact sheets and more detail on specific topics, please contact the marketing department.

GENERAL

- Phipps Conservatory was built in 1893 as a gift for Pittsburgh from steel magnate Henry W. Phipps.
- It was offered as source of “pleasure and instruction” for the citizenry, a place of respite from steel mill pollution that plagued the city at this time in history.
- Today, Phipps is one of America’s greenest public gardens, carrying on its legacy as a sanctuary and learning institution while setting a new standard in sustainability for the world.

HORTICULTURE

- Phipps is one of the only conservatories in the U.S. that still offers themed seasonal flower shows, transforming nine out of 14 rooms each spring, summer, fall and winter.
- Equally captivating are the outdoor, sustainable, children’s and edible demonstration gardens, as well as permanent collections of ferns, palms, desert and tropical plants, and orchids.
- Renowned art exhibits have also brought the glass creations of Dale Chihuly and Hans Godo Fräbel into the gardens, including many pieces that still remain in its display rooms.

SUSTAINABILITY

Emphasizing vital connections between people, plants and the planet, Phipps embraces sustainability as means to better our world and works to promote the well-being of all life.

From its daily operations in the gardens, café, gift shop and offices to its green building and landscaping projects, environmental responsibility is woven into all of Phipps' efforts.

As part of a three-phase plan for expansion initiated in 2005, Phipps has built four ultra-green structures that now serve as global models of innovation. They are as follows:

Center for Sustainable Landscapes

- The Center for Sustainable Landscapes (CSL) — a facility for education, research and administration — opened in 2012 and is poised to be the first building in the world to achieve the highest green building and landscape standards: the Living Building Challenge™, LEED® Platinum and SITES™ certification.
- Designed and built by Pittsburghers and Pennsylvanians, it is one of the greenest buildings on Earth.
- The CSL generates all of its own renewable energy, treats and reuses all water captured on site, and features a restorative landscape with many beneficial and useful native plants.

Welcome Center

- Phipps' Welcome Center, opened in 2005, was the first visitor facility in a public garden to earn LEED certification.
- Its unique underground placement enhances energy efficiency and complements the design of the historic glasshouse while the dome allows for natural ventilation and daylight to stream in.
- Located inside the Welcome Center is the three-star Green Restaurant Certified® Café Phipps, offering food that is good for people and the planet.

Tropical Forest Conservatory

- Taking a fresh look at conventional design, Phipps unveiled the most energy-efficient conservatory in the world in 2006 when it opened the Tropical Forest Conservatory.
- This unconventionally shaped structure incorporates insulated roof glass while maintaining proper light levels for growing plants, passive cooling and radical venting systems, energy blankets, root-zone heating, thermal massing, and an integrated building monitoring system.
- There is no greenhouse effect, it is always cooler inside than out, and it uses virtually no energy.

Production Greenhouses

- Earning LEED Platinum for Existing Buildings: Operations and Maintenance for its Production Greenhouses, Phipps was the first conservatory in the world to receive this certification.
- With this achievement, Phipps also became the operator of one of approximately 20 buildings nationwide to reach the LEED for Existing Buildings Platinum level.
- Built in 2006, these facilities offer 36,000 square feet of energy-efficient growing space for plants, operating 33 percent more efficiently than similar greenhouses.

HEALTHY FOODS

Since the most significant way in which people connect with plants is by consuming them as food, Phipps has adopted several health-related initiatives.

Let's Move Pittsburgh

- Led by Phipps, Let's Move Pittsburgh is a grassroots community initiative dedicated to making the region one of the healthiest places in America for children to live.
- It is modeled after the national *Let's Move!* campaign, which raises awareness about the benefits of healthy foods, physical activity and reduced screen time for children.
- Founded in 2011, Let's Move Pittsburgh has since initiated a symposium, identified best practices for fostering healthy habits in children, created an online resource center, started an e-newsletter, and launched a 10,000 Tables pledge enlisting families to eat at least one home-cooked meal per week.

Food Revolution Pittsburgh

- Phipps is a proud partner of Food Revolution Pittsburgh — a local offshoot of internationally renowned chef Jamie Oliver's advocacy efforts to improve food education and increase access to "real food."

Café Phipps

- Phipps' award-winning three-star Green Restaurant Certified® café provides healthy food that is both good for people and the planet with an emphasis on local and organic farm-to-table ingredients.
- The children's menu features whole grains, organic fruits and vegetables, and ingredients that are minimally processed, low fat and low salt with no added sugar.
- The café has also eliminated sugary beverages such as soda, offering instead its own signature Phipps Splash™ drinks made with fresh fruit juice and seltzer water.

Rooftop Edible Garden

- An organically managed green Rooftop Edible Garden brings forth a bounty of produce for use in Café Phipps and youth education activities, and is a great place to visit for ideas and inspiration.

Farmers at Phipps

- Every Wednesday in the summer and early fall, Phipps holds a farmers' market on its sustainably managed front lawn, offering local organic and Certified Naturally Grown produce.

Children's Farmers' Market

- Set up in its Gallery, this popular family-friendly display encourages imaginative activity that promotes healthy eating and lifestyle habits.

EDUCATION

From innovative classes and certificate programs for adults to hands-on camps and events designed to inspire children and youth, Phipps makes educational opportunities available year round.

Adults

- Phipps offers certificate programs in sustainable horticulture, landscape and garden design, native plant landscapes, floral design, and botanical art and illustration, plus classes on gardening and botanical crafts, and green and healthy living, as well as symposia on gardening, landscaping and native plants.

Children and Young Adults

- Phipps offers a variety of hands-on nature-based seasonal camps for children ages two – nine, high- and middle school Fairchild Challenge environmental competitions and annual Eco-Challenges; onsite discovery stations, paid summer internships for underserved urban youth, and school field trips.

RESEARCH

As part of its mission, Phipps works to advance sustainability, and promote human and environmental well-being, through a number of far-reaching research initiatives.

Botany in Action Fellowship

- The Botany in Action Fellowship supports research and science education outreach in the areas of ethnobotany, biodiversity and conservation, landscape and brownfield restoration, and sustainable landscapes.
- Fellows are engaged in research in locales from Pennsylvania to Brazil, covering topics from the role of green roofs in urban stormwater management to identification of plants used to treat dementia.

Center for Sustainable Landscapes

- The Center for Sustainable Landscapes is a site for exportable original green building and landscape performance research conducted in collaboration with local universities and other agencies.

Design Standards



Photo © Denmarsh Photography, Inc.

Design Standards

Coinciding with an organization's name, mission and positioning statements, and key talking points is visual identity. Every good brand is reinforced by a logo and corresponding tagline, fonts, color palettes, imagery, and other design elements that create a unique look and feel.

*Clean, elegant, simple and fresh
is what we strive for, creating
opportunities for the beauty of
nature to speak for itself, as well
as a serene visual space where
viewers can immerse themselves in
the message we are communicating.*

OVERVIEW: DESIGN STANDARDS

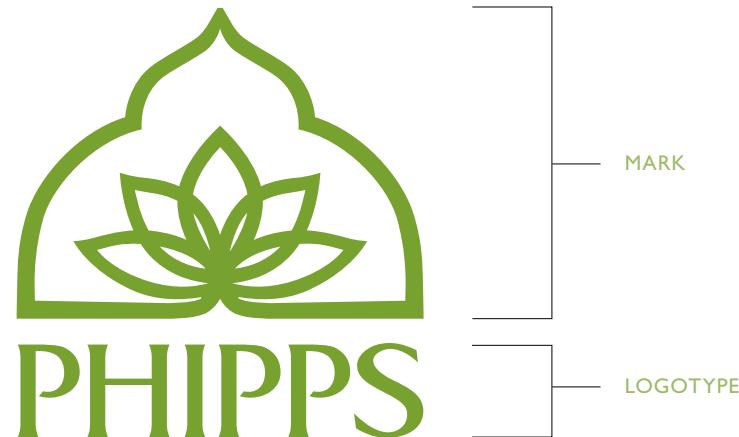
This section of the manual covers appropriate use of design components to complement the mission of Phipps Conservatory and Botanical Gardens, and cultivate a sense of beauty, serenity and inspiration. It also contains guidelines on misuses that can create an out-of-character experience for viewers so that any design choices that might negatively impact expectations set by our brand can ultimately be avoided.

When it comes to design, Phipps' golden rule is that less is more. Clean, elegant, simple and fresh is what we strive for, creating opportunities for the beauty of nature to speak for itself, as well as a serene visual space where viewers can immerse themselves in the message we are communicating. The ability to effectively facilitate the right mood, meaning and response is crucial to the success of our outreach.

Please consult the marketing department or your vendor about preferred file formats before submitting artwork for production.

LOGOS

As the defining mark of our organization's identity, the Phipps logo should be used on all collateral and correspondence with very rare exceptions. In this section, you will find guidelines on the proper use of not only our Phipps logo but also other relevant program logos to ensure consistency and uphold the integrity of our brand. Any questions on usage should be directed to the marketing department.



THE PHIPPS LOGO CONSISTS OF THE LOGOTYPE AND THE MARK

PHIPPS LOGO

While the vertical logo is the preferred version, there is also a horizontal version available to offer greater flexibility for all graphic communications. Whenever possible, the logo should appear in its full color vertical version. The relationship (size, positioning, etc.) of these elements should never be altered in any way.

Digital files with .eps extensions should be used for all printed materials. Those with .jpg extensions should be used primarily for on-screen viewing. Please consult the marketing department or your vendor on preferred file formats before submitting artwork for production.



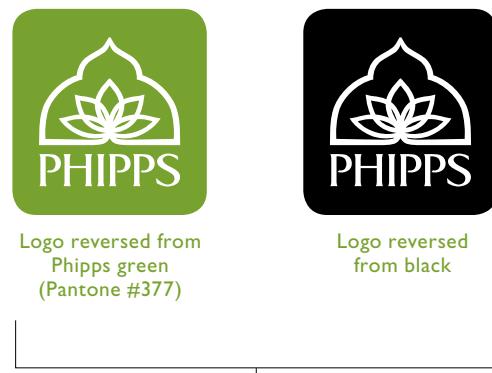
PMS® 377 C

CMYK 45/0/100/24

RGB 120/162/47



PREFERRED VERTICAL LOGOS



ALTERNATE VERTICAL LOGOS



ALTERNATE HORIZONTAL LOGOS

PHIPPS LOGO WITH TAGLINE

Since the names of many organizations do not tell the full story of their identity, a tagline can help paint a more complete picture. Typically made up of eight words or less that sum up an organization's identity, what it does and why people should care, a tagline is one of the best ways to communicate the essence of an organization's brand and values, and, when used effectively, it can not only strengthen that brand but also increase overall awareness of a nonprofit's mission to a desired audience.

Beyond our reputation for horticultural excellence, Phipps is also at the forefront of the sustainability and local healthy foods movements, building a greener and healthier world, and encouraging others to join us as we make a difference. Our tagline — *Where Beauty Comes Naturally* — was selected based on a survey of our members conducted by an outside research firm, as well as another offered to the general public through our social media channels. An overwhelming favorite of those polled, it not only speaks to our tradition of horticultural display but also to our important role in giving audience members the tools they need to more deeply connect to nature and become empowered agents of positive change.



