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Introduction

University Relations and Communications (URC) has prepared the Communication Standards Manual for anyone developing UW-Stevens Point external communications because a clear, consistent style in all communications strengthens UW-Stevens Point’s reputation and image.

URC provides strategic leadership and collaborative partnership in telling the UW-Stevens Point story. If you need to connect with an external audience, plan to work with URC.

URC encourages you to submit your external communications projects e.g., recruitment, promotional and fundraising, for editorial and design review and printing through UW-Stevens Point Printing & Design. Adherence to the university’s style guidelines helps ensure a unified and professional editorial image for the university before all of our external audiences.

The university’s media relations, external publications, university events planning, institutional marketing, photography and advancement communications are handled by URC. Printing & Design is also a unit of URC.

URC works closely with the Admissions Office to develop student recruitment communications, with Alumni Affairs and UWSP Foundation on advancement communications and with Web & Media Services on the design and implementation of the UW-Stevens Point website.

URC works directly with the Chancellor’s Office and other units across campus to plan and execute university events throughout the year, ranging from an array of receptions to UW-Stevens Point’s commencement ceremonies.

URC also manages the university’s brand licensing program and monitors all compliance of eternal communications with the UW-Stevens Point visual identity standards.

The Associated Press Stylebook is the basis for this guide’s writing requirements. Most American university communications professionals use it as the primary authority for style, grammar and usage.
Services provided by University Relations and Communications

Contact University Relations and Communications at 715-346-3046 or urc@uwsp.edu when:

- You have been contacted by the news media for a UW-Stevens Point-related story. URC tracks all university media activity. We can provide advice, guidance and training for being interviewed by reporters. We can also offer insights based on other potentially related media inquiries made elsewhere within the university;

- You need to produce a publication or Web page for an external audience;

- You would like to share news of your university-related accomplishment, the good work of a student, or an upcoming event intended for external audiences. URC produces all official UW-Stevens Point media releases, UW-Stevens Point alumni publications and content for the university pages of www.uwsp.edu;

- You need advice for a UW-Stevens Point event aimed at an external audience;

- You need photography services, including headshots or event coverage.

Contact Printing & Design at 715-346-4927 when:

- You need large or small-volume black or full-color copying and printing, bindery services including letterhead, letterhead templates, envelopes and business cards, a wide variety of booklets, brochures, forms, greeting cards, 2.25" promotional buttons, stickers, posters, flyers, newsletters, consecutively numbered raffle tickets, course packs/manuals and class materials. Files are acceptable from both Macintosh and Windows platforms, but PDF files are preferable. See www.uwsp.edu/printdesign.
Communicating about UW-Stevens Point

The UW-Stevens Point positioning statement
A starting point for developing communications that advance UW-Stevens Point is the university positioning statement, developed after considerable research into the perceptions of UW-Stevens Point’s stakeholders.

You should always strive to produce material that illustrates the UW-Stevens Point positioning statement. It is a concise complement to the university official mission statement.

The UW-Stevens Point positioning statement is to be used as a boilerplate in such applications as printed advertisements for university employment and on the inside cover of external publications, where it should appear centered in block paragraph italic format in a smaller type than the body text of the rest of the page. The positioning statement is also used as an anchor on UW-Stevens Point news releases.

The UW-Stevens Point positioning statement should not be modified, and reads as follows:

With our roots in the heart of the state, Wisconsin’s right-sized public university launches students on meaningful life journeys through transformational learning in the arts and sciences. Our open-minded, close-knit community—both on and off campus—inspires students to experience the world unfolding in new ways.

Facts for your communications
As a UW System institution, UW-Stevens Point strives to demonstrate leadership in advancing the strategies of Investing in Wisconsin’s Future, the UW System Growth Agenda accountability strategies. These strategies mesh with the UW-Stevens Point brand and provide an excellent basis from which to tell the UW-Stevens Point story of the transformational experience we provide to our students, our community and region, and each other.

Whether it is a formal presentation or casual conversation with a neighbor, accurate, consistent and data-based information about UW-Stevens Point is crucial. This section provides a set of talking points about UW-Stevens Point that help illustrate our role as a provider of transformational experiences and the university’s contributions to the UW System Growth Agenda’s core strategies that are applied to each member institution.

Use these talking points in your spoken, written and multimedia presentations to highlight areas in which UW-Stevens Point performs particularly well in relation to other universities in Wisconsin and the nation.

Much of the following information is from the UW System Growth Agenda Accountability Report titled Investing in Wisconsin’s Future: UW-Stevens Point.
UW-Stevens Point prepares students to experience the world

Study abroad
- UW-Stevens Point leads the UW System and is among the top universities nationally in the percentage of students who study abroad.
- Twenty-one percent of our graduates have studied abroad.

Service learning
- Of UW-Stevens Point seniors, 51 percent report having taken part in service learning, compared to 46 percent for all American public colleges and universities.

Internships
- Of UW-Stevens Point seniors, 58 percent report having taken part in an internship, compared to 46 percent for all American public colleges and universities.

Comfort with campus climate
- A positive campus climate is essential for creating a community of learning at UW-Stevens Point. Eighty-six percent of all members of the campus community state that they feel very comfortable or comfortable within the overall climate.

General education
- UW-Stevens Point is revising its general education program and anticipates implementing a new General Education Program curriculum in 2013 with a new mission and learning outcomes.

UW-Stevens Point is preparing more graduates

Enrollment
- UW-Stevens Point’s current 2012-2013 enrollment is 9,677 (enrollment is reported in the fall, based on headcount – see www.uwsp.edu/enrollment for up-to-date information).

Diversity
- UW-Stevens Point is committed to building the diversity of its student body. The 2012 first-year student class was the most diverse ever, at 10 percent. This compares to 4 percent in 1999.
- Students of color represented 8.2 percent of the overall UW-Stevens Point enrollment in fall 2012.
- Thirty-six percent of UW-Stevens Point students received Pell Awards in 2010-11. The university tied for the third highest percentage in the System, with the overall percentage of Pell recipients in UW System being 31 percent.

Graduation rate
- Of new first-year students entering UW-Stevens Point full time in fall 2005, 61 percent graduated within six years at UW-Stevens Point, which exceeds our More Graduates target of 60 percent (six-year graduation rate is a standard reporting period).
Well-paying jobs for UW-Stevens Point graduates

Degrees in high-demand fields
- Graduates in the STEM (Science, Technology, Engineering and Mathematics) and health fields numbered 488 and 147, respectively, in 2010-11. This was the highest total among UW regional universities.

Impact on the Central Wisconsin economy
- UW-Stevens Point faculty members and students engage in projects benefit the Central Wisconsin economy, including the Wisconsin Institute for Sustainable Technology, the Geographic Information Systems Center, the Northern Aquaculture Demonstration Facility, the Center for the Small City, the Central Wisconsin Economic Research Bureau, and the university’s ongoing nanowires research in collaboration with the Argonne National Laboratory. Every dollar of state tax investment in UW-Stevens Point results in $9.46 in economic activity in Wisconsin. The total economic impact for 2011 was $407.8 million.

Doctoral preparation
- According to the National Science Foundation, more UW-Stevens Point alumni completed research doctoral degrees between 2000 and 2009 than any other UW regional university.
- Between 2000 and 2009, UW-Stevens Point alumni accounted for 24 percent of the STEM doctorates awarded to students whose bachelor’s degrees were from a UW regional university.

Career placement
- Eighty-five percent of the 2010-11 UW-Stevens Point graduates reported employment or furthering education within a year of graduation.

Home state impact
- Eighty-one percent of UW-Stevens Point graduates remain in the state, with 31 percent living in North Central Wisconsin.
UW-Stevens Point transforms our communities

Students in community service
- Sixty-four percent of UW-Stevens Point seniors report having taken part in community service or volunteer work during their time at the university, ahead of the national average of 58 percent.

Pointers are voters
- The percentage of UW-Stevens Point seniors who report having voted in local, state, or national elections is 47 percent, while the national average is 33 percent.

Faculty connections
- Fifty-three percent of UW-Stevens Point faculty reported collaborating with the local community in their research or teaching compared to the national average of 42 percent.

Arts make an economic impact
- Spending on the arts by UW-Stevens Point and its audiences creates the equivalent of 353 jobs, compared to a median among peer universities of 267.
- The overall impact in income and tax revenues in our communities is $6.9 million.

Continuing education enriches the community
- Annual course enrollments in UW-Stevens Point Continuing Education classes, for professional development or personal enrichment, was 13,683 in 2010-11.

UW-Stevens Point is a steward of its resources

Revenue from all sources, Fiscal 2011: $161 million

UW-Stevens Point leads UW regional universities in extramural funding received
- UW-Stevens Point enjoys a 79 percent success rate in the receipt of grants requested.
- Annual grant funds in 2010 total nearly $10 million.
- Research expenditures in 2010-11 for UW-Stevens Point were $4.4 million.

Job satisfaction is high
- Faculty members are productive. Results from a 2011 survey revealed UW-Stevens faculty report teaching more hours and spending greater amounts of time preparing for classes than faculty at peer institutions, yet spend just as much time per week on research and scholarly writing.
**UW-Stevens Point is responsive, flexible and efficient**

**Administrative spending is low**
- UW-Stevens Point’s administrative spending is 43 percent of the national average. That works out to $14 million less per year than the national average for universities.

**UW-Stevens Point conserves energy**
- The university’s energy use is 13.7 percent below the baseline for state agencies established in Fiscal 2010.

**UW-Stevens Point reduces waste**
- UW-Stevens Point’s award-winning recycling and composting program resulted in savings of about $25,000 in landfill avoidance and 683 tons of waste averted from landfills. Over 20 years, UW-Stevens Point has recycled more than 19,000 tons and saved nearly $700,000 in landfill avoidance.

**UW-Stevens Point is the Partner University**

**UW-Stevens Point partners in education**
- UW-Stevens Point is engaged in seven formal collaborative degree programs:
  - Doctor of Audiology with UW-Madison
  - Master of Business Administration (M.B.A.) with UW-Oshkosh
  - MEd in Educational Administration with UW-Superior
  - B.S. in Health and Wellness Management with UW-La Crosse, UW-River Falls, UW-Superior and UW-Extension
  - B.S. in Health Information Management and Technology with UW-Green Bay, UW-Parkside and UW-Extension
  - B.A./B.S. in American Studies with UW Colleges-Fond du Lac, Fox Valley, Marathon county, Marinette, Marshfield
  - B.A./B.S. in Business Administration with UW-Marathon County
When you’re telling our story . . .

Writing is at the heart of our communication about UW-Stevens Point. As we tell our story on the Web, through the news media, in formal presentations and through any other interaction, it is critical to present information in ways that will resonate with the audience.

We know from extensive research that among all of our UW-Stevens Point stakeholders—prospective students, current students, parents, alumni, donors, community members, faculty and staff members—the strongest common belief is that UW-Stevens Point provides transformational experiences for individuals and communities.

This chart indicates the top three associations that our stakeholders hold in common in their views of UW-Stevens Point. Transformational experience is followed by the university’s connection to “wellness” e.g., individual, community and global, and the university’s role as a regional leader in Central Wisconsin. These concepts can be reinforced with our stakeholders by connecting our presentations to these themes. (Source: UW-Stevens Point Marketing Communications Study, 2009)

Here are some ideas to help you reinforce the transformational experience theme in your presentations about the university.

Avoid “announcements” in favor of writing that presents the benefits of the development or progress about which we’re writing. We see this most often in news releases (remember to consult with University Relations and Communications for all of your news release and external communications opportunities). Consider the difference between these approaches:

**Announcement (Weaker)**
The University of Wisconsin-Stevens Point today announced that its Division of Business and Economics has been renamed as the School of Business and Economics as the university moves to broaden opportunities in business education.

