One Great Look
Imagine watching a marching band during a halftime performance. Several saxophone players are dressed in jeans and T-shirts, while some of the drummers are wearing tuxedos. One of the trumpet players is wearing shorts with a bright Hawaiian shirt, and two men with flutes are wearing marching band uniforms. The woman with the cymbals looks like she just rolled out of bed. As the band marches across the gridiron, it plays the finest rendition of Sousa ever heard, but no one notices. Every person in the stands is getting a good chuckle about such a haphazard looking group.

Image is everything. At Adams State University each poster, business card, flier and catalogue says something about who we are. Each letter, program and brochure demonstrates our attention to detail, our institutional pride and our commitment to a high-quality education. It is imperative we reach potential students, parents, donors and the community with a strong, unified message. This includes the consistent use of a tagline, logo, designs, photography, layouts and copy to create a visual identity of print and electronic materials and a cross-platform brand campaign. In keeping with a unified message, the Office of Communications uses the AP Style in all of its publications.

The following graphic standards and style manual is key to promoting a unified image for Adams State University. While the following standards are mandatory for every official printed or electronic communication out of the university, these standards have been developed with enough flexibility to cater to each department’s needs.

The Adams State Office of Communications and Print Shop offer a variety of services to help campus departments in their communication needs. For assistance in using this manual, or for any design or public relations need, call us, and we will be glad to help:

Mark Schoenecker, director of communications, 7696
Linda Relyea, assistant director of communications, 7827
Jennifer Stoughton, web content specialist, 7846
Mike Henderson, web application developer, 7684
Peggy Dunn, print shop manager, 7841
Amy Kucera, graphic designer, 8195
Adams State University Graphic Standards

PRINT PUBLICATIONS DESIGN
• The following graphic design guidelines were developed to create a “family” look among the university’s print and electronic materials, and thus reinforce the university brand.
• Consistency across all university publications is achieved by using the specified fonts, colors, and designs described below. The standards are adaptable to a range of production values, from one to four-color; and many paper choices are available.
• Individual identity can be achieved through consistent choice of color, pattern, and photography. This system offers a wide range of flexibility and permits substantial creativity. For example, a particular department may select one or two colors, a specific background pattern, and specific photos as their graphic identifiers.
• These guidelines apply to all university publications, except those produced by the Athletics Department and those produced by student-run clubs and groups.
• Publications directly targeted to students, prospective students, alumni and the community must use the correct Adams State logo, fonts and palettes described below.
• Single exhibitions for theatre, music and art departments: Because of the unique nature of individual exhibitions and performances, theatre, art and music may use different fonts and colors to market individual performances and exhibitions. All explanatory text, however, must be AGaramond or Meta, and the university logo must be included. For overall departmental materials, theatre, music and art must follow the graphic standards set forth in this manual.

UNIVERSITY LOGO
• The Adams State University Logo consists of a graphic of a mountain with a stream above the words “Adams State University,” “Colorado,” enclosed in a rectangle, and the tagline, “Great Stories Begin Here.”
• The words “Adams State University,” “Colorado,” and “Great Stories Begin Here” may not be moved, altered or deleted; the typeface and letter spacing may not be altered. (Exceptions are discussed under “Tagline”)
• The colors for the logo are black and pantone green 341. Whenever possible, the logo should be printed in both colors. It should be never be printed in another color, with the exception of the following acceptable variations:
  – solid green
  – solid black
  – solid white
• The fonts used in the logo are AGaramond and Meta.
• Logos are available in a variety of formats on the Office of Communications Website — adams.edu/administration/comm/graphics/graphics.php
  – Print images are vector based (eps)
  – Web images (png) have been resized for the web
  – JPGs are for general office use
**The Wordmark**

- A variation of the logo is the wordmark, which consists of the words “Adams State University” and beneath it the word “Colorado” enclosed in a rectangle, and the tag line, “Great Stories Begin Here.” It may be used in place of the full logo. Like the full logo, the wordmark may not be altered in any way. It may be printed in the same colors as the logo.