THE DISTANCE BETWEEN THE PHIPPS LOGOTYPE
AND THE TOP OF THE LOWERCASE LETTERS SHOULD BE
THE SAME AS THE LOGOTYPE HEIGHT



THE DISTANCE BETWEEN THE PHIPPS LOGOTYPE
AND THE TOP OF THE LOWERCASE LETTERS SHOULD BE
1/2 OF THE LOGOTYPE HEIGHT

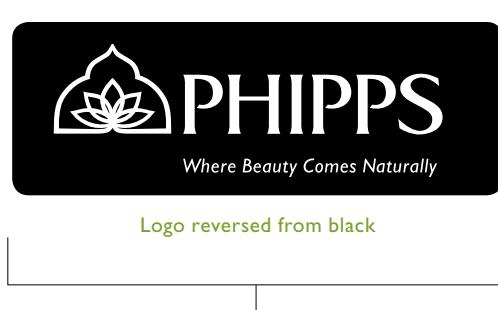
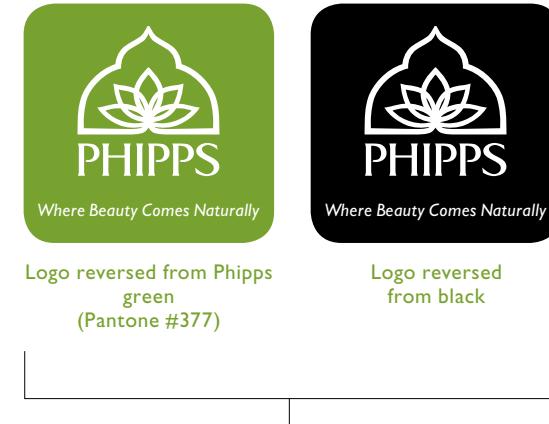
PHIPPS LOGO WITH TAGLINE (CONTINUED)

As a rule of thumb, taglines should be used regularly as a natural extension of an organization's logo — the goal being to have it seen and heard as much as possible to expand the reach of our message. It should be prominently included in the following ways on most print and online communications.

If you are unsure about whether or not to incorporate the tagline, please consult the marketing department.



PMS® 377 C
CMYK 45/0/100/24
RGB 120/162/47



The width of the logo should never be smaller than .625 inches.



MINIMUM SIZE
.625"

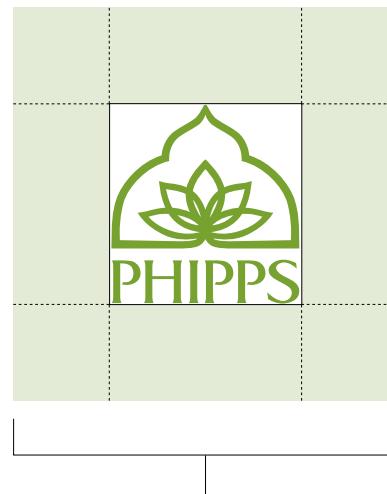


Where Beauty Comes Naturally

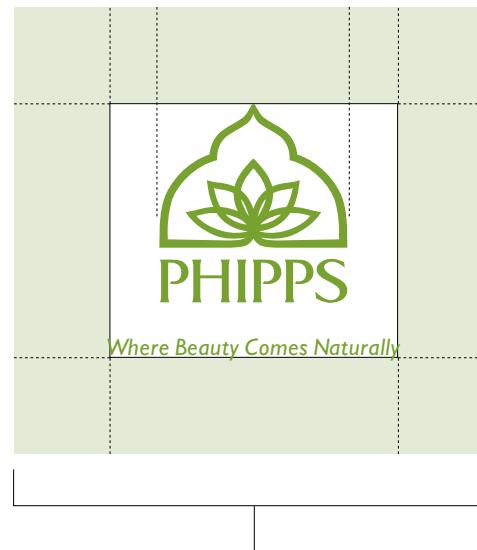
LOGO SIZE AND CLEAR AREA

To maximize our brand identity, the logo should be used clearly and consistently. Size and placement are important in helping to maintain visibility and impact.

The minimum amount of white space required on all sides around the logo should equal 1/2 the width of the logo mark. This area of isolation protects the logo from other imagery, graphics and page trim.



MINIMUM CLEAR AREA
1/2 WIDTH OF LOGO MARK



MINIMUM CLEAR AREA
1/2 WIDTH OF LOGO MARK

Only the Phipps website address or tagline may be placed closer to the logo. See examples of tagline placement below and on page 23.

GUIDELINES

When working with the Phipps logo, please:

- A. Do not use the logo in any color other than Phipps green, black or reversed to white.
- B. Do not use the logo in Phipps green over a dark color.
- C. Do not reverse the logo from a light background.
- D. Do not add a shadow to the logo.
- E. Do not stretch the logo.
- F. Do not rotate the logo.
- G. Do not flip the logo.
- H. Do not remove the mark from the logotype.
- I. Do not resize any of the logo elements.
- J. Do not rearrange any of the logo elements.
- K. Do not cut off any part of the logo.
- L. Do not use the logo at a size smaller than .625".

LOGO USAGE

Consistent presentation of our logo is important and helps to promote recognition of the Phipps brand. The following examples illustrate misuses of the logo:



A



B



C



D



E



F



G



I



J



K



L

PHIPPS

OTHER LOGOS



2-color logo



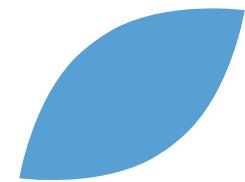
PMS® 1595 C
CMYK 0/59/100/5
RGB 232/125/30



PMS 397 C
CMYK 10/0/100/11
RGB 213/209/14



1-color logo



PMS 542 C
CMYK 0/100/81/4
RGB 86/160/211



1-color logo



PMS 382 C
CMYK 29/0/100/0
RGB 193/216/47

OTHER LOGOS (CONTINUED)

Led by Phipps, Let's Move Pittsburgh is a grassroots community initiative dedicated to making the region one of the healthiest places in America for children to live. It is modeled after the national Let's Move! campaign, which raises awareness about the benefits of healthy foods, physical activity and reduced screen time for children.



3-color logo



PMS® 021 C

CMYK 0/11/69/0
RGB 255/222/108

PMS 186 C

CMYK 0/100/81/4
RGB 227/24/55

PMS 383 C

CMYK 20/0/100/19
RGB 178/187/30



1-color logo



PMS 186 C

CMYK 0/100/81/4
RGB 227/24/55

TYPOGRAPHY

As an important part of our new brand standards, the variations of the Gill Sans font family included in this section are to be used for all print and online communications. These fonts can be thought of as Phipps' signature handwriting and should be used consistently to create a standardized experience for the public that reaffirms our identity as an organization. More details on specific usage can also be found herein.

ABOUT GILL SANS

Developed in the 1920s for use on the London and North Eastern Railway, Gill Sans is one of the most ubiquitous typefaces in British design, appearing most famously in the brand identities of BBC and Penguin Books.

After a thorough assessment by the marketing team of available typefaces, the readability of this font in a variety of sizes and across many platforms — from large-format signage to printed materials such as our Visitor's Guide — made it a perfect fit for Phipps' rebranding.

Its blend of classic geometry and modern versatility also echo both the Victorian splendor of our original glasshouse and the sleek efficiency of innovative campus additions such as the Center for Sustainable Landscapes.

USAGE GUIDELINES

Gill Sans is available in many weights that offer design flexibility for graphic communications. Ideal for body copy to headlines, this typeface covers all design needs.

Headlines

Gill Sans STD Light

Initial Caps

Size: 20 pt. + over

Tracking: +80

Subheads One

Gill Sans STD Regular

Initial Caps

Size: 19 pt. + under

Subheads Two

Gill Sans STD Regular

All Caps

Size: 12 pt. + under

Tracking: +75

Subheads Three

Gill Sans STD Bold

Initial Caps

Size: 10 pt. + under

Tracking: +75

Text One

Gill Sans STD Light

Sentence Case

Size: 14 pt. + under

Text Two

Gill Sans STD Light Italic

Sentence Case

Size: 14 pt. + under

Tracking: +10

Footnotes

Gill Sans STD Regular

Sentence Case

Size: 6 pt. + under

Tracking: +50

PRIMARY TYPEFACE: GILL SANS STD (MAC USERS)

GILL SANS STD LIGHT | HEADLINES, TEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 {(.,:;!¿?&\$¢)[]}

GILL SANS STD LIGHT ITALIC | TEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 {(.,:;!¿?&\$¢)[]}

GILL SANS STD REGULAR | SUBHEADS, TEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 {(.,:;!¿?&\$¢)[]}

GILL SANS STD REGULAR ITALIC | TEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 {(.,:;!¿?&\$¢)[]}

GILL SANS STD BOLD | SUBHEADS, TEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 {(.,:;!¿?&\$¢)[]}

GILL SANS STD BOLD ITALIC | TEXT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 {(.,:;!¿?&\$¢)[]}

USAGE GUIDELINES

Headlines

Gill Sans STD Light
Initial Caps
Size: 20 pt. + over
Tracking: +80

Subheads One

Gill Sans STD Regular
Initial Caps
Size: 19 pt. + under

Subheads Two

Gill Sans STD Regular
All Caps
Size: 12 pt. + under
Tracking: +75

Subheads Three

Gill Sans STD Bold
Initial Caps
Size: 10 pt. + under
Tracking: +75

Text One

Gill Sans STD Light
Sentence Case
Size: 14 pt. + under

Text Two

Gill Sans STD Light Italic
Sentence Case
Size: 14 pt. + under
Tracking: +10

Footnotes

Gill Sans STD Regular
Sentence Case
Size: 6 pt. + under
Tracking: +50

PRIMARY TYPEFACE: GILL SANS STD (MAC USERS CONTINUED)

GILL SANS STD EXTRA BOLD | SUBHEADS, TEXT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0
{(.,:;!?:&\$¢)[]}

GILL SANS STD EXTRA BOLD DISPLAY | SUBHEADS, TEXT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 {(.,:;!?:&\$¢)[]}

GILL SANS ULTRA BOLD | SUBHEADS, TEXT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0
{(.,:;!?:&\$¢)[]}

GILL SANS STD CONDENSED | SUBHEADS, TEXT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 {(.,:;!?:&\$¢)[]}

GILL SANS STD BOLD CONDENSED | SUBHEADS, TEXT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 {(.,:;!?:&\$¢)[]}

GILL SANS STD ULTRA BOLD CONDENSED | SUBHEADS, TEXT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 {(.,:;!?:&\$¢)[]}

GILL SANS STD BOLD EXTRA CONDENSED | SUBHEADS, TEXT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 {(.,:;!?:&\$¢)[]}

USAGE GUIDELINES

Headlines

Gill Sans MT Regular

Initial Caps

Size: 20 pt. + over

Character Spacing: +80

Subheads One

Gill Sans MT Regular

Initial Caps

Size: 19 pt. + under

Subheads Two

Gill Sans MT Regular

All Caps

Size: 12 pt. + under

Character Spacing: +75

Subheads Three

Gill Sans MT Bold

Initial Caps

Size: 10 pt. + under

Character Spacing: +75

Text One

Gill Sans MT Regular

Sentence Case

Size: 14 pt. + under

Text Two

Gill Sans MT Regular Italic

Sentence Case

Size: 14 pt. + under

Character Spacing: +10

Footnotes

Gill Sans MT Regular

Sentence Case

Size: 6 pt. + under

Character Spacing: +50

PRIMARY TYPEFACE: GILL SANS MT (PC USERS)

GILL SANS MT REGULAR | HEADLINES, SUBHEADS, TEXT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 { (, : ; ! ? & \$ ¢) [] }

GILL SANS MT REGULAR ITALIC | TEXT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 { (, : ; ! ? & \$ ¢) [] }

GILL SANS MT BOLD | SUBHEADS, TEXT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 { (, : ; ! ? & \$ ¢) [] }

GILL SANS MT BOLD ITALIC | TEXT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 { (, : ; ! ? & \$ ¢) [] }

GILL SANS MT ULTRA BOLD | SUBHEADS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 { (, : ; ! ? & \$ ¢) [] }

GILL SANS MT ULTRA BOLD CONDENSED | SUBHEADS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 { (, : ; ! ? & \$ ¢) [] }

USAGE GUIDELINES

FF Din is available in many weights that offer design flexibility for Center for Sustainable Landscapes-related projects.