**Benefits (Stronger)**
Business and economics education is on the fast-track for growth at the University of Wisconsin-Stevens Point, with several recent moves aimed at expanding student opportunities in the course of earning a highly marketable UW degree.
In this case, the Benefits approach enables us to underscore the way in which the university presents a stronger opportunity to change the lives of our business majors, and at the same time transform our region with the kind of offerings only UW-Stevens Point can offer.

The Benefits approach can also follow a formula: “X who have struggled with “Y” will now be able to “Z.”

**Announcement (Weaker)**
University of Wisconsin-Stevens Point Continuing Education will present a lesson in Indian cuisine with the class “Cooking with Curry” on Saturday, February 20, from 3:30-6:30 p.m.

**Benefits (Stronger)**
Aspiring chefs longing to capture the flavors of India have a chance to feed their passion as the University of Wisconsin-Stevens Point Continuing Education offers the class “Cooking with Curry” on Saturday, February 20, from 3:30 to 6:30 p.m.

While these examples are drawn from news releases, and you should always consult with University Relations and Communications in your dealings with the media, the principles apply to most written communication—principles of message organization and reinforcing themes that will best connect with our audiences.

As you prepare communications about UW-Stevens Point, be sure to take these additional steps:

Think and write in an **inverted pyramid**. This concept was developed in journalism but applies to nearly all styles in which well-organized written communication is required. Inverted pyramid style simply means that you begin with your most important information, following by decreasingly important, or less urgent information.

Organize your ideas logically.

Don’t just tell your audience what is happening. Show them with descriptive writing and real-people examples. Our students are our best stories. Be sure to include examples of real lives being transformed.
Writing style guide

Common usage issues and examples

**a, an**
In general use the article *a* before a consonant sound, *an* before a vowel sound. Use *a* before a pronounced *h*, long *u* (or *eu*) and *o* as pronounced in *one*.

- a one-on-one meeting
- a history thesis
- a euphemism
- a union
- a UW-Stevens Point professor

Use *an* when the *h* is not pronounced, as in “an honor student.”

When a group of initials begins with a vowel sound (even if the first letter is actually a consonant, such as *f* or *m*), use the article *an* before the initials.

- an MSEG graduate
- an F in accounting

When an article precedes a number, the choice between *a* and *an* is the same as if the number were spelled out.

- an 8 percent enrollment increase
- a 5 percent drop in registrations

**abbreviations**
Capitalized and spell out days of the week. Do no abbreviate except in tabular format (Sun, Mon, Tues, Wed, Thu, Fri, Sat).

Capitalize initials without periods for acronyms and abbreviations used as words: UW-Stevens Point, CNR, GPA.

Use periods with U.S. and Washington, D.C.

Use these abbreviations for time terminology:
- **A.D.** – *anno Domini* (meaning time within Christian Era).
- **a.m., p.m.** – Lowercase with periods.
- **B.C.** – *before Christ*. Uppercase with periods.
- **B.C.E.** – *before the Christian Era* or *before the Common Era*. Uppercase with periods.
- **C.E.** – *Christian Era* or the *Common Era*. Uppercase with periods.

State abbreviations – see states (page 26)
academic and administrative titles, academic areas

See Capitalization (page 31)

academic degrees

When used as a formal degree title, capitalize; when a generic title, lowercase. The area of emphasis after the degree title should be separated with a hyphen in lists. In running text, spell out generic references or formal titles.

*Generic reference:* Michele completed a bachelor’s degree in biology in December.
*Formal title:* The University of Wisconsin-Stevens Point offers many courses for the Bachelor of Science in Mathematics.

- B.F.A. in Art and Design
- M.S. in Nutritional Sciences
- B.S. in Business Administration
- B.A. in Theatre Arts - musical theatre emphasis

When incorporating degree abbreviations in text, use Ph.D., Ed.D., M.A., M.S., B.A., B.S., Au.D.

*Generic reference:* Anna earned her B.A. in communication, but skipped the commencement ceremony.
*Formal title:* Earn your B.A. in Music from UW-Stevens Point.

*Master* and *bachelor* take ’s only when used in place of *master of* or *bachelor of.* Never use the plural or plural possessive with *master’s* or *bachelor’s.*

- master of science in natural resources
- master’s in education
- Work was completed for her master’s degree in May.
- Several international students earned bachelor’s degrees.
- She plans to complete her associate degree this winter.
- The professor, who has a doctorate in psychology, will lead the class.
acronyms

On first reference, spell out names of schools and colleges, government agencies, associations, fraternal and service organizations, unions and other groups with the acronym placed in parentheses after the name. You can use acronyms on second reference, but avoid using too many as they clutter text. Avoid using periods in acronyms: UW-Stevens Point, GPA, GPS, UWMC. Exception: U.S.

Commonly used acronyms at UW-Stevens Point. They should be used only in subsequent usage. Also see UW-Stevens Point degrees (page 28).

<table>
<thead>
<tr>
<th>Acronym</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLUE</td>
<td>Center for Land Use Education</td>
</tr>
<tr>
<td>CNR</td>
<td>College of Natural Resources</td>
</tr>
<tr>
<td>COFAC</td>
<td>College of Fine Arts &amp; Communication</td>
</tr>
<tr>
<td>COLS</td>
<td>College of Letters and Science</td>
</tr>
<tr>
<td>CPS</td>
<td>College of Professional Studies</td>
</tr>
<tr>
<td>CWES</td>
<td>Central Wisconsin Environmental Station</td>
</tr>
<tr>
<td>DUC</td>
<td>Dreyfus University Center</td>
</tr>
<tr>
<td>GEM</td>
<td>Global Environmental Management Education Center</td>
</tr>
<tr>
<td>HPHD</td>
<td>Health Promotion &amp; Human Development</td>
</tr>
<tr>
<td>HRG-UCLCC</td>
<td>Helen Godfrey University Child Learning &amp; Care Center</td>
</tr>
<tr>
<td>IT</td>
<td>Information Technology</td>
</tr>
<tr>
<td>KEEP</td>
<td>Wisconsin K-12 Energy Education Program</td>
</tr>
<tr>
<td>LEAF</td>
<td>Learning, Experiences and Activities in Forestry (Wisconsin K-12 Forestry Education Program)</td>
</tr>
<tr>
<td>LIFE</td>
<td>Learning is ForEver (Continuing Education)</td>
</tr>
<tr>
<td>MCRC</td>
<td>Multicultural Resource Center</td>
</tr>
<tr>
<td>NADF</td>
<td>Northern Aquaculture Demonstration Facility</td>
</tr>
<tr>
<td>PEAT</td>
<td>Physical Education &amp; Athletic Training</td>
</tr>
<tr>
<td>SBDC</td>
<td>Small Business Development Center</td>
</tr>
<tr>
<td>SGA</td>
<td>Student Government Association</td>
</tr>
<tr>
<td>StWEA</td>
<td>Student Wisconsin Education Association</td>
</tr>
<tr>
<td>TLC</td>
<td>Tutoring Learning Center</td>
</tr>
<tr>
<td>UDS</td>
<td>University Dining Services</td>
</tr>
<tr>
<td>URC</td>
<td>University Relations and Communications</td>
</tr>
<tr>
<td>WAAE</td>
<td>Wisconsin Association for Environmental Education</td>
</tr>
<tr>
<td>WCEE</td>
<td>Wisconsin Center for Environmental Education</td>
</tr>
<tr>
<td>WEEB</td>
<td>Wisconsin Environmental Education Board</td>
</tr>
<tr>
<td>WIPCS</td>
<td>Wisconsin Institute for Peace &amp; Conflict Studies</td>
</tr>
<tr>
<td>WIST</td>
<td>Wisconsin Institute for Sustainable Technology</td>
</tr>
<tr>
<td>WLC</td>
<td>Wisconsin Learning Center</td>
</tr>
</tbody>
</table>
addresses (UW-Stevens Point)

Return addresses on envelopes and publications include the UW-Stevens Point symbol and list in order using Palatino or Times New Roman font:

- name of the university (University of Wisconsin-Stevens Point)
- name of the college, school or department, and, if appropriate, account number
- street address or post office box (use PO, no periods)
- city, state and ZIP (plus four) code (note: no comma after city)

Campus return address

University of Wisconsin-Stevens Point
Admissions Office, account number
102 Student Services Center
Stevens Point WI 54481-3897

University of Wisconsin-Stevens Point
Alumni Affairs, account number
2100 Main St.
Stevens Point WI 54481-3897

Off-campus return address

Treehaven Campus
W2540 Pickerel Creek Ave
Tomahawk WI 54487

Central Wisconsin Environmental Station
10186 County Road MM
Amherst Junction WI 54407
**affect, effect**

*Affect* is a verb, except when used as a term in the field of psychology to indicate emotive responses.

*Affect* commonly means “to influence.”

Study habits affect grades.

*Affect* can also mean “to simulate, imitate, or pretend.”

As an international student in London, Donna affected a British accent.

*Effect* is commonly used as a noun meaning result.

Her attendance policy had a good effect.

As a verb, *effect* means “to bring into existence or accomplish.”

Writing your senator is one way to effect change.

**advance, advanced**

Used as adjectives, *advance* means “ahead of time” and *advanced* means “beyond others.”

- advance application fee
- advanced standing

**adviser, advisor**

Although many use *advisor*, the preferred spelling is *adviser*.

**alumna, alumnae, alumnus, alumni**

An *alumna* is a female graduate or former student of a particular institution; the plural is *alumnae*. An *alumnus* is a male graduate or former student; the plural is *alumni*. To indicate both sexes, use *alumni*.

**a.m., p.m.**

Use lowercase with periods.

Use *noon* and *midnight* instead of 12 p.m. and 12 a.m.

- The meeting will be held from 11 a.m. to noon.
- The library is open 8 a.m. to midnight.

Do not use :00 for times on the hour: 5 p.m. instead of 5:00 p.m.

Do not use military time (time measured in hours) in place of a.m. and p.m.

*Incorrect:* The class will be held from 1100 to 1300.

*Correct:* The class will be held from 11 a.m. to 1 p.m.

Do not use redundant time references in the same sentence.

*Correct:* The meeting is scheduled for 8 a.m. Monday.

*Incorrect:* The meeting is scheduled for 8 a.m. Monday morning.
among, between
*Among* indicates the interval, intermediate position, or relationship of more than two people or things; *between* implies only two.

- The assignment will be divided *among* the five students.
- The professor split the assignment *between* Chris and Jon.

*Note:* One item in a pair may be a group of individuals.

- The concert highlighted the bond *between* the band director and members of the orchestra.

*Between* may also indicate pairs of relationships among more than three items.

- The competition continued *between* the teams.
  *(Note: Several completed, but only in pairs.)*

and, ampersand (&)
Spell out *and*. Use an ampersand only if part of a proper name, in lists or in tabular material. In running text, use the word *and*.

and, but
You may use *and* or *but* to begin a sentence. Used sparingly, these conjunctions can provide effective transitions between closely related sentences.

assure, ensure, insure
*Assure* means to convince someone or set a person’s mind at ease.

- The student assured her coach she would be in the tournament.

*Ensure* means to guarantee or secure.

- Proper training will ensure good scores.

*Insure* generally means to establish a contract involving money.

- She was advised to insure her apartment against theft.

bad, badly
*Bad* is an adjective: She had a bad report.

*Badly* is an adverb: He ran the course badly.

A common error is use of the adverb in constructions with linking (transitive) verbs, such as *look, taste* and *feel*.

Use the adjective to modify subjects taking linking verbs.

- I feel bad about the outcome.
  *(Since *feel* acts as a linking verb, the adjective *bad* modifies the pronoun *I).*
**bias-free communication**
To avoid sexism, use the correct gender or use language that incorporates both sexes.