**Trademarking**

- Adams State University’s logo, wordmark, tagline, and Athletics logo are registered to prevent infringement or unauthorized use. It is an infringement of the university’s servicemark for any person, department or agency to use any university logo or seal in a manner inconsistent with the policies set forth in this manual. No person, department or agency may use any altered form of the university’s logos or seal. No person, department or agency may supply any Adams State logo to a third party without the express permission of the Office of Communications. Student organizations and clubs are prohibited from using any university logo, but may develop their own program icons.

**University Seal**

- The traditional Adams State University seal should only be used on such official documents as diplomas, certificates, recognition awards, and reports from the president or Board of Trustees. In general, it is not to be used on university publications.

**The Tagline**

- No other departmental or divisional tagline/slogan/motto may appear on internal or external communications, to prevent dilution of the brand.
- The tagline should always accompany the logo, with the following exception:
  - When production values would render the tagline illegible, for example, when embroidering on clothing or printing on small promotional items like pens.
EXTENSIONS & SUB-BRANDS

- Brand Extensions are only permitted for the following organizations, by virtue of their unique purpose and/or audience:
  - Extended Studies
  - Adams State University Foundation
  - Alumni Association
  - The Graduate School

- Extensions are considered variations of the logo and are subject to the same conditions as the logo, i.e., the words may not be altered; typeface and letter spacing must remain consistent.

- Extension logos are available in black and pantone green 341, solid black, solid green, and solid white.

- No other logos for university departments or programs are permitted, with the exception of the athletic mascot.

- The only approved sub-brand is the Athletic Department’s Grizzly mascot/logo. It may be used only for Athletic Department purposes. Full guidelines for the Athletics logo may be found on – www.adams.edu/administration/comm/graphics.php

LOGO/WORDMARK USAGE STANDARDS

- All Adams State publications must display the university logo or wordmark.
- A clear space of at least 1/4” must run on all sides of the logo or wordmark, except when printing background patterns or screens behind the logo that do not impair legibility of the logo.
• The logo or wordmark may not be printed at an angle other than horizontal.
  – incorrect

  ![Correct placement of logo](example.png)

• The logo should not be placed inside a box frame.
  – incorrect

  ![Incorrect placement of logo](example.png)

• The logo or wordmark may not be screened behind text, nor may text run up to its edges or behind the logo.
  – incorrect

  ![Incorrect placement of logo](example.png)

• The logo or wordmark, however, may be placed on top of a photo or other artwork, as long as its readability is not impaired.

  ![Correct placement of logo](example.png)
• The official logos and wordmarks must be reproduced from original authorized artwork (as found on the Office of Communications Website — www.adams.edu/administration/comm/graphics.php) and may not be redrawn or modified in any way. The proportions of the logos may not be altered.

– incorrect

• Printing from a photocopy of the logo will result in poor reproduction; using a Web-version logo on print or vice versa will result in inaccurate color reproduction and poor resolution.

– incorrect

LOGO SIZE
• The absolute minimum size of the logo is 1 7/16” wide (business card size).

• The aspect ratio is roughly: width = 2 x height.
• If the Adams State logo appears with logos from other companies (as in co-sponsorship of a university event), the Adams State logo must be at least twice as large as all other logos in the document.
• The logos are available in suggested sizes for different formats, and it is recommended users choose the appropriate version. Minimum sizes are to ensure readability; maximum size limits are to prevent the logo from being used as an illustration.
  – 8.5 x 3.6 (tri- or four-fold brochure): minimum 1.5” wide, maximum 2.75” wide
  – 8.5 x 11 (hand held): minimum 1.5” wide, maximum 2.75” wide
  – 8.5 x 11 (poster): minimum 2.5” wide, maximum 3.25” wide
  – 8.5 x 14 paper: minimum 2.5” wide, maximum 3.25” wide
  – 11 x 17 paper: minimum 2.5” wide, maximum 4” wide
• When placed on a display or poster larger than the sizes above, the logo must be readable from an appropriate distance. There is no maximum logo size for signs.
COLORS
• Whenever possible, the logo should be printed in both official colors. The colors for the logo are black and pantone green 341. University letterhead should always be printed in 2 colors (exceptions are duplication of memos in black.)
• When using a one-color logo, use green, black, or white.
• No other colors may be used in the logo.

