

Name Use Guidelines for Cummings School of Veterinary Medicine at Tufts University

Use of the name of New England's only veterinary school, Cummings School of Veterinary Medicine at Tufts University, requires a cooperative effort on the part of the entire university in order to build name recognition and to strengthen public understanding of the breadth, depth and importance of the school's work.

The following guidelines have been established for how the school's name should be used in print, on the web and in other digital media, and for the purposes of identification by faculty, staff and administration in a range of circumstances, from news media interviews to citations in scholarly journals. (Use of the Cummings School name should be analogous to the way "The Fletcher School" is used to reference the Fletcher School of Law and Diplomacy at Tufts University.)

Compliance with these guidelines will have tremendous impact for Cummings School at Tufts if used consistently by all members of our community for whom these conventions apply.

Please review the standards and make certain they are applied in all areas where you are accountable.

Thank you in advance for supporting this important university initiative.

NAMING CONVENTIONS FOR CUMMINGS SCHOOL OF VETERINARY MEDICINE AT TUFTS UNIVERSITY

Business cards and stationery: The full name of the school—Cummings School of Veterinary Medicine at Tufts University—is carried on all school stationery and business cards, as well as on that of appropriate affiliated departments and faculty at the Foster Hospital for Small Animals, the Hospital for Large Animals, the Tufts Wildlife Clinic, the Tufts Ambulatory Service, the Lerner Spay/Neuter Clinic, Tufts VETS, and Tufts at Tech, as well as at other Tufts University schools.

School catalogs, program brochures, the alumni magazine and all print collateral: The full name of the school or its word mark is carried clearly on the covers of all school publications and appropriate affiliated department, center and clinic publications in the official type and logo treatments that define the school's visual identity as created and overseen by Tufts' Office of Marketing Communications in University Relations.

Textual references: References to Cummings School of Veterinary Medicine in all print, web and other digitally published materials, and in press releases will reference the school as Cummings School of Veterinary Medicine at Tufts University on first reference. Cummings School and/or Cummings School of Veterinary Medicine are acceptable for second and subsequent references.

University web sites: All university web sites are subject to the same policies noted above for print publications, including all references to the school and identification of appropriate faculty and researchers.

Faculty of the school, including those at Foster Hospital for Small Animals, Hospital for Large Animals, Tufts Wildlife Clinic, Tufts Ambulatory Service, Lerner Spay/Neuter Clinic, Tufts VETS, and Tufts at Tech should ensure that their Cummings School of Veterinary Medicine affiliations are included in their biographical descriptions and titles.

Social media: All university social media accounts are subject to the same policies noted above for print publications, including all references to the school and identification of appropriate faculty and researchers. However, given the character limitations of these sites, use the shorter version of the name (Cummings School).

Cummings School of Veterinary Medicine faculty, administration and staff self-identification: All Cummings School faculty, administration and staff, as well as affiliated faculty, should use the appropriate identifier. This includes the full name of the school (Cummings School of Veterinary Medicine at Tufts University) in scholarly journals or research papers, when appropriate (i.e., because it relates to an individual's faculty affiliation or teaching and mentoring responsibilities) and the shorter version of the name (Cummings School) in other circumstances, such as presentations, conferences or outgoing voicemail messages. Because most faculty of Cummings School wear several "hats," e.g. clinician at the Foster Hospital, a faculty appointment in another Tufts school, director of a specific lab, institute or center, it is not expected that every faculty member will always use the Cummings School name as an exclusive identifier, but consistency of its use is strongly encouraged.

For example, a director of a named center might refer to him/herself as: Name, Director of XYZ Center at Cummings School of Veterinary Medicine. In interactions with the media, it is recommended that Cummings School faculty who work at one of the hospitals or clinics distinguish between interviews in which they are being asked to comment generally about veterinary medicine and interviews in which they are being asked to comment about special research projects particular to the hospital or at Tufts' other schools. In the former, it is recommended that faculty use their Cummings School of Veterinary Medicine affiliation first, or solely. In the latter, it is recommended that faculty identify their other affiliation first.

If you have questions or concerns about various aspects of this policy, please contact Rushmie Nofsinger, Associate Director of Public Relations, Cummings School or Lorraine Daignault, Marketing Director, Cummings School for clarification. With regard to use of the name with the media, contact Rushmie Nofsinger (Public Relations for clarification or advice; with regard to internal publications, contact Lisa Gregory (Marketing Communications).

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