ABOUT FF DIN

In 1931, the DIN institute published DIN 1451. It contained several standard typefaces for mechanically engraved lettering, hand-lettering, lettering stencils and printing types. These were to be used in the areas of signage, traffic signs, wayfinding, lettering on technical drawings and technical documentation.

In 1995, type designer Albert-Jan Pool expanded DIN 1451 into a more polished form acceptable for graphic design and publishing, known as FF DIN. Today, it has been widely adopted for use in magazines, advertisements, the web and corporate logos.

At the CSL, the clean lines and modern look of FF DIN echo the facility's aesthetic.

SECONDARY TYPEFACE: FF DIN (MAC USERS) (ONLY TO BE USED FOR SELECT CENTER FOR SUSTAINABLE LANDSCAPES COLLATERAL)

FF DIN LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 { (. , : ; ! ? & \$ ¢) [] }

FF DIN LIGHT ITALIC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 { (. , : ; ! ? & \$ ¢) [] }

FF DIN REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 { (. , : ; ! ? & \$ ¢) [] }

FF DIN REGULAR ITALIC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 { (. , : ; ! ? & \$ ¢) [] }

FF DIN MEDIUM

A B C D E F G H I J K L M N O P Q R S T U -
V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 { (. , : ; ! ? & \$ ¢) [] }

FF DIN MEDIUM ITALIC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 { (. , : ; ! ? & \$ ¢) [] }

FF DIN BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 { (. , : ; ! ? & \$ ¢) [] }

FF DIN BOLD ITALIC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 { (. , : ; ! ? & \$ ¢) [] }

FF DIN BLACK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 { (. , : ; ! ? & \$ ¢) [] }

FF DIN BLACK ITALIC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 { (. , : ; ! ? & \$ ¢) [] }

USAGE GUIDELINES

Calibri

This font is to be used for creating letters, proposals, press releases and other written correspondence. It is also preferred for PowerPoint presentations.

Sheila

This font can be used for headlines and subheads on special items such as invitations.

TERTIARY TYPEFACE: CALIBRI (MAC OR PC USERS)

CALIBRI | TEXT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 { (. , : ; ! ? & \$ ¢) [] }

CALIBRI ITALIC | TEXT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 { (. , : ; ! ? & \$ ¢) [] }

CALIBRI BOLD | HEADLINES, SUBHEADS, TEXT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 { (. , : ; ! ? & \$ ¢) [] }

CALIBRI BOLD ITALIC | TEXT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 { (. , : ; ! ? & \$ ¢) [] }

ACCENT TYPEFACE: SHEILA (MAC OR PC USERS)

SHEILA | HEADLINES, SUBHEADS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 { (. , : ; ! ? & \$ ¢) [] }

COLOR

Main, seasonal accent and children's color palettes for print and online use are contained within this section. Please adhere to the following guidelines to uphold the Phipps identity through your selections.

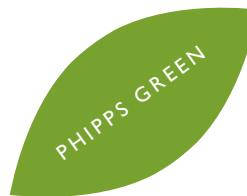
PANTONE® 377 is the primary color for Phipps. All forms of communication should have some percentage of Phipps green but it does not have to be the most prominent color on the piece. While it should be visible, avoid overuse, such as full coverage.

Phipps green should be printed as a spot color whenever possible. Process builds may be used when necessary. RGB builds are to be used with all Microsoft® programs and web applications.

For PMS® spot colors, please use the current version of the PANTONE formula guide coated/uncoated for color specification, matching and control.

Note: The colors shown on this page and throughout this book are not accurate reproductions of PANTONE colors. For accurate color matching, refer to the PANTONE Color Formula Guides.

PRIMARY COLOR PALETTE



PMS 377 C
CMYK 45/0/100/24
RGB 120/162/47



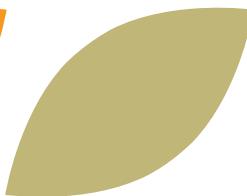
PMS 7501 C
CMYK 0/4/20/6
RGB 241/227/197



PMS 7406 C
CMYK 0/18/100/0
RGB 255/207/1



PMS 2011 C
CMYK 0/48/99/0
RGB 237/155/51

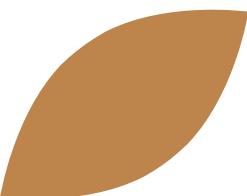


PMS 5845 C
CMYK 0/1/47/30
RGB 192/182/120

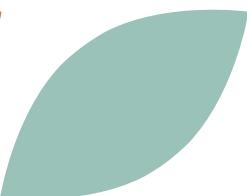
SECONDARY COLOR PALETTE



PMS 2303 C
CMYK 43/11/76/0
RGB 158/179/86



PMS 4645 C
CMYK 0/37/68/28
RGB 190/133/76



PMS 557 C
CMYK 30/0/20/15
RGB 154/194/185



PMS 2262 C
CMYK 54/9/62/2
RGB 140/172/137



PMS 2006 C
CMYK 0/22/77/0
RGB 235/188/78



PMS 7504 C
CMYK 0/25/45/40
RGB 166/132/98

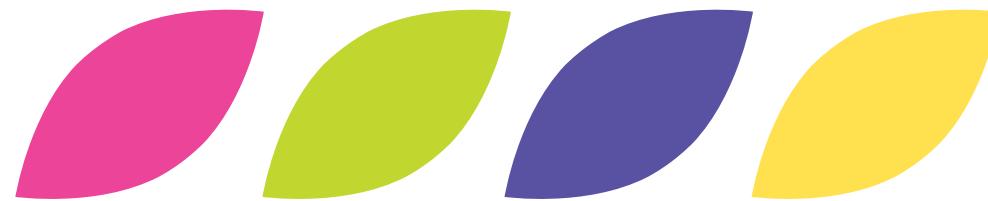
SEASONAL COLOR PALETTES

Seasonal colors were chosen to complement Phipps green and provide designers with flexibility in creating collateral that ties into our four major seasonal flower shows. These vibrant colors, reflective of those found in nature, were selected based on their engaging, friendly and fun attributes.

For PMS® spot colors, please use the current version of the PANTONE® formula guide coated/uncoated for color specification, matching, and control.

Note: The colors shown on this page and throughout this book are not accurate reproductions of PANTONE colors. For accurate color matching, refer to the PANTONE Color Formula Guides.

SPRING COLOR PALETTE



PMS 219 C

CMYK 1/88/0/0
RGB 235/68/152

PMS 382 C

CMYK 29/0/100/0
RGB 193/216/47

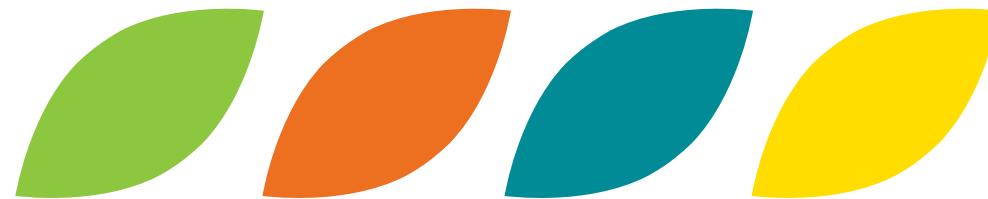
PMS 2090 C

CMYK 77/79/0/0
RGB 102/56/182

PMS 115 C

CMYK 0/9/80/0
RGB 255/225/79

SUMMER COLOR PALETTE



PMS 376 C

CMYK 90/0/100/0
RGB 141/198/63

PMS 2019 C

CMYK 0/69/100/2
RGB 215/107/0

PMS 7474 C

CMYK 90/0/28/22
RGB 0/146/159

PMS 109 C

CMYK 0/10/100/0
RGB 255/221/0

FALL COLOR PALETTE



PMS 373 C

CMYK 16/0/46/0
RGB 218/232/162

PMS 2013 C

CMYK 0/46/100/0
RGB 255/152/0

PMS 188 C

CMYK 0/97/100/50
RGB 139/14/4

PMS 7508 C

CMYK 0/15/40/4
RGB 244/208/155

WINTER COLOR PALETTE



PMS 551 C

CMYK 27/3/0/13
RGB 160/196/218

PMS 2047 C

CMYK 18/85/17/21
RGB 165/69/112

PMS 458 C

CMYK 10/10/73/0
RGB 233/214/102

PMS 2074 C

CMYK 51/62/0/0
RGB 149/105/190

CHILDREN'S COLOR PALETTE



PMS 123 C

CMYK 0/24/94/0
RGB 238/177/17

PMS 2995 C

CMYK 90/11/0/0
RGB 0/164/228

PMS 2602 C

CMYK 63/100/0/3
RGB 120/39/139

PMS 361 C

CMYK 69/0/100/0
RGB 84/185/72

Images for staff use are available at:
S:\Marketing\Resources

PHOTOGRAPHY

As a place of spectacular natural beauty, Phipps is in a perfect position to showcase beautiful photography as a cornerstone of our brand.

Thanks to the generosity of volunteers, and the talents of local photographers, we have now built up an extensive library of gorgeous images that continues to expand every day.

Since the goal of our brand is to create an experience similar to that of walking through the Conservatory, they should be the predominant graphic elements of visual communications.

SOURCING

Approved beauty shots of the exterior of Phipps, including the Welcome Center, Tropical Forest Conservatory and the Center for Sustainable Landscapes, plus a selection of display room, garden and visitor images are available for staff use at: **S:\Marketing\Resources**. When selecting a photo from this folder please copy and paste only, and be careful not to remove it. If you require more options, please take the following steps:

I. Submit an image request to the marketing department by completing and emailing an image request form to jreed@phippsconservatory.org; the blank request form can be found at **S:\Marketing\Resources**. Image requests will be addressed within one week of receipt.