PRINTING GUIDELINES
The intent of the following guidelines is to ensure readability of the logo. A general rule is adequate contrast must be created, and the logo must not be obscured.
• When used against a background other than white, the background shade should be no more than 50 percent gray value.

![Logo Example](image1)

• When using either the black or white logo on a background color, the area must be of sufficient size so that the logo does not appear to be placed inside a box.

  – incorrect

  ![Incorrect Logo Example](image2)

  – acceptable

  ![Acceptable Logo Example](image3)

APPROPRIATE PAPER
• The black logo may be printed on any color paper, so long as the value of the background does not exceed 50 percent gray.
• The green logo may not be printed on colored paper that will distort the logo color.
• Papers with a significant texture interfering with the clarity of the logo reproduction may not be used.
• Care should be taken when photocopying, so the logo reproduces with good quality (solids sometimes do not copy clearly.)
Stationery Standards

• Official designs for Adams State University stationery (letterhead, envelopes and business cards) are illustrated on the following pages.

• All supporting text on stationery is printed in AGaramond. The Print Shop will typeset copy in the appropriate size. Type specifications available upon request.

• As a cost-saving measure, the Print Shop will supply blank two-color letterhead for personalization on the photocopier or laser printer as needed by individual offices.

• Letterhead address, including the use of the 81101 zip code, and phone information may also be provided, on request, to offices as a .pdf file, for generation on correspondence. This will be a further savings for those whose printer quality is adequate.

Letterhead

• University letterhead should always be printed in black and pantone green 341. (Memos duplicated for in-house distribution may be copied in black only)

• The two-color logo with tagline is centered at the top of the page, with the following information centered at the bottom, in black, on three lines:
  – Office/department name in all caps
  – Mailing address, suite number, fax number, office phone number (no dots or parentheses should be used in the formatting of a phone number; only dashes should be used)
  – Office e-mail (if applicable), toll-free number (if applicable), and university Web address or office domain address

• Information on letterhead will appear as follows:
  – The mailing address is standardized; building names or office numbers are not required for the Post Office.
  – The fax number precedes the office phone number for ease of readability (one’s eyes go to the furthest right number)
  – Web address stands alone or to the far right on the last line for emphasis.

Envelopes

• Envelopes have the two-color logo with tagline at the top left.

• To the right of the logo, Adams State University should appear and then the department name appears in upper and lower case, bold type, followed by the mailing address.

Business Cards

• All ASU business cards are printed in full color. The two-color logo with tagline appears on the left, with the university address and Web address beneath the logo. All other text is flush right on the right side of the card.

• Business card information shall include:
  – Name
  – Title
  – Department
  – Office phone number
    (no dots or parentheses should be used)
  – Fax number
  – Cell phone number (optional)
  – Employee’s college e-mail address
  – Department/personal Web address (optional)
Fonts

• The following font families are approved for use in all university publications:
  – AGaramond (Note: “A” signifies Adobe, and is a slightly different style than plain Garamond)
  – Meta

• Script fonts are only for use on university invitations and certificates. It is advisable that a script font is chosen that is readable and that matches the nature of the event or certificate.

• Creative use of other headline fonts may be used at the discretion of the graphic designer. They should be selected based on appropriateness for the target audience, the needs of the customer, and to make printed materials more engaging. When headline fonts are used for design impact, it is preferable that AGaramond or Meta is used for body copy or information details.

<table>
<thead>
<tr>
<th>AGaramond</th>
<th>Meta Bold Italic</th>
</tr>
</thead>
<tbody>
<tr>
<td>AGaramond Bold</td>
<td>Meta Medium Italic</td>
</tr>
<tr>
<td>AGaramond Italic</td>
<td>Meta Book Italic</td>
</tr>
<tr>
<td>AGaramond Bold Italic</td>
<td>Meta Normal Italic</td>
</tr>
<tr>
<td>Meta Black Roman</td>
<td>META BLACK CAPS</td>
</tr>
<tr>
<td>Meta Bold Roman</td>
<td>META BOLD CAPS</td>
</tr>
<tr>
<td>Meta Medium Roman</td>
<td>META MEDIUM CAPS</td>
</tr>
<tr>
<td>Meta Book Roman</td>
<td>META BOOK CAPS</td>
</tr>
<tr>
<td>Meta Normal Roman</td>
<td>META NORMAL CAPS</td>
</tr>
</tbody>
</table>