<table>
<thead>
<tr>
<th>Biased</th>
<th>Inclusive</th>
</tr>
</thead>
<tbody>
<tr>
<td>mankind</td>
<td>people, humans, human race, humanity</td>
</tr>
<tr>
<td>manpower</td>
<td>workforce</td>
</tr>
<tr>
<td>man made</td>
<td>artificial, manufactured, synthetic, handmade, machine-made</td>
</tr>
<tr>
<td>to man (verb)</td>
<td>to staff, to operate</td>
</tr>
<tr>
<td>department chairman</td>
<td>department chair (not chairperson)</td>
</tr>
<tr>
<td></td>
<td>Avoid <em>chairman</em> or <em>chairwoman</em>.</td>
</tr>
<tr>
<td>the best man</td>
<td>the best person (or candidate) for the job</td>
</tr>
<tr>
<td>A professor should talk to his/her student.</td>
<td>Professors should talk to their students.</td>
</tr>
<tr>
<td></td>
<td>The professor should talk to the student.</td>
</tr>
<tr>
<td></td>
<td><em>(Not: A professor should talk to their students.)</em></td>
</tr>
</tbody>
</table>

| Freshman       | first-year student                                  |

**campuswide, systemwide, universitywide**
One word.

**cities with states**
Spell out the state name after a city in text; the state name is set off by commas.

> We live in Stevens Point, Wisconsin, in Central Wisconsin.

**class or course**
A class is a day’s worth of material; a course is a semester’s worth.

> The class on Tuesday was interesting.
> He signed up for the course in spring.

**complement, compliment**
*Complement*, as a noun, means something that completes, fills out.

> The lab work is a complement to the lecture class.

As a verb, *complement* means to suit, make complete.

> The lab work complements the lectures.

*Compliment*, as a noun, means an expression or act of praise or flattery.

> Following the concert, members of the audience offered compliments to individual performers.

As a verb, *compliment* means to praise or flatter.

> She was complimented on her performance.
comprise, compose
Comprise means consist of or include. The whole comprises the parts.
Don’t confuse comprise with words of nearly opposite meanings: compose, constitute, make up.

- The whole comprises the parts.
- The parts compose the whole.
- The university comprises four colleges.
- Four colleges constitute the university.

continual or continuous
Continual means a repeated occurrence, something that happens over and over.

- There are continual arrivals at the bus station.

Continuous means unbroken or without interruption.

- Someone coughed continuously during the performance.

c-co-op
Hyphenate co-op (cooperative) to avoid confusion with coop (a small enclosure). Similarly, hyphenate other words to avoid misunderstanding.

- re-admit
- re-enroll
- re-creation

country, nation
Use country to refer to a geographical area; use nation to designate the people who share the language and culture of a sovereign government.

Spell out the names of nations and countries in text. The abbreviation U.S. is acceptable as an adjective: U.S. foreign policy. Use United States in other contexts.

course work
Two words.

database
One word.

distance learning
When used as an adjective (distance) and a noun (learning), do not hyphenate, but hyphenate when the two words function as an adjective.

- Distance learning lets students take classes at their convenience.
- Continuing Education offers distance-learning classes.

do’s and don’ts
These verbs act as nouns.

dates
Never use numbers with st, nd, rd or th

- Correct: We will visit between November 2 and 18.
- Incorrect: We will visit between November 2nd and November 18th.
e.g., et al., i.e., inc.
The Latin exempli gratia, abbreviated as e.g., means “for example.” Id est, (i.e.) means “that is” or “in other words.” Both are followed by a comma.
They were given a choice e.g., roast beef or chicken.
Most put in a 40-hour week i.e., work eight hours a day.

Et alii (et al.) means “and others.”
She arrived with several faculty members, students et al.

Inc. is abbreviated and capitalized when used as a corporate name. Do not set off with commas.
J. C. Penney Company Inc.

emeritus, emerita, emeriti
Emeritus is a male retired faculty member. Emerita is a female retired faculty member. Emeriti is plural for both.
John Sims, president emeritus. President Emeritus John Sims.
UW-Stevens Point Emeriti Roach and Sims will attend the ceremony.

ensure
See assure (page 19).

entitled or titled
Entitled means one has the right to something.
After he registers, Joe is entitled to walk at commencement.

Titled introduces the name of a publication, speech, musical composition, etc.
A few people attended the lecture, titled “Cougars in Wisconsin.”

equal opportunity statement
The Department of Education’s (ED) Office for Civil Rights enforces several statutes that protect the rights of beneficiaries in programs or activities that receive financial assistance from ED.

ED requires any bulletins, announcements, publications, catalogs, application forms, or other recruitment materials that are made available to participants, students, applicants, or employees to include the university’s nondiscrimination statement.

UW-Stevens Point is an Equal Opportunity/Affirmative Action Institution.

For any publication that involves soliciting applications for employment, training or development, use this statement:

The University of Wisconsin-Stevens Point is an Equal Opportunity, Affirmative Action Employer. Women, minorities, Vietnam era veterans, disabled veterans and individuals with disabilities are encouraged to apply. Names of all final candidates must be revealed according to a court order.

or

The University of Wisconsin-Stevens Point is an EEO/AA employer.
faculty, staff
Faculty is a singular noun. Use faculty members to refer to the individuals within the faculty.

Staff is a singular noun. Use staff members to refer to the individuals within a staff.

Access listings for faculty and staff members in the UW-Stevens Point Campus Directory and online from the UW-Stevens Point Directory (Find the People).

farther or further
Farther refers to distance; further refers to time and quantity.
  He drove five miles farther down the road, missing the turn.
  Projecting further into the future, she saw herself advancing up the corporate ladder.

central, state
Do not capitalize federal, state, or city unless part of an official name.
  city of Stevens Point
  state of Wisconsin
  federal government
  Federal Reserve System

class, less
Use fewer for countable objects; use less for observable amounts.
  He is taking fewer courses this semester.
  She is doing less work than other members of her study group.

first-year
The term first-year can function as a noun or an adjective.
  First-year enrollment increased.
  Several first-year students arrived early.

fiscal year
FY12

foreign words and phrases
Italicize foreign words and phrases, except for those likely to be familiar to your reader.
  Act One was full of dramatis personae, including a mad scientist, femme fatale and brooding hero.
  She realized she had committed a faux pas.

grades
Use capital letters. Add s to indicate plurals. To avoid confusion with the word as, use the apostrophe to designate plural of the letter grade A.
  A’s, Bs, Cs, etc.

GPA, grade point average
Use either, usually with two numbers after the decimal: 4.00, 2.25.
**I, me**

*I* functions in the subjective case, *me* in the objective.

*Correct:* Sarah and I drove home.
*Incorrect:* Sarah and me drove home. (*Not:* “Me drove home.”)

*Correct:* Jeff and I will attend the lecture.
*Incorrect:* Jeff and me will attend the lecture. (*Not:* “Me will attend.”)

Do not overcorrect and use the subjective *I* in the objective case.

*Correct:* Steve sent the invitation to Bob and me.
*Incorrect:* Steve sent the invitation to Bob and I. (*Not:* He sent the invitation to I.”)

*Correct:* The movie ending was a surprise to my friends and me.
*Incorrect:* The ending was a surprise to I.

**important, importantly**

Always use *important* with *more* or *most* to modify a whole clause or sentence.

*The green roof on the library contains plants that absorb rainwater. More important, the roof helps the library save energy.*

Do not use *importantly* with *more* or *most.*

**insure**

See assure (page 19).

**irregardless**

Use *regardless.*

**its, it’s**

As a possessive, *its* has no apostrophe. As a contraction for *it is* or *it has*, use the apostrophe to indicate omitted letters: *it’s.*

*Among UW-Stevens Point’s strengths is its student-centered approach. It’s been a strength of UW-Stevens Point to have a small student-to-faculty ratio.*

**lay or lie**

The verb, *to lay*, meaning “to put or set down, to place, to spread on a surface” is commonly misused. *Lay* is a transitive verb.

Jeff lays the notes on the desk.
He laid books on the floor.
They had laid the old textbooks on the cart.

The verb, *to lie*, meaning “to be or to stay at rest in a horizontal position, to be inactive,” is an intransitive verb.

The notes lie on the desk.
The books still lay on the desk.
The textbooks had lain in storage a long time.
more than, over
Use *more than* with numerals and *over* with spatial relationships.

- He received more than $450,000 for his grant.
- The plane flew over the city.

myself, me, I
*Myself* is a reflexive (intensive) pronoun reflecting back to *I*. Do not use the reflexive pronoun *myself* in the subjective (I) or objective (me) case.

- Correct: I read the book myself.
- Incorrect: Myself read the paper.
- Correct: I coordinated the event myself.
- Incorrect: Myself coordinated the event.
- Correct: The professor gave the assignment to Kurt and me.
- Incorrect: He gave the assignment to Kurt and myself.
- Correct: If you need advice, see me.
- Incorrect: If you need advice, see myself.

The same applies to *herself, himself, yourself*.

- She bought the book herself.
- Do the research yourself.

numerals
Spell out numbers that begin a sentence.

Two hundred and twelve girls attended Women and Science Day.

Generally, use numerals for numbers 10 and greater and spell out numbers one through nine, with these exceptions:

- Addresses: 2100 Main Street
- Ages, for people and objects: 9-year-old boy, 27-year-old book
- Credit hours: 15 credits of required courses
- Dates: August 31
- Dimensions: 4 feet high, 11-by-14 paper
- Highways: Interstate 39
- Millions, billions: 6 million students
- Money: 8 cents, $21
- Percent: 20 percent, 20%
- Temperatures: 70 degrees
- Times: 11 p.m.

Spell out numbers used in a casual sense: “I told you a million times to answer the phone when I’m away from my desk.”

Spell out ordinals *first* through *ninth* used to indicate time or place.

Spell out and hyphenate fractions: one-eighth, three-fourths.

off campus, on campus
Hyphenate only when using as an adjective, not as an adverb.

- Off-campus students commute an average of 250 miles weekly.
- Those who live on campus travel to visit their families three or four times per semester.
online
One word, no hyphen.

percent
Use the word percent with the numeral. Use the percent sign (%) only in tables or when space is limited.
The chancellor announced that 36 percent of UW-Stevens Point students had transferred from another university.

pre and post
Most words beginning with the prefixes pre and post are not hyphenated. Refer to the dictionary for appropriate spellings.

state names
Spell out state names in running text and use state abbreviations (listed below) with city (Stevens Point, Wis.) Use the postal code abbreviations only for addresses.

<table>
<thead>
<tr>
<th>State</th>
<th>Abbreviation</th>
<th>Postal code</th>
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<tbody>
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<td>Alabama</td>
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systemwide, universitywide
One word.

telephone numbers
Always include the area code and use hyphens instead of parentheses or periods in telephone numbers.
715-346-0000 (Not: (715) 346-3000 or 715.346.0000)

that or which
That refers to persons or things, who to people or animals, and which only to things or subhuman entities.
The person who teaches Spanish is my sister.
The class that draws the most students is Contemporary Film.
She bought The World is Ours, which was published for the centennial of UW-Stevens Point.

That introduces restrictive clauses. Which or that may introduce nonrestrictive clauses, but, in current usage, which is more common.
We will visit the facility that is located near Lake Superior.
(Since we didn’t name the facility, the clause is restrictive—the clause identifies it.)

We will visit Treehaven, which is located near Tomahawk. (Since we identify Treehaven, the clause is nonrestrictive.)

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<td>District of Columbia</td>
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titles
Use quotation marks for titles of minor works: short stories, essays, short poems, songs, articles in periodicals, chapters in books and episodes in radio and television series.

Italicize titles of books, paintings, sculptures, films, magazines, plays, record albums, operas and other long musical works, newspapers, and continuing radio and television series. (See quotation marks, page 40.)

toward
Not towards.

university, campus
University refers to the institution, campus refers to the buildings, grounds.