2. If no photos in our archives meet your needs, you may use stock photographs; however, they must be legally purchased and credited according to service specifications, plus archived separately from Phipps-owned photos. Usage of these images should be minimal but they can be requested from the marketing department; please allow one week of lead time for fulfillment.

At no time, or for any purpose, should photos be repurposed from the Web (i.e., Google Images); this act is illegal and it violates the copyrights of the owner. When in doubt, please contact the marketing department for assistance.

Clip art, while typically copyright free, is not an acceptable substitute for photography on any collateral, including Conservatory signage. Exceptions to this rule may include items such as bingo game cards and stamps, and kids' worksheets.

*Release forms are available at:
S:\Marketing\Resources*

CREDITS

With all applications, print or online, photographs should be accompanied by proper credits as follows:

Photo © Paul g. Wiegman

Photo © Denmarsh Photography, Inc.

Photo © Phipps Conservatory and Botanical Gardens

Credits for photos made available for staff use will be indicated in the file name of each individual image. If for any reason you have a photo that is not accompanied by a proper credit, or you have any questions about copyrights or credits, please contact the marketing department.

RELEASES

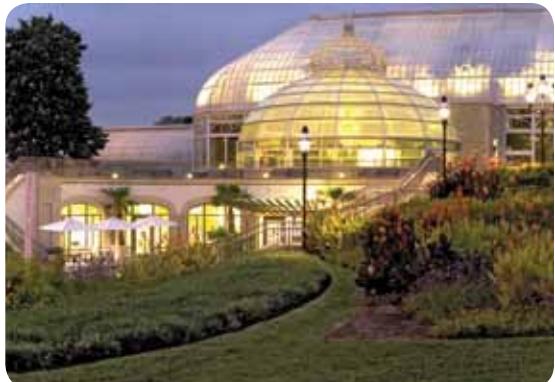
In order to protect the privacy of our guests Phipps is committed to securing releases from any nonemployee photographed on our property with few exceptions. If anyone contracted by you (volunteer, staff or professional photographers) takes photos that include human subjects — including but not limited to guests of all ages, volunteers, interns, and camp and program participants — every attempt must be made to acquire signed release forms available for download at **S:\Marketing\Resources**. No photos showing faces may be used without sufficient releases from the subjects, and extra precautions must be taken at all times with imagery involving children. Any photos directly provided by the marketing department are approved for use. But when in doubt about permissions, particularly in the case of children, please contact a marketing team member for assistance. Please keep a copy of the release in your file and provide a photocopied version to the marketing department.

Images must be no smaller than 300 dpi to ensure print quality.

GUIDELINES

Some examples of acceptable photographs and their various uses can be found on the following pages. Bright, crisp, clean, colorful, free of distracting background elements, and clearly demonstrative of the beautiful, serene and rejuvenating experience of visiting Phipps should be targeted for all applications. Professional images taken with a digital SLR camera should be

prioritized with few exceptions, and any images intended for print projects must be no smaller than 300 dots per inch (dpi) to ensure quality. Remember: Photo selections must be unique to the Phipps environment as much as possible — at least one per piece of collateral — and those showing the glasshouse structure should be prioritized to establish a clear sense of place.



HISTORIC GLASSHOUSE AND WELCOME CENTER



GLASSHOUSE DETAIL



CENTER FOR SUSTAINABLE LANDSCAPES INTERIOR



SEASONAL FLOWER SHOW



NATURAL BEAUTY



NATURAL BEAUTY



DISCOVERY



CONNECTIONS TO NATURE



CHILDREN IN NATURE



CAFÉ PHIPPS



PUBLIC EVENT



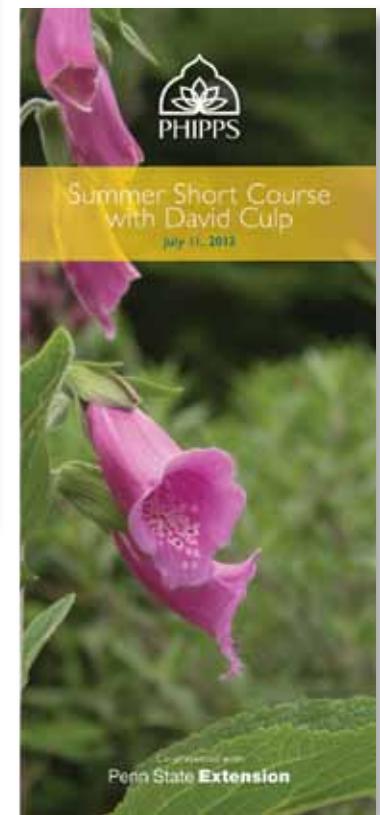
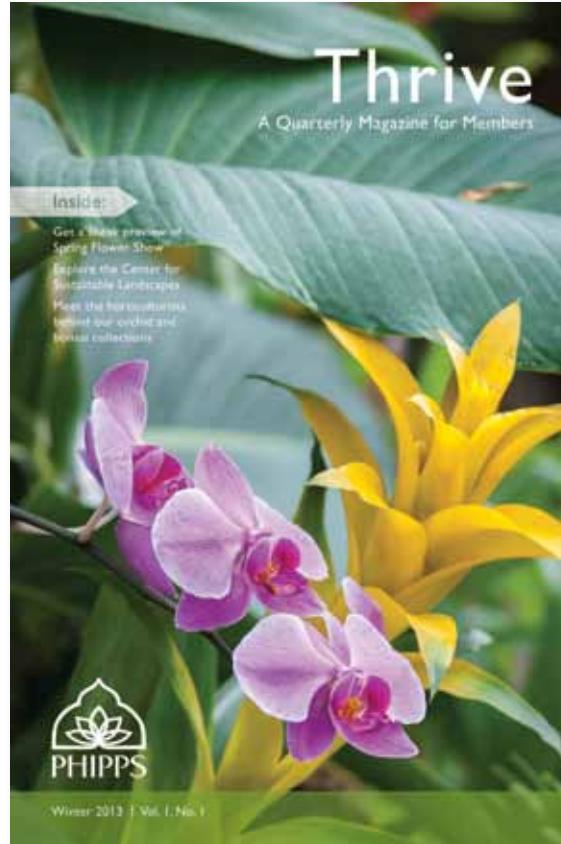
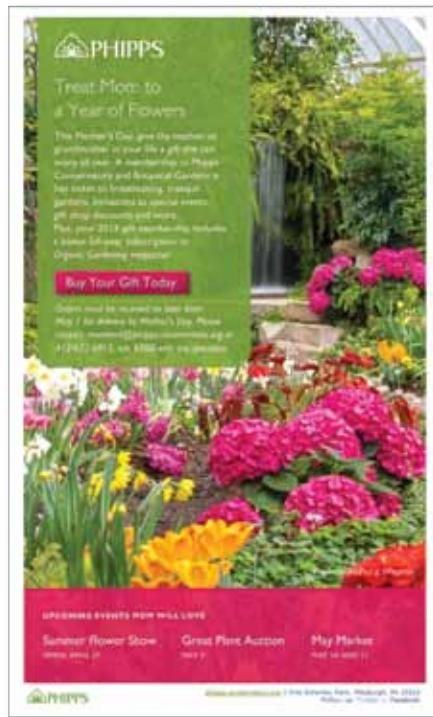
SPECIAL EVENT

Photos © Adam Milliron, Julia Petruska and Derek Wahila

LAYOUT

Spa-like. Serene. Refreshing. Beautiful. Green.

When asked to describe Phipps, these are the words that our members and supporters most often use to communicate their impressions of our glasshouse and gardens. As an ambassador of the quality experience we offer, the designs you oversee or create should always be a reflection of these words. In this section you will find layout guidelines to inform the design process, and help replicate the calming and inspired experience we want to recreate within our visual pieces.



BROCHURE GUIDELINES

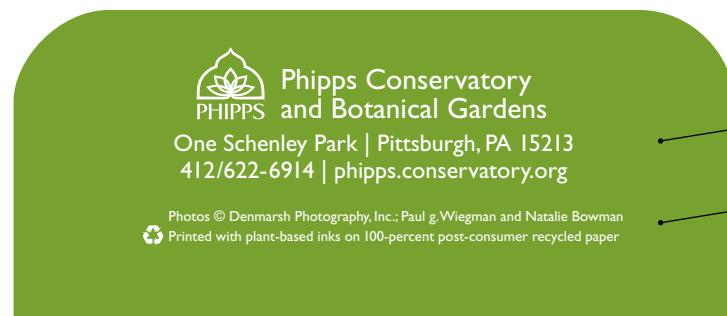
1. Brochure covers should incorporate the use of full-bleed color photography.
2. The logo should be centered at the top, above the headline.
3. The headline should be highlighted with a translucent color bar behind it.
4. Callout boxes should have rounded corners.
5. Whenever space allows, the Phipps mission statement should be incorporated in a callout box on the back cover.
6. The closing box should have rounded corners and be placed along the bottom of the back cover (see detail below).
7. The closing box should always contain Phipps' full name, address, contact information and the recycled paper footnote:

 Printed with plant-based inks on 100-percent post-consumer recycled paper

Additional information may be added, such as the logo, hours of operation, admission costs and photo credits.

8. Photo boxes should have rounded corners.

DETAIL OF CLOSING BOX ON BACK COVER



FRONT COVER

BACK COVER

INSIDE PAGE

ROUNDED CORNERS

The rounded corners can be created by using either Adobe® InDesign® or Microsoft® Word.® Use the instructions followed for creating rounded corners on the Visitor's Guide to design similar elements for other collateral.

Adobe InDesign: Begin by creating a box using the Rectangle Frame tool. While the box is actively selected, go to the Object drop-down menu and select "Corner Options." Set the effect to "Rounded" and set the size between 0.1625 inches and .25 inches.

Note: Resizing the box will change the corner radius. If you resize the box *after* you have already specified the rounded corner diameter, you will need to go into the "Corner Options" dialogue box to reset the dimensions back to the original specs.

Microsoft Word 2007: Select the "Insert" tab on the main menu ribbon and choose "Text Box." A list of built-in text boxes will open. Click on the "Draw Text Box" option located at the bottom of the list. Click in the area of the document where the text box will be placed and drag the mouse to create the general height and width of the text box. Click on the text box's border anchors to adjust the size of the box.

Click on the text box and select the "Text Box Tools" option, which will appear above the text box format option on the menu ribbon. Click the "Change Shape" option in the "Text Box Styles" section. Select "Rounded Rectangle" in the "Basic Shapes" section. The text box will change into a box with rounded corners.

The image shows a page from the Phipps Conservatory & Botanical Gardens' Visitor's Guide. The page features a large "Welcome!" header, a portrait of Henry W. Phipps, and several sections of text and images. Three specific areas are highlighted with callout boxes and circles indicating their corner radius:

- Our Mission:** A callout box containing text about the garden's mission. A circle indicates a corner radius of 0.125 inches.
- Passionflower:** A photograph of a passionflower with a callout box describing its features. A circle indicates a corner radius of 0.1625 inches.
- Admission:** A green callout box containing admission information. A circle indicates a corner radius of 0.1875 inches.

Below the page, the text "EXAMPLES OF ROUND CORNER RADIUS TREATMENTS FOR CALLOUT BOXES AND PHOTOGRAPHS" is displayed.