Photographs

• The use of photographs can enhance the look of any publication. The Office of Communications maintains a library of several thousand photographs. These include photographs of campus events and images of the campus taken by FJ Gaylor, a photography company that specializes in college photos. They include campus and area scenics, campus events, students, classes, plays, professors, staff, etc. These images are housed on a server and accessed with the “Portfolio” software.

• Additional subject matter and non-campus photos can be included in print materials from online photo vendors. The Office of Communications maintains an annual subscription to a large on-line photography company and can provide a wide range of images suitable for varied campus needs.

• For print materials, photographs should be 300 dpi at 100% of the size needed. Either .tif or .jpg file formats are acceptable. RGB color format is acceptable, but will need to be converted to CMYK if the piece is to be printed on a press. For projects that will be printed on the Print Shop’s color copier, RGB (or grayscale) is the preferred color format, and resolution should be at least 200 dpi.

• For Websites, photos should be RGB. File formats that are acceptable include .jpeg, .gif, or .png and should be at least 72 dpi.

Colors

• The color swatches on the following page comprise the palette for Adams State publications. Pantone 341, and white are Adams State’s official colors.

• The palette includes screened percentages of each of the above colors.

• Paper approximating several of the colors listed above is an inexpensive alternative for publications that must be printed in black ink.
This indicates the color is the standard color used at the given percentage.

This indicates the color is the standard color used at full saturation (100%).
SOFT GOODS/PROMOTIONAL ITEMS
- Promotional items given away by the university should bear the official logo or wordmark, with the tagline. The tagline may be excluded when production values would render it illegible, such as embroidering on clothing or small promotional items such as pens.
- While it is acceptable for the university bookstore to offer items for sale that have designs other than the logo, it is necessary that items bearing the official university logo appear among the range of merchandise offered. For example, if several T-shirts, sweatshirts, caps, and mugs are offered, at least one example in each category should display the official logo.
- Standards for proper usage of the university logo should be followed when applying those symbols to soft goods.

THE PAW
- An additional graphic element for the Athletic Department or team publications is the Grizzly Paw.
- The Grizzly Paw is not considered a logo and may not replace the Athletic logo, but may be used in conjunction with it. There are occasions when the Grizzly Paw may be used alone, typically as an accent on clothing or promotional goods. If used alone, it should be accompanied by the words “Adams State.”
- As the Grizzly Paw is not an official university logo, student groups may use the paw in their promotional materials.

GRAPHIC STYLES FOR THE WEB
- The Adams State University Website is maintained using a content management system named Bricolage. Bricolage is a structured, efficient, and elegant way to manage and maintain thousands of pages of Web content. The Adams State styles are incorporated into the content management system in order to maintain a consistent visual feel throughout the entire Website.
- A set of tutorials regarding the use of the content management system is available on the Adams State Website at adams.edu/about/site/. These tutorials cover topics ranging from creating individual pages, using images in your site, and the creation of PDF files.

WRITING FOR THE WEB
- While the visual display of Web content is managed through Bricolage, each individual department on campus has ownership of its unique Web content.
- Please adhere to the writing conventions covered in this manual when writing your content or visit adams.edu/about/site/web-writing01.php.
- Please make sure phone numbers that you type into Bricolage only use dashes and no parentheses, i.e. 719-xxx-xxxx or 800-xxx-xxxx.
- Studies have shown that Web users resist reading each line of a large body of text. Instead, they tend to scan Web pages quickly for bulleted items, paragraph titles and short “chunks” of information. When creating Web pages, break up long passages of content by consistently using:
  - Lists
  - Bold titles
  - Short paragraphs
ADAMS STATE UNIVERSITY STYLE AND WRITING GUIDELINES