The university collaborates with other institutions to make the program successful.
Spring flowers bloom across campus.

University of Wisconsin-Stevens Point
Always spell out first usage in documents and publications. In subsequent references, use UW-Stevens Point or the university. Don’t capitalize university unless part of the formal name. There are no spaces before or after the hyphen.

The University of Wisconsin-Stevens Point offers graduate courses.
The university offers graduate degrees.

UW-Stevens Point
After first usage of University of Wisconsin-Stevens Point, use UW-Stevens Point or university.

Use the acronym UWSP without a hyphen or periods sparingly and only for internal audiences.

Correct: UWSP
Incorrect: UW-SP, U.W.S.P.

UW-Stevens Point degrees
BA Bachelor of Arts
BFA Bachelor of Fine Arts
BM Bachelor of Music
BS Bachelor of Science
MACOM Master of Arts in Communication
MMED Master of Music Education
MSCDA Master of Science in Communicative Disorders-Audiology
MSCDP Master of Science in Communicative Disorders-Speech and Language Pathology
MSEE Master of Science in Education-Elementary Education
MSEG Master of Science in Education-General
MSHCR Master of Science in Human and Community Resources
MSNR Master of Science in Natural Resources
MSNS Master of Science in Nutritional Sciences
MSTB Master of Science in Teaching with specialization in Biology
MSTE Master of Science in Teaching with specialization in English
MSTH Master of Science in Teaching with specialization in History
MSTRC Master of Science in Teaching-Reading Certification in English
AUD Clinical Doctorate in Audiology
**UW System**

No hyphen in UW System. UW-Extension does have a hyphen.

**vertical lists**

1. When possible, introduce vertical lists with a complete clause (a grammatically complete sentence) followed by a colon.
   UW-Stevens Point offers its students three field stations for environmental study:
   - Schmeeckle Reserve, a 275-acre nature reserve on campus
   - Central Wisconsin Environmental Station, a 300-acre conference and education center on Sunset Lake
   - Treehaven Field Station, a 1,400-acre conference and education center near Tomahawk

2. Use parallel (similar) phrasing for entries in a list.
   To qualify for the scholarship, applicants must fulfill these requirements:
   - hold a 3.5 or above grade point average
   - participate in extracurricular activities
   - demonstrate leadership qualities
   - volunteer in community/campus philanthropic activities

3. For numbered lists, like this one, use a period after each number and begin each entry with a capital letter, even if the entry is not a complete sentence.

4. Use bulleted lists mainly for instructional or promotional material.

5. When each item in a group of unnumbered items is an incomplete sentence, begin with lowercase letters and do not use periods. (See item 2 above.)

6. If a list completes a phrase that introduces it,
   - punctuate as you would a sentence without bullets
   - begin items with lowercase letters
   - use commas, semicolons and parentheses as appropriate
   - close the final item with a period.

**voice**

*active voice* – The subject performs the action the verb conveys.
John calculates the solution. (subject-verb-object).

*passive voice* – The object of the action becomes the subject. The passive voice always contains a form of the verb to be or to get. The subject-verb-object order is inverted; the direct object becomes the subject.

The course is being offered by UW-Stevens Point Continuing Education.
Better: UW-Stevens Point Continuing Education is offering the course.

The thesis was written and presented by a graduate student.
Better: A graduate student wrote and presented the thesis.

Avoid using the passive voice unnecessarily; it creates wordy constructions and often introduces ambiguity about who performed the action.

**Web**

Capitalize World Wide Web, the formal name, and the short form Web when used alone and as two words, Web page, Web feed. Lowercase when used as one word, webcam, webcast, webmaster and website. For other sites, particularly social media, always capitalize Facebook, YouTube, Twitter and LinkedIn.
Website addresses — URLs
When listing a URL, omit http:// when followed by www. Most users are familiar with Web language. Exception: When the Web address uses http:// or https://.
The UW-Stevens Point home page is located online at www.uwsp.edu.
(Note: No colon after at)
My Web link is https://mypoint.uwsp.edu/mypoint/default.aspx.

Avoid using long addresses or a right slash at the end of URL. If an Internet address falls at the end of a sentence, use a period.
Visit www.uwsp.edu/alumni for the schedule of events.
(Note: Visit www.uwsp.edu/alumni/ for the schedule of events.)
The Health Services website is http://wellness.uwsp.edu.

If an URL falls at the end of a sentence, use a period. If the URL breaks between lines, split it after a slash or dot that is part of the address, without an inserted hyphen.
Contact information for University Relations and Communications is online at www.uwsp.edu/urc/univRelContacts.aspx.

Do not underline or boldface Web addresses in printed materials.
Correct: UW-Stevens Point’s home page is www.uwsp.edu.
Incorrect: UW-Stevens Point’s home page is www.uwsp.edu.

As with telephone numbers, always test URLs before publishing.

who, whom
Use who in the subjective case for the following.
Who will pitch this season?
He is the student teacher who will be honored for his work.

Use whom in the objective case as the object of a verb or preposition.
Chloe wrote down the assignments for whom?
The highest grades went to whomever completed the extra credit.

When unsure which to use, substitute he/she, her/him, or they/them for who or whom. If he, she or they is correct, use who; if him, her, or them is correct, use whom.
The lecturer, who (she) has a doctorate in psychology, spoke to a class.
Chloe wrote down the assignments for whom? (her)

years
Use commas only with a month and day, and after the year when in a sentence.
No comma between month and year.
February 19, 2010, is the first day of the conference.
The next meeting will be in February 2011.
Don’t use: 10 February 2010

Use an s without an apostrophe to indicate spans of decades or centuries.
The 1890s, the 1900s
Capitalization

Capitalize only when necessary. The more words capitalized, the more complicated is the text.

Capitalize the formal (complete) names of university units.
   Academic Affairs Office, Office of the Chancellor, Division of Communication.

Do not capitalize university unless used within a complete, formal title.
   University of Wisconsin-Stevens Point offers courses in a variety of disciplines through the first semester.
   The university partners with UW-Marathon County.

Do not capitalize informal names of units.
   business affairs, the college, natural resources

Lowercase names of majors, minors, emphases and programs, with the exception of languages.
   communication major with an emphasis in public relations
   English major with a minor in French

Lowercase generic terms that precede or follow proper nouns.
   Main and Reserve streets, Thomson and Hyer halls

academic and administrative titles

Capitalize when the title is part of the name and directly precedes it.
   Professor William Lutz will join the group.

Do not capitalize when the title is a descriptive tag.
   A new professor, Sue Jones, joined the faculty at UW-Stevens Point.

Lowercase when the title follows the name.
   William Lutz, professor of English, advises students.

This rule applies to titles such as chancellor, provost, director, dean and other academic titles.
   Former UW-Stevens Point Chancellor Lee Sherman Dreyfus
   Lee Sherman Dreyfus, former chancellor of UW-Stevens Point
   Lee Sherman Dreyfus became chancellor in 1967.

Exceptions: Capitalize named chairs or professorships that include the academic title and titles such as Distinguished Professor. Capitalize titles that follow names in formal contexts, such as lists in the front areas of reports and books.
   Richard Wilke, Distinguished Professor in the College of Natural Resources, retired from UW-Stevens Point.

Use Dr. in front of a name only for a doctor in the medical profession. In other cases, use Ph.D. after the name.

Do not capitalize terms denoting roles, such as nurse, coach, citizen or historian, when they precede a name.
In running text, capitalize full titles of institutions and departments. Lowercase partial titles.
The UW System Board of Regents; the board, the regents
The UW-Stevens Point Symphony Orchestra; the symphony, the orchestra

**academic areas**
Capitalized full, formal department names:
Department of Mathematics and Computing, School of Education.

When not part of the formal title, do not capitalize the area unless it is a proper noun: psychology, English, biology. Lowercase partial titles: chemistry, art and design.

**buildings**
Capitalize the official names of buildings. Use official names of campus buildings in formal university publications.

- 201 Reserve St. Suites
- 601 Division St. Building
- Albertson Learning Resources Center (University Library)
- Allen Recreational Center
- Baldwin Hall
- Burroughs Hall
- College of Professional Studies Building (CPS)
- Collins Classroom Building (CCC)
- Communication Arts Center (CAC)
- DeBot Residence Center
- Delzell Hall
- Dreyfus University Center (DUC)
- George Stien Building/Annex
- Hansen Hall
- Health Enhancement Center (HEC)
- HEC Metal Storage Building
- Hyer Hall
- Knutzen Hall
- Maintenance & Materiel Building (M&M)
- May Roach Hall
- Neale Hall
- Nelson Hall
- Noel Fine Arts Center (NFAC)
- Old Main
- Park Student Services Center
- Pray-Sims Hall
- Resource Recovery Center
- Schmeeckle Reserve Visitor Center
- Schmeeckle Reserve Shelter
- Science Building
- Smith Hall
- Steiner Hall
- Suite@201
- Thomson Hall
- Trainer Natural Resources Building (TNR)
- Watson Hall
- Waste Education Center
- Wood Utilization Lab

Lowercase incomplete building names unless the word begins a sentence or is a formal name: fine arts center, natural resources, Collins.

**century**
Lowercase century.
Eighth century, 15th century, 21st century

**course titles**
Capitalize formal course titles.
Adrian is enrolled in Sustainable Food Systems.
degrees
When referring to a general area and not the formal degree name, don’t capitalize the subject area.

B.A. in music, honors in art education.
But: In December, she graduated with a B.S. in Forestry associate degree
bachelor’s degree
master’s degree
doctoral degree

Never use the plural or plural possessive—bachelors, masters’—in reference to degree names.

departments
College of Fine Arts & Communication
Aber Suzuki Center
Department of Art & Design
Division of Communication
Department of Music
Department of Theatre & Dance

College of Letters and Science
Department of Biology
Department of Chemistry
Department of Computing and New Media Technologies
Department of English
Department of Foreign Languages
Department of Geography and Geology
Department of History
Department of Mathematical Sciences
Department of Philosophy
Department of Physics and Astronomy
Department of Political Science
Department of Psychology
Department of Sociology and Social Work

College of Natural Resources
Department of Paper Science & Engineering

College of Professional Studies
Department of Athletics
School of Business & Economics
School of Communicative Disorders
CPS Continuing Education
School of Education
School of Health Care Professions
School of Health Promotion & Human Development
Division of Interior Architecture
Department of Military Science
School of Physical Education & Athletic Training

e-mail
Lowercase except when it begins a sentence or precedes the address in a list. (No hyphen after e.)
fax
Lowercase in text or when following a number; capitalize when it precedes the number in a list.

homecoming
Capitalize only when a formal title: UW-Stevens Point Homecoming.

Internet
Always capitalize the word Internet, a formal noun. Do not capitalize intranet.

months
Capitalize names of months. When used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec.

When month and year are used in a phrase, do not separate month and year with a comma.
He was elected chair of the department in August 2009.

regional designations
Capitalize recognized geographical regions of the country, but not general directions.
Patty grew up in the East, but decided to move south.
The Lake Michigan shoreline is beautiful.
Our campus is in Central Wisconsin.

seasons
Lowercase seasons and derivatives unless they begin a sentence or are part of a formal name.
- spring, summer, autumn, winter
- wintertime, springtime
- 2010 Winter Olympics

semesters
Do not capitalize the common names of semesters, terms, or academic sessions.
- fall semester
- registration
- orientation

scholarships and fellowships
Capitalize only official names.
- Goldwater Scholarship, Gaylord Nelson Earth Day Fellowship

Do not capitalize unofficial names unless they are proper nouns.
- biology scholarship
- UPDC grant
- Duaine Counsell Scholarship

student classifications
Do not capitalize first-year, sophomore, junior, senior.
Punctuation

apostrophes

Use the apostrophe to:

• indicate omitted letters in contractions: doesn’t, can’t, she’ll, they’re
• show possession for nouns: a day’s rest, a professor’s grading scale, everyone’s campus, women’s rights.