TRANSLUCENT BARS

The translucent bars can be created by using either Adobe® InDesign®, Adobe Photoshop® or Microsoft® Word.® Use the instructions followed for creating the orange translucent bar on the Visitor's Guide to design similar elements for other collateral.

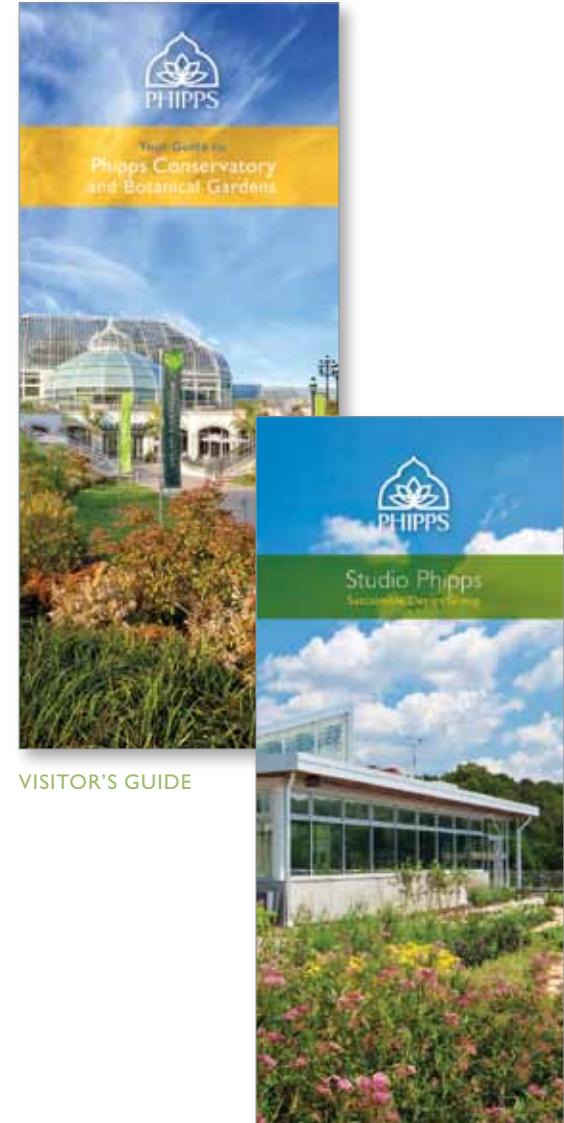
Adobe InDesign: Create a rectangular shape over the top of the photo with which you are working. Then copy and paste a duplicate of the rectangle on top of the other in the same exact position. Fill the top bar with a green CMYK conversion of PMS® 2303 (43/11/76/0). In the effects palette, select "Color Burn" and set the opacity to 50 percent. Fill the bottom bar with a yellow CMYK conversion of PMS 2006 (0/22/77/0). In the effects palette, select "Color" and leave the opacity at 100 percent.

Adobe Photoshop: You will need to create a blank layer above the photograph with which you are working. Create a rectangular shape and fill it with a green CMYK conversion of PMS 2303 (43/11/76/0). Using the layers palette, select the "Color Burn" filter and set the opacity to 50 percent.

Duplicate that layer so that you have two separate layers. (Make sure both of these layers are above the original photo.) Select the bottom rectangle layer and fill it with a yellow CMYK conversion of PMS 2006 (0/22/77/0). Using the layers palette, select the "Color" filter and leave the opacity at 100 percent.

The translucent bar for the Studio Phipps brochure was created using the same process, only the colors and filters were slightly different. The top rectangle was filled with a green CMYK version of PMS 377 (45/0/100/24) and the effects panel was set to "Darken" with the opacity at 100 percent. The bottom was then filled with a green CMYK version of PMS 2262 (54/9/62/2), the effects were set to "Multiply," and the opacity was set to 65 percent.

Microsoft Word 2007: Create your text box as you normally would. Right-click on your text box to display a "Context" menu. Select "Format Text Box" from the context menu to display the dialog box. Be certain that the "Colors and Lines" tab has been selected. Specify your fill color. Click the "Semitransparent" check box for a ghosted image of what is behind your text box to be visible. Display the "Layout" tab. Be certain that the "Wrapping" style is set to "None" or "In Front of Text." Click on "OK."



VISITOR'S GUIDE

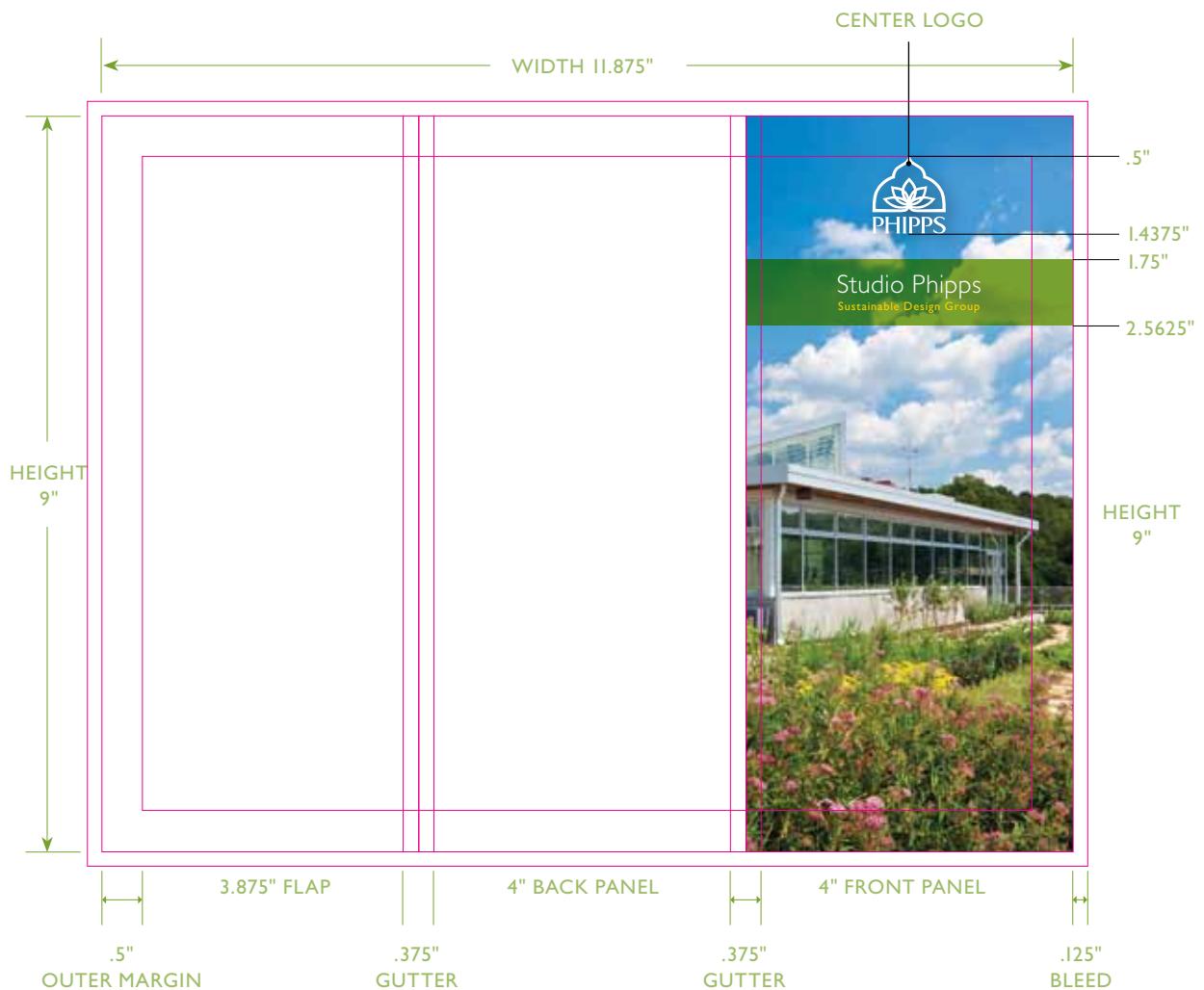
STUDIO PHIPPS BROCHURE

TRI-FOLD BROCHURE TEMPLATE

The size for most tri-fold brochures is 4"x9." You can use this grid as a guide to help you set up your document.

Please follow the preferred typographic and design element guidelines as indicated throughout this manual.

Note: The exception to this rule is the Visitor's Guide, which was designed to be taller in order to accommodate a large map component.

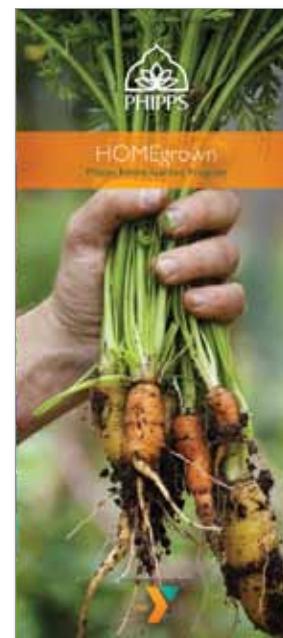


MARKETING MATERIALS EXAMPLES

The following are examples of various print and electronic marketing materials, incorporating elements outlined in this section.



PULL-UP BANNER



BROCHURE



POSTCARD



E-BLAST



MEMBER MAGAZINE



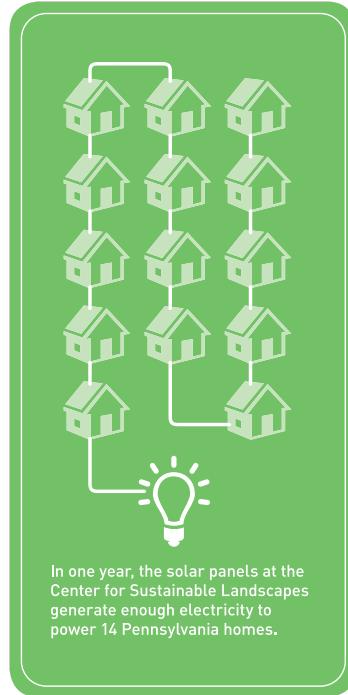
© 2013 Phipps Conservatory & Botanical Gardens. All rights reserved.

CENTER FOR SUSTAINABLE LANDSCAPES SIGNAGE GUIDELINES

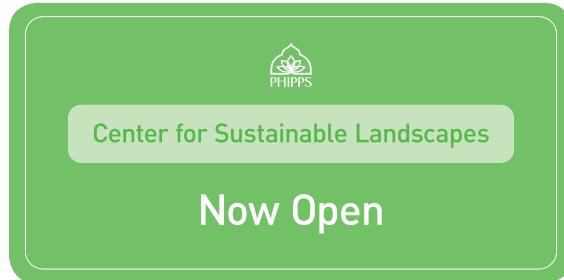
Signage for the Center for Sustainable Landscapes (CSL) is intended to mirror the design aesthetic of the building, which is clean, modern and organic. Rectangular signs with radius corners and a thin white border framing the interior are preferred. The standard is to use white typeface from the FF DIN family placed on PMS® 360 U RGB 94/189/99.