A

a, an
Use “a” before words that begin with consonant sounds; use “an” before vowel sounds: an eight-year average, an M.B.A., a historic event.
a lot (adj.)
Not alot.
abbreviations
Use only the most common abbreviations: CIA, FBI. Use a generic description of a group on second reference to avoid excessive use of abbreviations — ie: The Adams State University Foundation will be working extra hard. The foundation’s members said they will not sleep. Not: The ASUF’s members said they will not sleep.
academic degrees
Use periods with academic degrees: B.A., B.S., M.A., M.B.A.
Do not capitalize academic degrees when spelled out in general terms: bachelor’s degree, master’s degree, or doctorate. Bachelor of Arts and Master of Arts are capitalized.
academic departments
Capitalize the formal names of academic departments: Department of Chemistry, Department of English.
Do not capitalize names of academic departments, except language departments, beginning with the subject: chemistry department, English department.
academic majors
Lowercase academic majors except proper nouns: history, education, English.
academic programs
Capitalize program names: Mariachi Program.
acronyms
Do not use on first reference. Avoid alphabet soup on second reference. See abbreviations.
acting
Always lowercase, but capitalize any formal title preceeding a name: acting President Dean Smith.
A.D.
Acceptable in all references for anno Domini: in the year of the Lord. Because the full phrase would read in the year of the Lord 96, the abbreviation A.D. goes before the figure for the year: A.D. 96.
Adams State University
Use the full name on first reference. On subsequent reference, use Adams State, not ASU.
addresses
Use periods with compass directions: S.W., N.E., W., E.
Spell out names of numbered streets through nine; use numerals for 10 and greater: Sixth, First, 11th, 23rd.
Spell out Avenue, Boulevard, and Street unless used with an address. Always spell out any other designation — He lives at 511 Main St. The house is on Third Avenue. She drove to 402 Blake Road.

advisor
Not adviser.
African American (n.); African-American (adj.)
affect, effect
Affect as a verb means to influence: The budget will affect the outcome.
Affect as a noun is occasionally used in psychology, but not in everyday language.
Effect as a verb means to cause: He will effect many changes during his term.
Effect as a noun means a result: The meeting had a negative effect on him.
adjunct
An adjunct professor has a temporary faculty appointment. Lowercase.
alumna, alumnae, alumni, alumnus
alumna — singular, female
alumnae — plural, women only
alumni — plural, men only or men and women
alumnus — singular, male
alum — avoid using
For alumni class identification, see class identification.
ages
Always use figures. If ages are expressed as adjectives before a noun or as substitutes for a noun, use hyphens. The child is 2 years old. He just turned 25. She’s a 30-year-old professor.
all right (adv.)
Not alright.
a.m.
Not AM or A.M.
ampersand (&)
Avoid, except when used as a legal part of an organization’s name.
ASU
Do not use in external communication. Use Adams State on second reference to Adams State University.
assure
See ensure, insure, assure.

B
benefit, benefited, benefiting
bimonthly
Means every other month; semimonthly means two times a month.
Board of Trustees for Adams State University
Capitalize. Use board, lowercase, on second reference.
building names

<table>
<thead>
<tr>
<th>Abbreviation</th>
<th>Building name</th>
</tr>
</thead>
<tbody>
<tr>
<td>ART</td>
<td>Art Building</td>
</tr>
<tr>
<td>BUS</td>
<td>Business Building</td>
</tr>
<tr>
<td>CS</td>
<td>Computing Services</td>
</tr>
<tr>
<td>CON</td>
<td>Conour Hall</td>
</tr>
<tr>
<td>COR</td>
<td>Coronado Hall</td>
</tr>
<tr>
<td>CP</td>
<td>Community Partnerships</td>
</tr>
<tr>
<td>FAC</td>
<td>Facility Services</td>
</tr>
</tbody>
</table>

The table above lists the abbreviations and building names used at Adams State University.
FDR  Faculty Drive
GIN  Gingerbread House
GIR  Girault Hall
HOU  Houtchens Hall
LM  Leon Memorial
MAR  Marvel House
McC  McCurry
McD  McDaniel Hall
MOF  Moffatt Hall
MUS  Music Building
NIE  Nielsen Library
PET  Petteys Hall
PH  Plachy Hall
POR  Porter Hall
REX  Rex Center
RH  Richardson Hall
SAV  Savage Hall
SUB  Student Union Building
THR  Theatre
ZAC  Zacheis Planetarium

Note: Building abbreviations are for internal use only.