For singular words ending in the sibilant (s, x, z) sound, such as James or Moses, omit the final s to prevent an awkward repetition of sound.

   Marcus’ briefcase
   Nicholas’ degree

For plural possessives ending in s, add the apostrophe at the end; for those not formed by s, add ‘s.

   musicians’ instruments
   women’s basketball
   Stevie Pointer’s bones

For capital letters used as words and for letter grades, just add s to form the plural. Exception: To avoid confusion with the word as, use the apostrophe to designate plural of the letter grade A.

   All A’s denotes highest honors on the dean’s list, but Bs, Cs and Ds will disqualify you.

Form possessives of abbreviations as you would spelled-out nouns.

   Singular possessive:
   UW-Stevens Point’s teams
   CNR’s offices

Use the apostrophe to indicate omission of the first two digits in a graduation year.

   John Doe ‘99, M.S. ‘02

Use the apostrophe in Presidents’ Day, but do not use the apostrophe in Veterans Day.

Do not use the apostrophe to form the plurals of figures, years, or abbreviations.

   1950s, 1980s, the late ‘80s, CDs

Do not use the apostrophe for

• personal pronouns: I, we, you, he, she, it, they
• possessive pronouns: my, our, ours, your, yours, his, hers, its, theirs
• plural nouns that are not possessive: rooms, tomatoes, services
colon
Use the colon as you would a semicolon between independent clauses when the second clause amplifies or illustrates the meaning of the first clause.

Several Pointer baseball athletes were honored by WIAC: three were named to the all-conference team, one was named to the All-WIAC team and two won Student-Athlete Awards.

Capitalize the first word following a colon when it begins the first of at least two complete sentences.
Our professor encouraged us to go take the summer course for several reasons: The course will not be held again until next spring. Instruction is more personal in the smaller summer classes.

Use colons to introduce a series or a list that is preceded by a grammatically complete clause (see vertical lists).
Incoming first-year students are allowed to have these items in their resident hall room: a refrigerator, television and microwave.

Do not use unnecessary colons.
Correct: The popular courses are Web Design and Development, Theatre Practicum for Dancers and Introduction to Cartography: Map Conceptualization and Development.

Incorrect: The popular courses are: Web Design and Development, Theatre Practicum for Dancers and Introduction to Cartography: Map Conceptualization and Development.

commas
Use a comma—the serial comma—before and and or in a series of more than two items. If the last element of a series contains a conjunction, put a comma before the last element.

The College of Natural Resources faculty leads planning to restore Wisconsin’s forests, improve renewable energy and investigate the causes of global climate change.

A meeting took place Saturday with leaders of the Boys and Girls Club, United Way, and Letters and Science faculty members.

If you incorporate multiple series in a sentence, use semicolons to separate the series.
UW-Stevens Point’s new brand image has a standard color palette of purple and gold; restrictions for use of the logo, seal and athletics identifiers; and layout guidelines for letterhead, envelopes and business cards.

Use a comma after the city and state in the middle of a sentence.
Stevens Point, Wisconsin, sits smack dab in the center of Wisconsin.
Use a comma following the day and year in a complete date, but omit the comma when citing only the month and year.

By September 1, 2010, the class was full.
The Pointers won the championship in March 2010.

Use a comma to set off nonrestrictive elements, but not restrictive elements.

Nonrestrictive

• Allison, who is editor of the campus newspaper, won a journalism scholarship.
• *The World is Ours*, a book about UW-Stevens Point’s history, was written by a retired dean.
• The Pointers, who won the national championship, celebrated at the pep rally on Friday.

Restrictive

• Editors of school newspapers are eligible for the journalism scholarship.
• A book about UW-Stevens Point’s history was written by a retired dean.
• The basketball team that won the national championship celebrated at the pep rally on Friday.

Do not use a comma between last names and Jr., Sr., II, III, etc. Jeffrey Mark Wiley Jr.

dashes and hyphens

The en dash (–) is the width of a letter *n*—about as wide as a hyphen and a half. Use en dashes to do the following:

Connect numbers and, occasionally, words:

She taught at UW-Stevens Point from 1968–2002.
The quote is listed on pp. 82–92.
The class meets Mondays, 9:15–11:30 a.m.

Indicate an ongoing activity:
The orchestra will play a medley of songs written by John Williams (1932–).

*Note*: To form the en dash in Microsoft Word, type space, hyphen, space after the word the en dash is to follow; continue typing and Word will auto-convert the dash to an en dash; or use shortcut keys (PC—Alt 0150; Mac—option-hyphen).
The **em dash** (—) is the width of a letter *m*—about twice as wide as a hyphen. There are no spaces before or after the em dash. Use em dashes to do the following:

- **Set off explanatory elements:**
  Erica is working three jobs—two on campus and one in town—to pay her way through college.
  Tom said his professor—an expert on astronomy—was working at the Kitt Peak National Observatory.

- **Show sudden breaks:**
  The play—we couldn’t call it either a comedy or a drama—was the first production of the semester.

*Note:* To form the em dash in Microsoft Word, type two hyphens with no space after the word the em dash is to follow; continue typing and Word will auto-convert the dashes to an em dash; or use shortcut keys (PC—Alt 0151; Mac—shift option-hyphen).

Word Help also offers instructions to insert symbols—including em and en dashes—from the toolbar:

1. Click where you want to insert the symbol.
2. On the **Insert** menu, click **Symbol**; then click More Symbols.
3. In the **Font** box, click the font that you want.
4. Double-click the symbol that you want to insert.
5. Click Close.

The **hyphen** (−) connects or divides words and word elements.

- **Hyphenate compounds that function together as adjectives:**
  first-place award, real-world example
- **Do not use a hyphen after words ending in *ly:**
  quickly moving vehicle
- **Hyphenate a compound with the prefix well before the noun:**
  The well-respected professor teaches the class.
  The professor who teaches it is well respected.
- **Hyphenate temporary compounds (created to meet a writer’s need at a particular moment):**
  able-bodied, free-for-all, second-rate

*Note:* Consult a dictionary or style manual to verify compound words.

Use the hyphen to separate numbers and word constructions.

- 715-346-0000
- first-come, first-served basis
- self-educated business owners

Use the hyphen to divide words at end of lines. If the line has space for one or more syllable, but not for the whole word, use the hyphen to divide the word between syllables. If you are not certain where one syllable ends and the next begins, refer to the dictionary.

Omit hyphens at ends of lines in columns and in printed material such as brochures, newsletters and flyers by moving the entire word to the next line.
**ellipsis ( … )**
Use an ellipsis with a space before and after, to indicate text omitted within a sentence.

> “Ground will be broken for the new science building in June … the plans call for several sustainability features,” said the chancellor.

To indicate omitted material after the end of a sentence, use a space before and after the ellipsis.

> “James couldn’t wait to graduate. … He had two interviews set for next week.”

Generally, do not use an ellipsis at the beginning or end of quoted material unless you wish to emphasize that the quote is partial.

**exclamation point**
Use sparingly to show strong emotion, surprise or disbelief.

**parentheses**
If a dependent clause or phrase is in parentheses, put final punctuation outside the final parenthesis. If the parentheses enclose an entire sentence, put final punctuation inside the closing parenthesis.

> Perry scored the final goal of the year (but not of his career).
> Schmeeckle Reserve offers nature workshops several times a month. (For information, call the Visitors Center at 715-346-4992.)

**periods**
Use the period to end declarative—and some imperative—sentences.

*Declarative:* The group needed to complete the homework.

*Imperative:* Finish your homework.

Use the period after some abbreviations (see page 14).

Use a single space after periods to avoid large gaps in paragraphs.
**quotation marks**

Place questions marks inside quotation marks if the quote is a question.

He asked his professor, “Where will the lecture be held?”

Place questions marks outside quotation marks if the quotation marks signify a title, such as a book.

Does the syllabus include Poe’s novel “The Raven”?

Place the exclamation point inside quotation marks when part of the quoted material.

“Oh no, I slept through the lecture!”

Place outside when not part of the quoted material.

The syllabus did include Poe’s novel “The Raven”!

Use quotation marks to enclose titles of short stories, articles and poems; individual chapters in books, songs and other short musical compositions; and radio and television shows.

Italicize titles of books, paintings, sculptures, films, magazines, plays, record albums, operas and other long musical works, newspapers and continuing radio and television shows.

**semicolon**

Use the semicolon between closely connected independent clauses that are not joined by one of the seven coordinating conjunctions (and, but, for, or, nor, so, yet).

The College of Natural Resources has received numerous grants; the most recent was a $1 million grant from the U.S. Environmental Protection Agency.

Students will present their research posters on Friday; however, oral presentations will be given next week. (Note the use of the subordinating conjunction, however.)

Use the semicolon to separate elements that incorporate internal commas. (Note that a semicolon is used before final element.)

The scholarship is awarded based on athletic, organization and volunteer activities; academics; leadership qualities and financial need.
Policy on advertising

UW-Stevens Point is a public institution and its reputation and image must be protected. Therefore, the following policy is applicable to the granting of advertising, sponsorship and promotional rights to nonuniversity entities. The UW-Stevens Point policy on advertising covers advertising in publications, including electronic publications, published by or on behalf of a UW-Stevens Point department, college, program or unit. Publications that are produced by others on behalf of a UW-Stevens Point unit are subject to the policy.

Nonacademic university publications include, but may not be limited to, programs for cultural, theater and other performing arts events, programs for athletics events, staff and student directories, visitor information and alumni magazines.

Academic publications include, but may not be limited to, school and college brochures, periodicals and bulletins, timetables and course catalogues.

Advertising is defined as all advertising in or on UW-Stevens Point publications (including electronic publications) or other university communications media, signage, property or material.

The UW-Stevens Point advertising policy applies to any advertisement, signage, label, logo, packaging, imprint, sales promotion activity or device, public relations material or events, merchandising or other activity or communication that has the obvious intent of promoting or marketing a non-UW-Stevens Point product, service, event or organization.

UW-Stevens Point has the right to refuse advertising that it considers unacceptable. For example, advertising is unacceptable when it
- conflicts with university policies,
- adversely affects UW-Stevens Point’s reputation,
- appears to create an endorsement by UW-Stevens Point of a particular company, product, political candidate or position regarding public policies,
- is considered to contain obscene, indecent or profane material,
- ridicules, exploits or deems persons on the basis of their age, color, creed, handicap, national origin, race, religion, sex or sexual orientation,
- promotes tobacco products,
- promotes violence.

UW-Stevens Point may permit advertising of alcoholic beverages in university publications, or other university media, at university events or on university property only when the primary audience of the associated program or activity is nonstudents.
Note: The creation of logos or variations on university branding by colleges, units, departments, etc., is no longer permissible.

After consultation with university governance groups, a set of brand extensions will be distributed after Jan. 2, 2013, as an addendum to this standards manual. All entities on campus will be accountable for adopting the appropriate brand extension and discontinuing the use of other logos.

We recognize some materials with individual college, unit, department, etc. logos may already exist. If economically feasible, those items should be retired from circulation immediately. Otherwise the deadlines below apply for phasing out individual college, unit, department, etc. logos.

**New products and purchases**
All new products purchased and/or produced will contain appropriate sub-brands.

Existing products and purchases will be phased out within the timeframe below.

**July 1, 2013**  
All electronic publications, websites, apps, etc. will contain the appropriate brand or sub-brand.

**December 31, 2013**  
All printed publications will have the appropriate brand or sub-brand.

**July 1, 2014**  
All promotional items, banners and signage will contain the appropriate brand or sub-brand.

Exceptions to the deadlines may be made by the chancellor or the appropriate vice chancellor.
The University of Wisconsin-Stevens Point is represented by several official identifying graphics. Each has specific applications and your use of any of these must follow the guidelines contained within this document.