CSL PETAL SIGNAGE



CSL SIGNAGE



LET'S MOVE PITTSBURGH EXAMPLES

Let's Move Pittsburgh is an offshoot program of Phipps with its own distinct look and feel. All initiative materials are branded accordingly as presented here.



RECIPE CARDS

WEBSITE



PLEDGE CARD



Writing Style Guidelines



Photo © Paul g. Wiegman

VOICE

Like the visual design elements we choose, the tone in which we communicate our message through the written word should also be crafted to evoke beauty, inspiration and serenity. As such, whether we are creating a small sign to place in the café or at the admissions desk, or crafting an event invitation, our words should be warm and welcoming across all media to create a consistent and positive experience for our guests and supporters. As extensions of our institution, our written communications should also be professional at all times, using correct grammar, spelling and style conventions.

ORGANIZATION NAME

Upon first usage in any piece of collateral, or when referenced only once per piece, "Phipps Conservatory and Botanical Gardens" should be written out in its entirety. For subsequent mentions on the same piece of collateral, use "Phipps." When referencing the original 1893 structure, it is acceptable to simply use "Phipps Conservatory" but at no time should "The" be added before the name, or variations of "Botanical" and "Gardens" be used.

CONVENTIONS

Please consult this section for a list of conventions on proper usage of our organization, facilities, events and programs names, plus trademarks, phone numbers and URLs, in written communications.

DOs

Phipps Conservatory and Botanical Gardens
Phipps Conservatory
Phipps

DON'Ts

Phipps Conservatory and **Botanic** Gardens
Phipps Conservatory and Botanical **Garden**
Phipps Conservatory & Botanical Gardens
Phipps **Conservancy**
The Phipps Conservatory and Botanical Gardens
The Phipps Conservatory
The Phipps

OTHER FACILITY NAMES

On the Phipps campus and in Mellon Park, we have several other facilities that we often refer to separately. The names of these facilities should always be capitalized and written out in their entirety upon first usage. Correct usage of these facility names are as follows:

Botany Hall
Café Phipps
Center for Sustainable Landscapes
CSL (This abbreviation may only be used if the full name has first been written out within the same piece. Upon first usage it should follow the full facility name and be placed in parenthesis; with additional uses, it can stand alone without parenthesis.)

Facilities Building
Phipps Garden Center
Production Greenhouses
Tropical Forest Conservatory
The Shop at Phipps
The Shop in the Park
Welcome Center

The same rules apply to our various rooms and gardens, which should be referred to as follows:

Aquatic Gardens
Botany Hall Garden
Broderie Room
Children's Discovery Garden
Desert Room
Discovery Pavilion
East Room
Fern Room
Gallery Room
Green Gallery
Japanese Courtyard Garden
Mangrove Circle
Nature Play Garden

Orchid Room
Outdoor Garden
Palm Circle
Palm Court
Rooftop Edible Garden
Serpentine Room
Special Events Hall
South Conservatory
Stove Room
Sunken Garden
Sustainable Perennial Gardens
Tropical Fruit and Spice Room
Victoria Room

EVENT, EXHIBIT, PROGRAM AND CLASS NAMES

Event, exhibit and other program names should always be capitalized. Additionally, certain ones, such as our seasonal flower shows and galas, often have subtitles — for example, “Wines Under Glass: Celebrating Great Growth for a Greener Future” or “Summer Flower Show: Fountains of Youth.” In cases like these, the full names should be written out upon first usage. With subsequent uses within the same piece, it is acceptable to shorten and simply use “Wines Under Glass” and “Summer Flower Show.” To the right is a list of some of Phipps’ most commonly referenced activities:

- Botany in Action Fellowship
- Brunch in Bloom
- Butterfly Forest
- Candlelight Evenings
- Celebrate! Series
- Evening Ed-ventures
- The Fairchild Challenge at Phipps
- Fall Flower Show
- Family Fun Days
- Farmers at Phipps
- Garden and Landscape Symposium of Western Pennsylvania
- Garden Railroad
- Gifts and Greens Market
- Halloween Happenings
- Holiday Tea
- Inspire Speakers Series
- Little Sprouts Camps
- Little Sprouts Single Servings
- May Market
- Native Plants and Sustainability Conference
- New Year's Eve Family Celebration
- Orchid and Tropical Bonsai Show
- Party in the Tropics
- Red, Ripe and Roasted
- Santa Visits
- Spring Flower Show
- Summer Flower Show
- Tropical Forest India
- Wines Under Glass
- Winter Flower Show
- Winter Light Garden

PHONE NUMBERS

Phone numbers should be written out on all communications using the following formats:

412/441-4442

412/622-6915, ext. 3801

TRADEMARKS

Upon first usage in a piece of collateral, be sure to use the appropriate symbols for trademarked symbols as demonstrated here. Subsequent uses of such terms in the same piece of collateral do not require the symbols to be repeated.

Phipps Splash™

(Our signature healthy drink offered at Café Phipps)

Green Restaurant Certified®

(A green certification earned by Café Phipps)

LEED®

(A green building certification associated with several of our facilities)

Sustainable Sites Initiative™ or SITES™

(A green landscape certification associated with the Center for Sustainable Landscapes)

Living Building Challenge™

(A green built environment certification associated with the Center for Sustainable Landscapes)

International Living Future Institute™

(The administrator of the Living Building Challenge)

URLS

When sharing a URL for a Phipps web property, such as our main website and Let's Move Pittsburgh, eliminate "http://" and "www." from the address. If the property belongs to another organization, business or institution, include the "www." only. And, when using a URL as part of a sentence, always place it at the end and bold it; however, do not bold the concluding punctuation. Finally, make all words in the URL lowercase. Please note that "phipps.conservatory.org" does not have "www." in its address.

DOs

Learn more about our upcoming events at **phipps.conservatory.org**.

To register for an Inspire Speakers Series event, visit **www.go-gba.org**.

letsmovepittsburgh.org

phippscsl.org

DON'Ts

Learn more about our upcoming events at www.phipps.conservatory.org.

To register for an Inspire Speakers Series event, visit http://www.go-gba.org.

www.letsmovepittsburgh.org

PhippsCSL.org

ASSOCIATED PRESS STYLE GUIDELINES

Known as "The Bible of the Newspaper Industry," *The Associated Press Stylebook* sets a high standard of writing for everyone to follow, providing rules for grammar, spelling, punctuation, capitalization, abbreviation and many other conventions.

To ensure voice consistency, and to maximize the clarity and professionalism of our written communications, please refer to and implement the following guidelines.

DATES

When listing dates, always use Arabic figures, without "st, nd, rd or th"; write out days of the week; capitalize name of months in all cases and abbreviate*, with periods, when used with a specific date. Spell out months when using alone, or a year alone. Finally, when a phrase lists only a month and a year, do not set off the year with commas.

*The following months may be abbreviated: Jan., Feb., Aug., Sept., Oct., Nov., Dec.

*The following months should never be abbreviated: March, April, May, June, July

DOs

Feb. 14; Sept. 2; Oct. 3; Nov. 1

The Shop in the Park will be closed on Dec. 24.

We are open every Saturday from 9:30 a.m. – 5 p.m.

The next Red, Ripe and Roasted festival will be held on Aug. 25, 2013.

Spring Flower Show opens on March 9, 2012.

Our Tropical Forest India exhibit debuted in February 2012.

DON'Ts

Feb. 14th; Sept. 2nd; Oct. 3rd; Nov. 1st

The Shop in the Park will be closed on Dec. 24th.

We are open every Sat. from 9:30 a.m. – 5 p.m.

The next Red, Ripe and Roasted festival will be held on August 25, 2013.

Spring Flower Show opens on Mar. 9, 2012.

Our Tropical Forest India exhibit debuted in Feb., 2012.

TIMES

Always use figures except for noon and midnight; use a colon to separate hours from minutes; use a.m. or p.m. time listings; avoid such redundancies as "10 a.m. this morning"; use a dash to separate times presented as part of duration range; and eliminate unnecessary redundancies with time listings.

DOs

- 10 p.m.
- 12:30 a.m. Saturday
- 8 a.m. – noon
- 9:30 p.m. – midnight
- 1 – 2 p.m.
- The park closes at midnight but will reopen at 8 a.m. Saturday.
- We are open daily from 9:30 a.m. – 5 p.m. and Fridays until 10 p.m.
- Lunch is normally offered at Café Phipps from noon – 2:30 p.m.
- I usually work from 9 a.m. – 5 p.m.

DON'Ts

- 10:00 p.m.
- 12:30 a.m. Saturday morning
- 8 a.m. – 12 p.m.
- 9:30 p.m. – 12 a.m.
- 1 p.m. – 2 p.m.
- The park closes at 12 a.m. but will reopen at 8 a.m. Saturday.
- We are open daily from 9:30 a.m. to 5 p.m. and Fridays until 10 p.m.
- Lunch is normally offered at Café Phipps from 12 – 2:30 p.m.
- I usually work from 9 a.m. – 5 o'clock.

SERIAL COMMAS

Use commas to separate elements in a series but do not put a comma before the conjunction in a simple series. An exception to this rule is when an integral element of the series requires a conjunction. Also, in cases where the series is more complex, use a comma before the concluding conjunction.

DOs

Our summer camps for children are unique, affordable and fun.
My favorite vegetables to grow are cucumbers, carrots, tomatoes and green beans.
For lunch we dined on cornbread, steamed kale, and rice and beans.
Our goals for this event are to inspire you with the beauty of plants, to provide you with resources to take home, and to empower you to enact positive change.

DON'Ts

Our summer camps for children are unique, affordable, and fun.
My favorite vegetables to grow are cucumbers, carrots, tomatoes, and green beans.
For lunch we dined on cornbread, steamed *kale* and rice and beans.
Our goals for this event are to inspire you with the beauty of plants, to provide you with resources to take *home and* to empower you to enact positive change.

NUMERALS

When using numbers in your communications, spell out any numerals at the beginning of a sentence, or, if necessary, recast your sentence. Years, however, are an exception and do not need to be written out. Within a sentence, write out numbers one through nine, and use figures for 10 or more.

Note: There may be times due to space restrictions when all numbers can be written as figures.

DOs

Seventeen garden environments await you at Phipps Conservatory and Botanical Gardens.
Café Phipps offers at least four healthy varieties of soup daily, including vegetarian options.
Our science education and research department offers programs for kids ages two through 12.
1993 was a year of transition for Phipps as we moved to private management.

DON'Ts

17 garden environments await you at Phipps Conservatory and Botanical Gardens.
Café Phipps offers at least *4* healthy varieties of soup daily, including vegetarian options.
Our science education and research department offers programs for kids ages two through *twelve*.
Nineteen-ninety-three was a year of transition for Phipps as we moved to private management.

FORMAL JOB TITLES

In general, confine capitalization to formal titles used directly before an individual's name. Exceptions would be placement of a title below a name on a letter or email signature.

DOs

Executive Director Richard V. Piacentini is the visionary behind the Center for Sustainable Landscapes.

Richard V. Piacentini, executive director, is the visionary behind the Center for Sustainable Landscapes.

Richard V. Piacentini is our executive director.