C campuswide

cancel, cancelable, canceled, canceling, cancellation

capitalization

Capitalize proper nouns:
- Adams State University Foundation
- Graduate School of Education

Lowercase common nouns:
- the university
- the board
- the foundation

Capitalize prepositions or conjunctions of four or more letters in headlines or titles:
- Secrets From the Center of the World

When a generic term is used in the plural after more than one proper name, the term should be lowercased; it should be capitalized before more than one proper name:
- Adams State and Mesa universities

See also titles.

century

Use numerals: 18th century, 19th century.
Hyphenate as an adjective: 20th-century poetry.

class identification

John Smith ’71
Sally Peterson ’04(M) (master’s degree only)
Bill Jones ’85, ’90 (two degrees)

co

In general, do not hyphenate: coauthor, codirector, copastor.

colleges/universities

Use the full name of colleges and universities on first reference. Use the following abbreviations on second reference:
- Adams State University
- Colorado Christian University
- Colorado College
- Colorado Mesa University
- Colorado School of Mines
- Colorado State University
- Colorado State University-Pueblo
- Denver Seminary
- Fort Lewis College
- Metropolitan State University of Denver
- Naropa University
- Regis University
- United States Air Force Academy
- University of Colorado at Boulder
- University of Colorado at Colorado Springs
- University of Colorado at Denver
- University of Denver
- University of Northern Colorado
- Western State Colorado University

collegewide

Colorado Commission on Higher Education
CCHE is acceptable on second reference.

Colorado General Assembly
The formal name for the Colorado Legislature.

comma

Refer to Webster’s Collegiate Dictionary, 11th edition for usage.

corequisite

course load

Students do not carry a course load. They are enrolled in courses.

coursework

courses (titles of)

Capitalize as official name of course: English 101, Geology 304.
Do not italicize or enclose in quotation marks. Do not capitalize unless proper noun for generic courses:
- He enrolled in a geology course.

cross-cultural

cum laude, magna cum laude, summa cum laude

Do not capitalize or use italics.

D database
dates
Use commas to set off the year when using full dates:
She was born Sept. 15, 1985, in Los Angeles.
Do not use commas when using only month and year
constructions:
Do not use 1st, 2nd, etc., with dates:
July 21, April 2, etc. (not July 21st, April 2nd, etc.)
Use the year if not the current calendar year.
Periods of years:
He worked from 1949 to 1961.
He worked in 1949-50 (if academic year).
He worked in the 1950s (if a decade); avoid '50s.
See also months.
days of the week
Do not abbreviate
decision making (n.), decision-making (adj.)
degrees
See academic degrees.
departments
See academic departments.
directions and regions
Consult The Associated Press Stylebook for guidance.
director
Abbriviate and capitalize only if used before a name on first
reference: Dr. Sam Jones said he was leaving. Do not use the
redundant Dr. Sam Jones, Ph.D., said...
Do not abbreviate in quotation: "I will miss Doctor Jones," he said.
Do not capitalize if it follows a name: Sam Jones, doctor of
economics, said...
Do not use the title doctor before the names of individuals who
hold honorary degrees.
dollar amounts
Use a dollar sign followed by a numeral. Do not use .00 with dollar
values: $250 (not $250.00), $12,300, $5.3 million
dorm, dormitory
Avoid; use residence hall.
E
earth science
e.g.
exempli gratia, for example
This abbreviation should be used only in parenthetical phrases,
where it is punctuated with periods and set off with commas: The
university offers several majors (e.g., biology, economics, English). Do
not use etc. at the end of a phrase beginning with e.g.
emergent
Do not use the Latin declention (emeritus, emerita). Use emeritus
for all references.
ensure, insure, assure
Use ensure to mean guarantee or make certain: Steps were taken to
ensure the document’s accuracy.
Use insure for references to the characteristics of insurance:
The policy will insure your home.
Use assure to give confidence or to inform positively:
She assured him the decision was a wise one.
entitled
Use to mean a right to have something. Do not use it to mean
titled.
Right: He was entitled to the benefits.
Right: Her painting was titled “The Bear”
ESL
Identify as English as a Second Language
e.t.
et cetera
Except in lists, tables, and parenthetical series, substitute and so on
or and so forth.
F
faculty
A singular noun. The faculty decided on its agenda.
fieldwork
first-come, first-served
They will be seated on a first-come, first-served basis.
first-year student
Avoid freshman or freshmen.
See class year/standing.
fund raising (n.), fund-raising (adj.), fund-raiser (n.)
The president was in charge of fund raising.
Fund-raising activities include donor drives.
A fund-raiser was scheduled.
G
grade point average
GPA is acceptable on all references.
grades
Use letter grade with no quotation marks:
She received an A in the course.
There is a W on his transcript. She earned three Bs and two Cs.
H
high school (n., adj.)
home page
Not homepage. The preferred way to refer to the entry point of a
Website.
homecoming
donors
See degrees with distinction.
I.e.
_id est; that is used for listing the specific case(s) referred to in the preceding material.
Should be punctuated with periods and set off with commas:
*Please state your response (i.e., yes or no).*