**Complete logo**
The complete University of Wisconsin-Stevens Point logo is comprised of two elements: the UW-Stevens Point symbol and the word mark. The complete logo using the symbol and the stacked word mark is considered the primary logo. Other symbol and word mark combinations are considered secondary and should only be used when space is limited.

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**Word mark**
The word mark is a graphic element of the complete university logo. The word mark must not be recreated in other fonts, resized or rearranged in any way other than those articulated within the University Branding System. In some cases it is acceptable to separate the word mark from the UW-Stevens Point symbol. However, each element of the complete logo must appear prominently within the publication.

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**UWSP**

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**UW-Stevens Point**

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**University of Wisconsin-Stevens Point**
**UW-Stevens Point symbol**

The UW-Stevens Point symbol is perhaps the most identifiable university graphic. Its use is acceptable in most external communications. In some cases it is acceptable to separate the UW-Stevens Point symbol from the UW-Stevens Point word mark. However, each element must appear prominently within the publication.

**Colors**

The UW-Stevens Point symbol must only appear in the color combinations displayed here. When used with the word mark to create the complete logo, the purple or black word mark may be used (a gold word mark is not recommended unless the it is used on a dark background).

**Size**

In order to maximize legibility on printed materials, the UW-Stevens Point identity (complete logo, symbol or word mark) must not appear smaller than 5/8” as illustrated here.

In general, while the UW-Stevens Point identity must be prominently and largely displayed, it should be sized appropriately for each particular purpose. Common sense should prevail.
Safe area
A safe area around all UW-Stevens Point graphics must be preserved to allow for maximum legibility of the identifier. No other elements may intrude upon this safe area. Placing the graphic too close to a cut or folded edge (minimum 1/4”) also violates the safe area.

University seal
The University of Wisconsin-Stevens Point seal is reserved for official and ceremonial use. Its use requires the direct approval of the Chancellor’s Office or University Relations and Communications. Examples of approved uses include: diplomas and commencement materials, legal documents, certificates and plaques, inaugural materials, UW System-mandated reports, and Board of Regents materials.

When its use is approved, the seal should appear large enough for all type to be legible. It must not be used as a background or watermark. Patterned, colored or tinted background fields within the seal are not allowed. The seal can not be modified in any way. The seal may be foil stamped, engraved, embossed or blind embossed. The seal can only appear as black and white or in the color combination shown here.

Athletics marks
A set of identifiers exists to advance UW-Stevens Point Athletics. The primary use of these graphics are for athletics applications only. Special permission is required by the UW-Stevens Point athletics director for any use other than athletics. See page 50 for detailed instructions for athletics graphic use.

For merchandise and apparel produced with UW-Stevens Point identifiers, see policies on pages 54-55.

New “SP” graphic
The “SP” graphic is the only athletics mark that may be used for non-athletics applications without special permission.
Do's and don'ts

Nonathletic logo, marks, symbol, word mark and seal
- Do not re-proportion, rotate or alter.
- Do not extract part(s) or elements to use on other graphics or service marks.
- Do not use as a part of a pattern or larger image that might diminish its visual strength.
- Do not enclose the graphic within another shape or graphic.
- Do not use background colors, graphics, screens, clouds, photos, trees, etc. inside the graphic.
- Do not animate the graphic.
- Transparent use of the logo must be reviewed by the licensing coordinator.

Athletics graphics
- Do not use discontinued graphics, which includes the old “SP” graphic, the paw print and all variations of Stevie Pointer.
- Please refer to page 48 for additional restrictions.

Colors for publications
The following represents the UW-Stevens Point color palette. These colors must be used and may not be altered. CMYK color model refers to the four inks used in color printing: cyan, magenta, yellow and key black.

Primary Colors
- UW-Stevens Point gold-pms 123: 0c, 24m, 94y, 0k
- UW-Stevens Point purple-pms 267: 89c, 100m, 0y, 0k

Secondary Colors
The university uses a set of secondary colors, one of which may be the main color in your publication design.
- Green background: 50c, 18m, 100y, 0k
- Orange background: 0c, 55m, 90y, 0k
- Violet background: 35c, 35m, 0y, 0k
- Blue background: 50c, 15m, 25y, 0k
- Orange type: 0c, 80m, 100y, 0k
- Blue type: 86c, 28m, 41y, 25k
- Red type: 15c, 100m, 100y, 15k
**University fonts**
The use of typefaces from the following set of common fonts further ensures the consistent look of university publications for external audiences. You must use these fonts in your publications. For Web fonts refer to Web standards, page 67.

**General use (letters, memos, etc.):**
- **Serif:** Times or Times New Roman (Sample Text), Palatino (Sample Text)
- **Sans serif:** Calibri (Sample Text), Franklin Gothic (Sample Text)

**Print Publications:**
- **Major heads/Titles:** Impact (Sample Text)
- **Serif:** Palatino (Sample Text), Times or Times New Roman (Sample Text)
- **San-Serif:** ITC Avant Garde (Sample Text), Franklin Gothic (Sample Text)
- **Script:** Brush Script (Sample Text)
- **Formal:** Edwardian Script (Sample Text)

Please note: Friz Quadrata is used only for the UW-Stevens Point word mark and must not be used for any other purpose such as text copy, titles or headers in publications.

**Athletics fonts**
The use of athletics fonts are reserved for athletics use only. It must not be used as text copy or for creating non-approved marks for logos. It must be used on permanent signage for athletics venues and should be used on banners or signs promoting athletics events.

**WELCOME TO BERG GYMNASIUM**

- **Pointer Serif:** ABCDEFGHIJKLMNOPQRSTUVWXYZ
  1234567890
- **Pointer Sans:** ABCDEFGHIJKLMNOPQRSTUVWXYZ
  1234567890

**Subsystems**
The UW-Stevens Point Branding System allows colleges and some major units to develop their own individual graphic expressions. These expressions may include a typographical arrangement or effect, a unit-specific tagline or slogan and illustrations. The individual graphic expression must not be attached to the UW-Stevens Point logo. The UW-Stevens Point logo must still appear prominently in unit-specific publications.

Special consideration for unique logos for external-audience events will be given to the following: events and conferences; performances; celebrations; affiliated, legally separate organizations; and on-campus retail establishments.
**Business cards**

Business cards for all units and departments must use the standard format. Student organizations and partnership entities are not required to use the format.

QR codes, maps or other necessary information may be added to the back side of the business card with approval by URC.

Contact Printing & Design for production of business cards. Go to www.uwsp.edu/printdesign for more information.

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**Department letterhead**

All university department letterheads must use the standard format. Alternate variations need to be approved by University Relations and Communications. Contact Printing & Design for production of electronic and printed letterheads. Go to www.uwsp.edu/printdesign for more information.
Return addresses (UW-Stevens Point)

Return addresses on envelopes and publications include the UW-Stevens Point symbol and should list in order using Palatino or Times New Roman font:

- name of the university (University of Wisconsin-Stevens Point)
- name of the college, school or department, and, if appropriate, account number
- street address or post office box (use PO, no periods)
- city, state and ZIP (plus four) code

Campus return address

University of Wisconsin-Stevens Point
Admissions Office, account number
102 Student Services Center
Stevens Point WI 54481-3897

University of Wisconsin-Stevens Point
Alumni Affairs, account number
2100 Main St.
Stevens Point WI 54481-3897

Off-campus return address

Treehaven Campus
W2540 Pickerel Creek Ave
Tomahawk WI 54487

Central Wisconsin Environmental Station
10186 County Road MM
Amherst Junction WI 54407
Athletics brand identity

The centerpiece of this new visual identifier is a purple and gold pointer dog designed to capture the forward-moving, assertive spirit of UW-Stevens Point Athletics. The new marks also include a custom typeface and new interlocked “SP.”

Do’s and don’ts (athletics marks)
Athletics marks/logos are only used by the Athletics Department and for events and products related to athletics. Special permission is required by the director of athletics for non-athletics applications. The “SP” graphic is the exception and is designated as the only athletic mark for universitywide use without permission.

Note: Intramural and club sports are not part of the Athletics Department and should not use the athletic mark/logo unless approved by the athletics director.

Athletics logos/marks and typography
• Do not use old or discontinued logos such as the paw print, Stevie Pointer and older variations of the “SP” graphic.
• Do not use other variations of the the “SP” graphic. The new “SP” graphic is the only approved version.
• Do not repropion, rotate, skew or alter graphics. (Exception: word marks on certain apparel applications may be rotated.)
• Do not extract part(s) or elements to use on other graphics or service marks.
• Do not use as a part of a pattern or larger image that might diminish its visual strength.
• Do not incorporate into other logos or service marks.
• Do not enclose the graphic within another shape or graphic.
• Do not recombine or overlap logos/marks.
• Do not alter placement of graphic components.
• Do not alter color combinations.
• Use correct color variation for appropriate background.
• Do not alter the typography (see page 45 for athletics font).
• Do not add unapproved typography to athletics marks/logos.
• Do not animate the graphic.
• Sport specific logos are the only acceptable logos for their respective sport. (All units displayed on page 51.)

Discontinued graphics
The UW-Stevens Point paw print and all variations of the interlocking “SP” graphic have been discontinued. Stevie Pointer is still the official mascot but the graphics are no longer used. If you have electronic copies of these files on your computer, please delete them to prevent accidental use.
Primary athletic logo

Alternate primary logo

Secondary logo (head)
**Sport specific primary logo**
All approved color variations are shown below. Use correct color combination for appropriate background.

![Sport specific primary logo](image)

**Sport specific secondary logo**

![Sport specific secondary logo](image)

**Sports and athletics units**
Approved sports and athletics units are shown below. Do not use any other graphic to represent these sports or athletics units.

![Sports and athletics units](image)
Trademark and license policy

Overview
A trademark (or mark) is any logo, symbol, nickname, letter(s), word, slogan or derivative that can be associated with an organization, company, manufacturer or institution and can be distinguished from those of other entities or competitors. UW-Stevens Point owns and controls its name(s) and other marks, logos, insignias, seal, designs and symbols (hereafter, “trademarks”) that are associated with the institution.

UW-Stevens Point trademarks include, but are not limited to, the words University of Wisconsin-Stevens Point, UW-Stevens Point, UWSP and UW-Stevens Point Pointers. Trademark graphics include the “SP” graphic, university logo, stacked word mark, the university seal as well as all athletics marks. Trademark graphics also include discontinued graphics such as Stevie Pointer and older variation of the logo and “SP” graphic.

In addition to the marks listed above, any marks adopted hereafter and used or approved for use by the university shall be subject to the policies and procedures of the trademark licensing program. Any derivations of UW-Stevens Point marks, which would cause consumers to erroneously believe that the product originated from or was sponsored or authorized by UW-Stevens Point (“an implied endorsement”), shall also be covered by the trademark licensing policies and procedures.

Unauthorized use of UW-Stevens Point trademarks is subject to civil and criminal penalties. UW-Stevens Point reserves the right to take appropriate action when confronted with unauthorized use of its trademarks. Such actions may include confiscation of the goods, financial penalties, cease and desist orders and other legal action.

UW-Stevens Point has contracted with the License Resource Group (LRG, www.lrgusa.com) to enhance the university’s efforts in monitoring trademark compliance.

License Resource Group
Licensing Resource Group (LRG) serves as UW-Stevens Point’s agent for the execution and management of license agreements. If you have a specific vendor you would like to use, please have them contact LRG for licensing information.