DON'Ts

Executive **director** Richard V. Piacentini is the visionary behind the Center for Sustainable Landscapes.

Richard V. Piacentini, **Executive Director**, is the visionary behind the Center for Sustainable Landscapes.

Richard V. Piacentini is our **Executive Director**.

ACADEMIC DEGREES

If mention of degrees is necessary to establish someone's credentials, the preferred form is to avoid abbreviation and use instead a phrase; use an apostrophe in "bachelor's degree," "a master's," etc., but not in "Bachelor of Arts" or "Master of Science." Use such abbreviations such as "B.A.," "M.A." and "Ph.D." when it would be cumbersome to write out (such as in a list of several experts) only after a full name and set off with commas. On a related note, when referring to academic departments, use lowercase words except for those that are proper nouns or adjectives, such as English, or part of a formal name, such as University of Pittsburgh Department of Sports Medicine.

DOs

Michele Frey McCann, a registered landscape architect, holds a Bachelor of Science from Penn State.

This year's speaker line-up includes Cyndi Fink, M.S.; Roger Moore, Ph.D. and Daniel Johnson, M.A.

Jane Doe earned her master's degree in environmental studies from Chatham University.

Roger Waters studied botany and entomology at Cornell University in Ithaca, New York.

DON'Ts

Michele Frey McCann, a registered landscape architect, holds a Bachelor's of Science from Penn State.

This year's speaker line-up includes Cyndi Fink, MS; Roger Moore, PhD and Daniel Johnson, MA.

Jane Doe earned her masters degree in environmental studies from Chatham University.

Roger Waters studied Botany and Entomology at Cornell University in Ithaca, New York.

COMPOSITION TITLES

As a rule, capitalize the principal words, including prepositions and conjunctions of four or more letters; and capitalize an article — “the,” “a,” “an” — or words of fewer than four letters if it is the first or last word in a title. Put quotation marks around all such works except for books* and reference materials.

*Note: This is an exception to *The Associated Press Stylebook* guidelines, overruled in this instance in favor of a more commonly accepted usage.

DOs

Doug Oster’s book *Tomatoes Garlic Basil* is a popular seller in The Shop at Phipps.
Our “The Evolving Green Story of Phipps” video garnered nearly 10,000 views in one year.
Phipps was featured in a *Pittsburgh Magazine* article entitled “Top 10 Sights to See in December.”
The “Setting a New Standard in Green” booklet is always included in our kits for press.

DON’Ts

Doug Oster’s book *Tomatoes garlic basil* is a popular seller in The Shop at Phipps.
Our “the Evolving Green Story of Phipps” video garnered nearly 10,000 views in one year.
Phipps was featured in a *Pittsburgh Magazine* article entitled *Top 10 Sights to See in December*.
The *Setting a New Standard* in Green booklet is always included in our kits for press.

SEASONS

The four seasons should be lowercase unless used as part of a formal show name.

DOs

Our outdoor gardens are absolutely breathtaking in the spring and summer.
There is still plenty of interest in a sustainable landscape in the fall.
Our 2013 Summer Flower Show will feature the creations of local glass artists.

DON’Ts

Our outdoor gardens are absolutely breathtaking in the Spring and Summer.
There is still plenty of interest in a sustainable landscape in the Fall.
Our 2013 summer flower show will feature the creations of local glass artists.

GEOGRAPHIC LOCATIONS

When using “United States” as a noun or an adjective, use the preferred “U.S.” abbreviation, with periods; lowercase compass points that describe a certain section or region of states and cities, i.e. “western Pennsylvania;” and capitalize “city” only if part of a proper name or a nickname such as “Steel City.” When referring to states, write out the full name when they stand alone in text; abbreviation is acceptable when used in conjunction with the name of a city or town. Do note, however, that state abbreviations for communications are different from ZIP code abbreviations. See below for a full list.

DOs

- Phipps Conservatory and Botanical Gardens is one of the greenest gardens in the U.S.
- Our Center for Sustainable Landscapes features plants native to western Pennsylvania.
- The City of Pittsburgh has been voted one of the healthiest places to live in America.

DON’Ts

- Phipps Conservatory and Botanical Gardens is one of the greenest gardens in the US.
- Our Center for Sustainable Landscapes features plants native to Western Pennsylvania.
- The city of Pittsburgh has been voted one of the healthiest places to live in America.

STATE ABBREVIATIONS

There are eight states that are never to be abbreviated in text or datelines. They are Alaska, Hawaii, Idaho, Iowa, Maine, Ohio and Texas. Acceptable abbreviations for other state names are as follows:

Ala. (Alabama)	Neb. (Nebraska)	Kan. (Kansas)	R.I. (Rhode Island)
Ariz. (Arizona)	Nev. (Nevada)	Ky. (Kentucky)	S.C. (South Carolina)
Ark. (Arkansas)	N.H. (New Hampshire)	La. (Louisiana)	S.D. (South Dakota)
Calif. (California)	N.J. (New Jersey)	Md. (Maryland)	Tenn. (Tennessee)
Colo. (Colorado)	N.M. (New Mexico)	Mass. (Massachusetts)	Vt. (Vermont)
Conn. (Connecticut)	N.Y. (New York)	Mich. (Michigan)	Va. (Virginia)
Del. (Delaware)	N.C. (North Carolina)	Minn. (Minnesota)	Wash. (Washington)
Fla. (Florida)	N.D. (North Dakota)	Miss. (Mississippi)	W.Va. (West Virginia)
Ga. (Georgia)	Oklahoma. (Oklahoma)	Mo. (Missouri)	Wis. (Wisconsin)
Ill. (Illinois)	Ore. (Oregon)	Mont. (Montana)	Wyo. (Wyoming)
Ind. (Indiana)	Pa. (Pennsylvania)	The District of Columbia can be referred to as Washington, D.C.	

OTHER PUNCTUATION BASICS

Periods and Other Punctuation Marks

Periods indicate ellipsis or a significant pause in a train of thought, putting a space on either side:

He said: "I will speak ... in all 50 states."

Pittsburgh needs safer streets for bicyclists ...
and more long-range city planning.

Put the period inside brackets or parentheses when a complete sentence is enclosed within them.
When the parenthetical expression forms only a part of the sentence, put the period outside:

(The rain forced us to close Winter
Light Garden.)

The rain forced us to close Winter
Light Garden (and the outdoor snack cart).

Always put the period and comma inside quotation marks; put other punctuation marks inside only when they are part of the quoted material:

"I read the book," he said.

He said, "I read the book."

"Did you read the book?" he asked.

Should I read the article in *Pittsburgh Magazine*
called "10 Places to See in Pittsburgh"?

Ampersands

Ampersands should be used sparingly but if they are required leave one space on either side of them:

Ages 7 & 8

R & J Company will deliver the recycled
paper later today.

Apostrophes

Use apostrophes to form the plural of single letters but not figures or multiple letters:

Four A's

Late 1890s

FAQs

Temperature in the low 20s

Dashes

Use dashes sparingly to show significant pause, an abrupt break in thought, or to set aside a series within a phrase, putting a space on either side:

I asked for peonies and they gave me —
a willow tree.

Phipps — a really fine Pittsburgh treasure —
has grown by leaps and bounds in recent years.
All of your seasonal favorites — daffodils,
tulips, hyacinths and lilies — will be featured
in the show.

*For more guidelines and conventions,
please contact the marketing department.*

Hyphens

Hyphens are a matter of taste but should be used sparingly. They are sometimes used after a prefix ending in a vowel when the prefix is followed by the same vowel. This use is more uncommon, however, and hyphens may be omitted in words that are used frequently and readily recognized without them:

Reelect
Reenter
Reevaluate
Cooperate
Coordinate

Use the hyphen to distinguish the meaning of different words that are spelled the same way:

It is our hope that the sickly palm will fully recover.
We sent Joe to re-cover the palm from the loading dock.
We resent the fact that our funding was cut for no reason.
Just to be sure you see it, I have re-sent my email from earlier today.

Use the hyphen for clarity in compound modifiers:

6-foot fir tree
Family-owned farm
Eco-friendly practices

Please do not use the hyphen with adverbs ending in –ly:

Newly opened
Freshly squeezed
Recently named

Miscellaneous

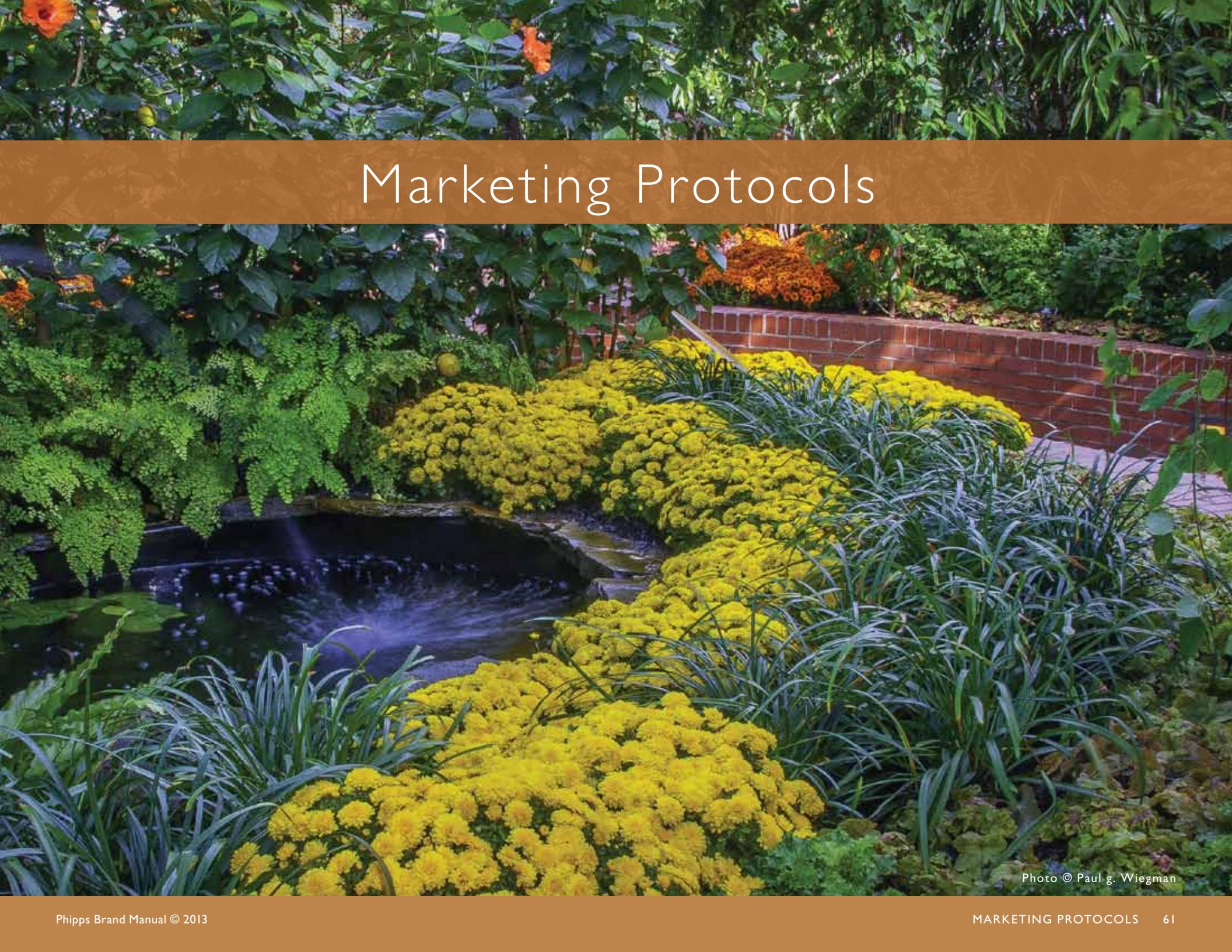
Spell out degrees when referring to temperature:
49 degrees

Use figures and spell out inches, feet, yards, etc.:

The palm tree is 5 feet 6 inches tall.
Our tallest palm tree is a 12-footer.
The 6-foot-5 palm tree in Palm Court is very popular.