Licensing Resource Group
2570 Holiday Road, #250
Coralville IA 52241

Phone: 319-351-1776; Fax 319-351-1978
Website: www.lrgusa.com
Merchandise restrictions
UW-Stevens Point will not approve the use of its trademarks on certain types of products. These include, but are not limited to, the following:

- Alcoholic products or beverages such as beer, wine and liquor
- Inherently dangerous products such as firearms, explosives and fuels
- Tobacco-related products
- Illegal drug-related products
- Obscene or disparaging products
- Sexually suggestive products such as adult novelty toys and garments
- Products harmful to the mission or image of the university.

Artwork/design restrictions
Certain artwork or designs will not be approved for use in conjunction with UW-Stevens Point trademarks. These include, but are not limited to, the following:

- Art depicting or implying the use or endorsement of alcohol, illegal drugs, tobacco products, firearms or other weapons
- Racist, sexist, hateful, demeaning or degrading language or statements
- Profanity
- Sexually suggestive phrases or expression
- Sexual acts
- Artwork or phrases harmful to the mission or image of the university.

The university seal is not to be used on any apparel.

Exceptions
Exceptions will be handled on a case-by-case basis. Contact the license coordinator, mvang@uwsp.edu, at UW-Stevens Point University Relations and Communications.

Approved licensed vendors
A vendor is defined as an individual or company who produces a product(s) for distribution. Products include, but are not limited to, apparel, merchandise and electronic software such as apps. All production of trademark products must be produced by a licensed vendor. Vendors with internal usage license may only produce promotional and/or internal use items. Vendors with a standard license may produce items for resale (nonprofit sales by sanctioned university groups or events may be considered promotional). The license “type” is included under each vendor in the vendors listing.

For a listing of approved vendors, contact the license coordinator at mvang@uwsp.edu.

Enforcement of UW-Stevens Point marks
UW-Stevens Point will enforce its trademark policies and procedures. Vendor(s) who have not acquired a license or authorization agreement, have not obtained art approval, or otherwise violate university policy are subject to cease and desist orders, product confiscation and prosecution.
UW-Stevens Point signage policy

Overview
This policy provides guidelines for signage on UW-Stevens Point facilities and property, including the UW-Stevens Point campus, nature reserves and off-campus sites. The purpose is to:
• provide clear identification of UW-Stevens Point facilities and sites,
• improve way-finding, safety and welfare,
• promote a unified and attractive sign appearance for all facilities,
• eliminate inconsistent, ineffective and unnecessary signs.

Colors, fonts, logos
The UW-Stevens Point Communication Standards Manual provides specifications on appropriate use of colors, fonts and logos. This guidance will be followed in the design of campus signs.

Permanent signs
Exterior doors
No signs are placed on doors except for the following conditions:
• Exterior glass doors will have an accessible route decal if a powered opener is provided.
• A weapons restriction and no smoking decal will be applied to designated exterior doors.

Sign installation
All permanent signs are to be installed and removed by Facility Services. Permission to install proposed permanent signs will be approved by the Facilities Planner.

Sign approval and content
Upon approval for proposed sign(s), the permanent sign will be reviewed by University Relations and Communications for content and design. All content and designs are subject to the university standards guide.

Wall graphics
No graphics or lettering is to be applied to a building surface except as part of the original or remodeled building design administered through the Facilities Planning Office. To ensure proper scale, location and general compatibility with the building décor, any interior wall graphic must be approved prior to its application on a building surface.

Temporary signs
Temporary signs/displays
• Temporary signs shall not be used as permanent signage.
• When posting temporary wall signs, ensure permanent signs and ventilation grilles are not obstructed.
• Easels or any other free-standing signs may be used in public circulation areas. Ensure they do not obstruct walking paths, access to public areas, any permanent signs, lighting or safety features.
• Content must comply with the Communications Standards Manual and all applicable university policies.
**Banners (street and building)**

**Authority**
The offices of University Relations and Communications and Facility Services are responsible for administering the UW-Stevens Point Campus Banner Policy. URC is primarily responsible for reviewing and/or developing messaging, colors, fonts, appropriate use of logos and design standards. Facility Services’ responsibilities include determining best banner sizes relating to wind, anchoring and related physical issues.

**Policy**
This policy is meant to ensure that the introduction of exterior banners is coordinated and follows the standards developed for UW-Stevens Point communication, as articulated in the Communication Standards Manual.

Proposals for individual exterior or special event banners must initially be submitted to URC to assure consistency. It is important that the proposals be submitted early in the design phase of banner creation. URC will help assure the messages, size, quantity, locations and duration of banner placement are appropriate.

**Athletics**
Athletics will follow the guidelines articulated in this policy, but due to the distinctive nature of this unit, the frequency of special/outside NCAA events and post-season tournaments sponsored and hosted each year, flexibility will be given in regards to temporary signage and banner displays (as it has in the past) to be used only for on-campus facilities.

**Vehicles**
All university owned and leased vehicles must have the UW-Stevens Point logo. Contact UW-Stevens Point Transportation Services to make arrangement for application or updating of vehicle logos. The department or unit that was issued the vehicle(s) are responsible for costs and fees associated to the implementation of the vehicle policy.

**Fleet vehicles**
All new fleet vehicle will be white and have the full color logo placed on both front doors. All current nonwhite vehicles are required to be updated or have the appropriate logo color.

**Buses**
College of Natural Resources buses are tan and marked with the university logo and text identifying the College of Natural Resources.

**Small equipment vehicles**
All university-owned small equipment vehicles (licensed and nonlicensed), such as Kawasaki Mule, John Deere Gator, Electric E-Ride, Tiger Truck and Polaris Ranger, are also required to have the UW-Stevens Point logo.
Publications Guide

Overview
The quality of publications produced by UW-Stevens Point reflects upon the public perception of the university and its programs. With that in mind, every effort should be made to ensure each publication is of the highest quality and conforms with general guidelines set forth by the university.

Publication planning

Preparing a publication
• Allow sufficient time for editorial production, proofing and printing.
• Consult with University Relations and Communications for guidance with university standards, design, and production tips to avoid costly error or time delays later in the printing process.
• Consult with Printing & Design regarding print costs. Common items that will determine the final cost include quantity, paper stock, size (final dimension of publication), color options, binding, trimming, folding and die cut.
• If photos are required for the publication, contact URC photographers to arrange for a professional photo session. If you are using your own photos refer to the photography guidelines on page 57.
• Use the Communication Standards Manual, which addresses writing style, grammar, the university message, graphics (logo), fonts and university colors, to help communicate a consistent appearance and message in the publication (see page 61 for Web-based publications).

Producing a draft of the publication
• Publications should be proofed by the appropriate faculty or staff member and/or administrator.
• It is recommended URC be included in the proofing process for all publications. Publications with print runs of more than 200 copies, and/or for external audiences must be proofed and approved by URC. Please allow sufficient time (2-3 weeks) for this process. Staff availability and extra busy times of the year (beginning of the semester, homecoming and commencement) will affect editorial production time. Proofing will help eliminate errors and ensure communication standards are met.

Sending final copy to press (UWSP Printing & Design)
• Printing is the final step of the process. All publications paid with university funds, regardless of the funding source, are required by state law to be produced by state contracted commercial printers.
• Always consult Printing & Design before contacting another printer. Significant savings on print costs are a benefit of working with Printing & Design.
• Be sure the version of the project sent to Printing & Design is final and completely approved, including appropriate use of logos and high resolution photos.
• Regardless of the software used to produce the publication, it is required that the final file be submitted as a portable document file (PDF) to Printing & Design.
• The printing process requires one week of production time for small projects (brochures, flyers, etc.) and two or more weeks for large projects (media guides, annual reports, etc.). More time may be required if revision(s) or updated files are needed.
• Printing & Design, by the direction of the chancellor, has the right to refuse a print job if the minimum standards are not met. These include, but are not limited to, improper use of university graphics, noninclusion of university marks or identification and/or use of improper language, photo or imagery.

Photography
University Relations and Communications provide professional photography services for the university. To schedule a photo session, contact University Relations and Communications photographers.

It is recommended that professional quality photos be used on publications when possible. In cases where professional photography is not available, use the following guidelines.

Using photos in publications
• Avoid using Web-resolution images, as they are not high enough resolution in print.
• Use proper resolution for the medium: 300 ppi at intended size for print, 72 ppi at intended size for electronic media such as websites or PowerPoint presentations.
• Photos of children under 18 may require a release statement. If the image focuses on the child or the child is the main subject of the photo, a release statement is required.
• An image should be identified as a photo illustration if anything other than basic retouching has been done to the image.
• When placing photos in publications, do not stretch, squeeze or distort photos.
• To communicate an accurate representation of UW-Stevens Point, it is preferred to use UW-Stevens Point photos when possible.
• Photos that are the property of UW-Stevens Point should be credited “Photos Courtesy of UW-Stevens Point” when used on non-UW-Stevens Point publications.

Taking photos for publications
• Avoid taking photos of people’s backs or of people moving away from the camera.
• Be mindful of elements within the images. Photos should not contain reference to alcohol, illegal drugs, tobacco products, offensive gestures and/or messages, or other schools.
**Student or freelance designers**
- University publications designed by student and freelance designers for an external audience must meet the university’s communication standards and be reviewed by University Relations and Communications.
- The designer(s) should be aware of the intellectual property rights that govern the work submitted for university use. All freelance designers must sign and date a contract verifying their understanding that, upon completion, all work will become the intellectual property of the university and that no further royalties will ensue. In doing so, the university is protected from any misunderstandings, which could otherwise arise concerning royalties or accessibility to artwork the student or freelance designer has created.
- Equally important is getting all freelance artwork and working files on disk for future use or reference.

**Statements**

**Nondiscrimination statement**
The Department of Education’s (ED) Office for Civil Rights enforces several statutes that protect the rights of beneficiaries in programs or activities that receive financial assistance from ED.

ED requires any bulletins, announcements, publications, catalogs, application forms, or other recruitment materials that are made available to participants, students, applicants, or employees to include the university’s nondiscrimination statement.

**Long version**
*It is the policy of the University of Wisconsin-Stevens Point to: Foster an environment of respect for the dignity and worth of all students, employees, and guests of the university; Provide an environment which is conducive to the free and open exchange of ideas; and Strive to eliminate bias, prejudice, discrimination, and harassment in all forms and manifestations. Discrimination based on an individual’s age, race, color, religion, sex, gender identity or expression, national origin, ancestry, marital status, pregnancy, parental status, sexual orientation, disability, political affiliation, arrest or conviction record, membership in the National Guard, state defense force or any other reserve component of the military forces of the United States or this state, or other protected class status is demeaning to all students, employees, and guests; impairs the process of education; and violates individual rights.*

**Short version (acceptable for small publications)**
The University of Wisconsin-Stevens Point is an Affirmative Action/Equal Opportunity Institution.

For more information, visit www.uwsp.edu/equity. Also see page 22 for the equal opportunity statement.

**Credits and copyright**
Editorial credits and copyright information should be included when producing larger publications such as a handbook.
Social Media

General recommendations
The complete social media guide is online at www.uwsp.edu/urc/socialmediaguide.

Be transparent. Be honest about your identity. If you are authorized by your supervisor to represent UW-Stevens Point in social media, say so. If you choose to post about UW-Stevens Point on your personal time, please identify yourself as a UW-Stevens Point faculty or staff member. Never hide your identity for the purpose of promoting UW-Stevens Point through social media.

A good resource about transparency in online communities is the Blog Council’s “Disclosure Best Practices Toolkit” at www.socialmedia.org/disclosure.

Be accurate. Make sure you have all the facts before you post. It’s better to verify information with a source first than to have to post a correction or retraction later. Cite and link to your sources whenever possible. After all, that is how you build community. If you make an error, correct it quickly and visibly. This will earn you respect in the online community.

Be respectful. You are more likely to achieve your goals or sway others to your beliefs if you are constructive and respectful while discussing a bad experience or disagreeing with a concept or person.

Be a valued member. If you join a social network like a Facebook group or comment on someone’s blog, make sure you are contributing valuable insights. Don’t post information about topics like UW-Stevens Point events or a book you’ve authored unless you are sure it will be of interest to readers. Self-promoting behavior is viewed negatively and can lead to you being banned from websites or groups.

Consider your audiences. Social media often span traditional boundaries between professional and personal relationships. Use privacy settings to restrict personal information on otherwise public sites. Choose profile photos and avatars carefully. Be thoughtful about the type of photos you upload.

Maintain your page. Make sure that the page/group is maintained by an active administrator.

Think before you post. There’s no such thing as a “private” social media site. Search engines can turn up posts years after the publication date. Comments can be forwarded or copied. Archival systems save information even if you delete a post. If you feel angry or passionate about a subject, it is wise to delay posting until you are calm and clearheaded.
Maintain confidentiality. Do not post confidential or proprietary information about UW-Stevens Point, its students, its alumni or your fellow employees. Use good ethical judgment and follow university policies and federal requirements, such as FERPA.

If you discuss a situation involving individuals on a social media site, be sure they cannot be identified. As a guideline, don’t post anything that you would not present at a conference.

Respect university time and property. As stated in the Acceptable Use Policy/Network Security, university computers and your work time are to be used for university-related business. It is appropriate to post at work if your comments are directly related to accomplishing work goals, such as seeking sources for information or working with others to resolve a problem. You should maintain your personal sites on your own time using non-UW-Stevens Point computers.

UW-Stevens Point logos and icons
Official UW-Stevens Point accounts
Use the UW-Stevens Point name and the UW-Stevens Point branding bar on accounts or pages that represent an official university program or entity. For example, say “UW-Stevens Point College of Natural Resources” instead of simply “Natural Resources.” When there are space constraints—for example, the 140-character limit on Twitter—you may use “UWSP” instead of “UW-Stevens Point.”

If your page title or account name includes “UW-Stevens Point” or “UWSP,” use your unique picture with the branding bar as the profile picture. Contact University Relations and Communications for the branding bar that has been optimized to display correctly on the page and in the feed for that social media channel. Do not use the seal or other university marks in the designated photo area. Nonathletic departments should not use an athletics picture with branding bar unless permission is granted by the the sports information director in athletics.

Individual accounts for university purpose
If you create pages or accounts to conduct university business as an individual, continue to use your own name and profile photograph. Be sure to identify yourself as a university employee in the biography/information section of the site. For example, admission counselors may create Twitter accounts using their own names and photos for the purpose of working with prospective and admitted students.

Student organizations and other units account
Official student organizations, club sports and other recognized groups may use the name “UW-Stevens Point” in the name of their account or page, but must not use UW-Stevens Point’s branding bar, athletics logos, university logos or seal. Groups of students who are not recognized as official organizations by Student Involvement and Employment Office must not use UW-Stevens Point’s name, logo, or any other university marks or graphics.
Web standards

Intended audiences

Internet-facing Web content
The primary audiences for internet-facing content are: prospective students, parents and family members of prospective and current students, alumni, prospective employees and anyone who has an interest in our activities, events and educational opportunities.

Purpose of providing Internet-facing content
The purpose of Internet-facing content is market to visitors the academic, social and growth opportunities we offer. The goal is to enhance the public perception of our programs, our faculty/staff members and students, and our campus environment.

Intranet-facing Web content
The primary audiences for intranet-facing content are people who are already a part of the UW-Stevens Point community. Broadly speaking, this content can be defined by its intended audiences within UW-Stevens Point: content that can be shared with the entire community or selected parts of it, content relevant to a department or unit that is intended to support the unit’s business and collaboration among unit staff, and finally, content that supports collaboration with specific individuals outside the university.

Purpose of providing intranet-facing content
The purpose of intranet-facing content is to share information that will keep members of the UW-Stevens Point community abreast of what’s happening across the university, to enhance the ability of individuals and units to collaborate, and to help with the task of limiting information to the people for whom the information is intended.

Identity and branding for Internet-facing content
The university website provides a stage on which to advance the UW-Stevens Point brand through consistent visual elements and a consistent brand narrative. We all benefit when the university as a whole benefits. To help with the process of advancing the university’s brand, Web & Media Services will assist departments and offices in designing or redesigning websites, and University Relations and Communications will help in packaging content for maximum appeal to our intended audiences.
Use of logo on Web pages
All UW-Stevens Point associated Web pages will use a master page with large branding that applies the university’s purple and gold with the approved global navigation, as depicted below:
Every department page will use similar navigation cues. This includes a menu bar with links at the top of the content area, as determined by University Relations and Communications. Sites will have their own set of unique navigation on the left side of every page. This side navigation is a neutral dark gray with a hover effect for links, which will not "clash" with the chosen color scheme. Color can be added to the navigation arrows or the hover effect (see examples):

**Example 1**
Standard side navigation
Example 2
Colored arrows and hover effect
The UW-Stevens Point Web color palette

<table>
<thead>
<tr>
<th>Print colors and web colors</th>
<th>CYNK values</th>
<th>Hexadecimal values</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Green</strong> Bkgnd</td>
<td>50c, 18m, 100y</td>
<td>#91ac3e</td>
</tr>
<tr>
<td><strong>Yellow</strong> Bkgnd</td>
<td>25m, 95y</td>
<td>#ff222</td>
</tr>
<tr>
<td><strong>Orange</strong> Bkgnd</td>
<td>55m, 90y</td>
<td>#ff8b33</td>
</tr>
<tr>
<td><strong>Violet</strong> Bkgnd</td>
<td>35c, 35m</td>
<td>#a5a0e2</td>
</tr>
<tr>
<td><strong>Blue</strong> Bkgnd</td>
<td>20c, 15m, 25y</td>
<td>#82b5eb</td>
</tr>
<tr>
<td><strong>Violet Type</strong></td>
<td>75c, 90m</td>
<td>#6236ed</td>
</tr>
<tr>
<td><strong>Orange Type</strong></td>
<td>00m, 100y</td>
<td>#f15a22</td>
</tr>
<tr>
<td><strong>Blue Type</strong></td>
<td>86c, 28m, 41y</td>
<td>#007728</td>
</tr>
<tr>
<td><strong>Red Type</strong></td>
<td>15c, 100m, 100y</td>
<td>#b51d22</td>
</tr>
</tbody>
</table>

This chart above shows the CYNK values for print colors and hexadecimal values for web colors. The chart below shows CYNK and hexadecimal values for UWSP’s primary colors:

**Purple**
- pms 267, #512698

**Gold**
- pms 109, #ffdb00
- pms 123, #fffc00

Fonts for the Web
The approved master pages will come with attached style sheets specifying the preferred font for Web page body text and headings, which is Verdana. These may be expressed in the styles as:

- font-family: Verdana, Arial, Helvetica, sans-serif;
- font-family: Verdana, Geneva, sans-serif;
- font-family: Verdana, Geneva, Tahoma, sans-serif

Some exceptions may be made for using a serif font. Times New Roman is the preferred serif font. Georgia is also acceptable as a second choice for a serif font. These may be expressed in the styles as:

- font-family: Times New Roman, Times, serif;
- font-family: Georgia, Times New Roman, Times, serif;
**Standardized site banner**

Along with a standard navigation style, every Web page will implement a purple banner (#623f99), with the option of having an image or a lighter purple (#795ba8) swoosh. Web & Media Services will work with your department to design a banner within these constraints. Departments within a college will have white text for their department, and a subheading in yellow with the name of the college. Text can also be used with the purple swoosh to display a tagline. See examples below:

**Example 1**
Banner with image

![Example 1](image1.png)

**Example 2**
Banner with purple swoosh and text

![Example 2](image2.png)

**Example 3**
Banner with division and college listed

![Example 3](image3.png)
Vanity or shortened URLs
UW-Stevens Point has the ability to create `vanity’ Web addresses as aliases to Web materials. This allows a page with a `real’ name such as www.uwsp.edu/Dept/MyName/index.html to be accessed via a name of the form www.uwsp.edu/ShortenedName. This not only results in a shorter name but also can eliminate much confusion when communicating a Web address orally.

Requests for Vanity URLs
The following guidelines apply to such aliases:
• All such URLs will be of the form www.uwsp.edu/ShortenedName where ShortenedName is chosen to denote the unit or function to whose home page the vanity URL refers.
• The ShortenedName chosen must be unique enough to unambiguously indicate the UW-Stevens Point unit or program involved (e.g. avoiding acronyms or key words that are shared with other UW-Stevens Point entities).
• Any unit of UW-Stevens Point down to the level of department/center/institute may have one such URL directed to its home page.
• Any department offering a degree program with a name that differs from that of the department may have a vanity URL directed to that degree program’s materials.
• Any SIEO-recognized student organization may have one such URL directed to its home page.
• Requests for URLs for purposes other than the above (e.g., for special publications or activities) will be considered on a case-by-case basis. Key decision points include that a significant off-campus audience at stake, and that the unit’s own URL would not be appropriate to reach that audience.
• New URLs will only be created for pages that are fully in compliance with current university standards (accessibility and appropriate branding).

Website management and responsibilities
All employees of the university are responsible for following the direction of University Relations and Communications regarding content aimed at our Internet-facing audiences including wording, images, video and other support resources. The Communication Standards Manual is a living document and as changes become necessary, they will be administered through URC.

Acronyms and abbreviations
Writing and other references to the university or any of its elements will make use of the standards as defined in the Writing Style section (see pages 14 to 40). File and folder abbreviations will make use of the Information Technology/Student Information System naming designations.
Template use
All university Web pages set up for the Internet-facing content will use a common style sheet provided by Web & Media Services. Additional styles can be requested and provided.

Form use
Forms which simply gather information from anonymous users are discouraged, as they become magnets for “spam-bots” and other unsavory attempts to market nonuniversity products. For instances when a form is needed, using Microsoft InfoPath or creating a list-based form will save time and allow for some consistency. Web & Media Services will work with units to select the right tool or process.

Image use
All images incorporated in the university website should be created and manipulated by staff members from Web & Media Services, University Relations and Communications, or individuals designated by someone from those two offices.

Video use
All video footage incorporated in the university website should be created and manipulated by staff members from Web & Media Services, URC, or individuals designated by someone from those two offices.

Supported software
Design development and content authoring should make use of the software typically available in the university’s standard campus load.

Scripting
The only scripting allowed on the university website are JavaScript or .net-based languages.

Animated content/Flash
University websites may contain animations such as Flash-based applications, but these kinds of things should be looked at as condiments, not as the primary tool for delivering university content.
E-newsletters
E-newsletters should follow the same rules and guidelines as normal Web pages. Style sheets, templates or master pages, and support resources are likely to be slightly different for e-newsletters than traditional unit websites.

Web-based email designs
Because of the enormous variety of potential email programs, it is difficult to get a consistently good design outcome for emails sent out from the university. This kind of product should be saved for very special purposes. As is the case with e-newsletters, developing these kinds of products should follow the same rules and guidelines as normal Web pages.

Security and content segregation
The idea of security basically applies to intranet-facing content as, by definition, all Internet-facing content is intended for everyone to see. It is important to consider audiences when developing content to be shared. For practical purposes, we have several audiences to consider when developing intranet-facing content: all of UW-Stevens Point, a single department, a set of departments or individuals, and individuals collaborating with a selected set of people off campus. All content has an intended audience and permissions should match those audiences.

Accessibility
All pages should be created following current Web standards and best practices, including but not limited to declaring a “doctype,” adding Meta tags for keyword and descriptors, inserting page titles and building a clear and consistent site navigation system. More detailed information concerning these issues can be obtained at the W3C website (www.w3.org) or the Web Standards Project (www.webstandards.org).