Suspensive hyphenation:

He received a 10- to 20-year-old bonsai to maintain.
The 2- and 3-year-olds attend our Little Sprouts Camps.



Marketing Protocols

Photo © Paul g. Wiegman

Marketing Protocols

In order to help the marketing department make the most of Phipps' many programs, events and other public outreach efforts, it is important for all ambassadors to submit promotion request forms, or other items/collateral requiring review, production assistance or project management, in a timely manner. Complementing our own promotions, it is also ideal for ambassadors to be informed about how to handle any press members who might show up unexpectedly at the Conservatory to cover our activities.

EVENTS AND PROGRAMS

If you have an event, program, promotion or any other activity that you would like to share with our community beyond our seasonal flower shows and major annual events, it is critical to the success of awareness-raising efforts to reach out to the marketing department in the early stages of planning. The more lead time there is, the more opportunities there will be to promote the activity.

Once you have submitted the appropriate Marketing Promotion Request form located at **S:\Marketing\Resources**, the marketing department will evaluate the request and then come up with an appropriate plan of action. Please do not hesitate to contact a marketing team member for further clarification or assistance.

As always, the best way to ensure that your event, program or promotion receives ample coverage is to fill out a Marketing Promotion Request form as soon as you have major details confirmed.

PRESS RELEASES

Successful press releases are crafted using a set style and format, and must be formally and strategically issued by the marketing department according to an established monthly media communications pipeline. In order to allow sufficient time for scheduling, writing, editing and distributing a release, it is important to submit your Marketing Promotion Request at least 10 weeks prior to be eligible for distribution to local long-lead magazines, and at least six weeks for potential coverage in shorter-lead outlets such as newspapers, television and radio.

It is also important to note that while the marketing department aims to garner as much media attention as possible, the issue of a press release does not guarantee coverage; therefore, the more time allotted for the development of strategy the more success we will have with our efforts.

PHIPPS WEBSITE

When you submit your Marketing Promotion Request your activity will be considered for the event calendar on **phipps.conservatory.org**. Whether or not it is designated as a featured event will be up to the discretion of the marketing department. Since copy for the calendar is drafted by the marketing team, please allow at least one week (or five business days) for creation and placement of your listing.

COMMUNITY CALENDARS

As a supplement to calendar posts on the Phipps website the marketing department may be able to post certain activities to event calendars maintained by local newspapers, radio and television stations, and other online community forums. Please allow at least four weeks of lead time if you would like your activity to be considered for these calendars.

NEWSLETTERS

Phipps has streamlined its newsletter communications to bolster the overall success of our many events, programs and initiatives. Upon receipt of your Marketing Promotion Request form, the marketing department will consider your activity for inclusion in both our monthly e-newsletters and our new quarterly member magazine *Thrive*. Lead time for submitting your request form for possible inclusion in an e-newsletter is four weeks. The print magazine, however, requires three months of lead time since each issue goes into production several months prior to distribution. Please keep in mind that due to space limitations, inclusion is ultimately up to the editorial jurisdiction of the marketing team.

SOCIAL MEDIA

While maintaining a delicate balance between promotions, and other inspirational and enjoyable content, the marketing department uses social media to spread the word about upcoming events, as well as to provide a source of enrichment and entertainment for our followers. In order to maximize opportunities to plug your activity more than once before it occurs, please allow at least eight weeks of lead time. The lead time to be considered for one-time promotion on Facebook and Twitter is at least two weeks, since weekly post outlines are created as part of an overall strategy well in advance.

COLLATERAL PRODUCTION

If you would like to produce collateral — such as a brochure, rack card, flier, sign, invitation or any other printed promotional item — as a rule, if it is for the public, you will want to check with the marketing department to determine whether or not the project should be managed by you or a marketing team member. To ensure that your project will be completed in time to meet your deadline, please consult with the marketing department in the earliest stages of planning.

On average, for example, it takes about a month to produce a quality brochure; and, while an item like a flier would take less time, given the large amount of design projects submitted to the marketing team by all organizational departments, it is best to allow at least a four-week lead time for all parts of the production process, which may include copy editing, photo editing and design, printing and distribution, and/or mailing.

OTHER COMMUNICATIONS APPROVALS

From time to time you may have other written communications intended for the public that require review by the marketing department. These items include but are not limited to contributed articles, web content, brochures, signs and letters to prominent community members. When in doubt about whether or not your communications need to be reviewed or edited outside of your department, please contact the marketing department for guidance and allow at least one week of lead time for review.

MEDIA RELATIONS

While members of the media are asked to pre-arrange onsite visits with the marketing department there are times when photographers, videographers and journalists may show up unexpectedly to take photos and video or request interviews with staff and visitors. If you should find yourself dealing with the press, please be sure to follow the procedure outlined here:

Greet press members and acquire their names, the outlet name and information about what they would like to cover. Thank them for coming and ask if they would mind waiting in the café for a few moments while you contact the marketing department to assist them.

Next, immediately call Liz Fetchin, director of marketing and communications, at 412/622-6915, ext. 3801 or 724/612-9921 to receive further instruction. At this time, she or a member of her team will either come to greet the press or grant permission for them to enter on their own. After receiving this information, update the press members accordingly.

If Liz is unreachable, call Natalie Bowman, communications coordinator, at 412/622-6915, ext. 3802. If Natalie is unreachable, try another member of the marketing team for assistance. Please do not under any circumstances leave a voicemail and assume it is received. In the event that no marketing staff are available, please consult the MOD or an available director to make the call about whether or not to allow entry or grant an interview.

Only staff trained to handle media should provide interviews or answer any questions from the press. Remember, anything you say will become a matter of record, so your response can simply be that you are not a spokesperson for Phipps but that you will connect them with someone who can help right away. If at any time you feel uncomfortable handling a press situation find someone else who is confident about the appropriate protocol to take over.

On a related note, Liz or someone from the marketing team should be immediately informed of any onsite crisis that may occur, such as an injury or another negative occurrence, and draw media to the scene. Under no circumstance is any untrained staff member to speak with media in a crisis situation.

Templates



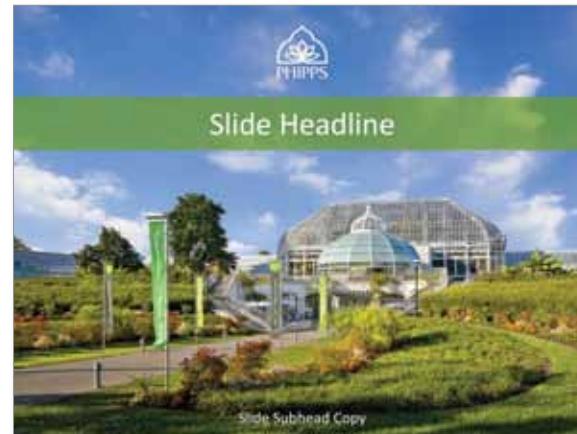
Photo © Denmarsh Photography, Inc.

Phipps staff may access PowerPoint templates at **S:\Marketing\Resources**

POWERPOINT TEMPLATE

A PowerPoint template and standard presentation has been developed for use in presentations.

Please use the alignment, fonts and font sizes as specified within the template.



Slide Headline

Slide Subhead

Lore ipsum dolor sit amet, consectetur adipisciing elit, sed do eiusmod tempor incididunt ut et dolore magna aliqua.

Bullet Subhead

- bullet point
- bullet point
- bullet point longer than a single line of text continues to indent
- bullet point

Bullet Subhead

- bullet point
- bullet point
- bullet point



Slide Headline

Lore ipsum dolor sit amet, consectetur adipisciing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



SIGNATURE IMPLEMENTATION IN OUTLOOK® 2010

1. Navigate to **S:\Marketing\Resources** and open the file **Signature Template.msg**.
2. Highlight the template signature shown in the open window and copy to your clipboard.
3. Click on the “Insert” tab, click “Signature,” then “Signatures.” A new window, “Signatures and Stationery,” will open.
4. Under “Select Signature to Edit,” select “Default.” Under “Choose Default Signature,” select “Default” for “New Messages” and “(None)” for “Replies/Forwards.”
5. “Paste” the template into the “Edit Signature” box.
6. In the template signature, replace “Name” with your name, “Title” with your title, and “#####” with your extension.
7. Highlight the word “email” in **email@phipps.conservatory.org** and replace it with your email address; leaving your cursor where it is, click the “Hyperlink” button (a globe and chain link found on the far right of the “Edit Signature Options”). A new box, “Edit Hyperlink,” will open.
8. In the “Edit Hyperlink” box, under “E-mail Address,” you will see “<mailto:email@phipps.conservatory.org>.” Replace the “email” portion with your email address (so that it reads, for example, “<mailto:jreed@phipps.conservatory.org>”).
9. Click “OK” to close the “Edit Hyperlink” box.
10. In the “Signatures and Stationery” box, if you find that your email address has turned blue, please highlight it and use the “Color Selector” in “Edit Signature Options” (the same options bar where the hyperlink button was found) to make it black again.
11. Click “OK” to close the “Signatures and Stationery” box.
12. Click “OK” to close the “Outlook Options” box.
13. Click the “X” to close the “Signature Template” window.
14. If you click “New Email” from the main Outlook window, you should see your updated signature.

EMAIL SIGNATURE

For a strong corporate image, all email messages should identify the sender in a standard and clear manner. It is possible to create a default email signature through your email program, which will automatically add your signature to the end of

every email you send. Please see instructions for implementation at left. Please do not add any additional graphics, logos, slogans, taglines or messages to your email signature.

Name
Title
412/622-6915, ext. #####
email@phipps.conservatory.org

 **PHIPPS**
Phipps Conservatory and Botanical Gardens
One Schenley Park
Pittsburgh, Pa. 15213
phipps.conservatory.org
facebook.com/phippsconservatory



Thank You

Thank you for taking time to familiarize yourself with this guide and helping to uphold the integrity of the Phipps brand. Should you have any questions about any of the information you have reviewed, please reach out to the marketing department at any time.

Liz Fetchin

Director of Marketing and Communications
412/622-6915, ext. 3801
lfetchin@phipps.conservatory.org

Natalie Bowman

Communications Coordinator
412/622-6915, ext. 3802
nbowman@phipps.conservatory.org