**initials**

Do not separate with a space: *R.B. Pamplin Corporation.*

**insure**

See *ensure, insure, assure.*

**Internet**

Also capitalize *Net* when referring to the Internet.

**intranet**

**K**

**kickoff (n.), kick-off (adj.), kick off (v.)**

**L**

**lay, lie**

Lay means “to put” or “to place.” It requires an object to complete its meaning. Principal forms are: *lay, laid, laying.* *Please lay the boxes there. I laid the message on the table.*

Lie means “to recline, rest, or stay” or “to take a position of rest.” It refers to a person or thing as either assuming or being in a reclining position. This verb cannot take an object. Principal forms are *lie, lay, lying.* *He's been ill and lies in bed all day. The mail is lying on the secretary's desk.*

Hint: In deciding whether to use *lie* or *lay* in a sentence, substitute the word place, placed, or placing (as appropriate) for the word in question. If the substitute fits, the corresponding form of *lay* is correct; if it doesn’t, use the appropriate form of *lie.*

**legal citations**

When citing federal code, refer to www.law.cornell.edu/citation/Colorado law is referenced by the abbreviation C.R.S., followed by the numbers of the title, article and section (C.R.S. 24-107-54) The abbreviations *H.B.* and *S.B.* are for bills. Do not use *H.B.* or *S.B.* to cite Colorado law.

**lifestyle**

- _ly_ If the first of two consecutive modifiers ends in _-ly_, do not separate with a hyphen: *It's a newly created program.*

**M**

**Macintosh/MacIntosh**

Macintosh: the computer made by the Apple company, not the fruit.

MacIntosh: the fruit, not the computer made by the Apple company.

May use *Mac,* instead of Macintosh, when referring to the computer.

**majors**

See academic majors.

**MasterCard**

**money**

See dollar amounts.

**months**

Spell out all months if used without a date. When a month is used with a specific date, abbreviate only *Jan., Feb., Aug., Sept., Oct., Nov., and Dec.*

**multicultural**

**N**

**names of business entities**

In running text, do not abbreviate Co. or Cos.; spell out instead (e.g., the *Boeing Company*).

In running text, delete *Inc., Ltd., N.A., and P.C.* unless necessary to distinguish from a name (e.g., *Helene Curtis, Inc.*).

Follow the company’s style for initial and internal caps (e.g., *PageMaker, DirecTV*). Exceptions: A name that, according to company style, does not have an initial cap (e.g., *Adidas, not adidas*). A name that, according to company style, should appear in all caps (e.g., *Visa, not VISA; Lexis-Nexis, not LEXIS-NEXIS*).

**names of people**

In first reference, use the individual’s full name. Leave out middle initial unless they prefer to use it, or if it is used in a formal context.

In subsequent sentences, use last names only.

In text, do not surround Jr. or Sr. following a name with commas.

Enclose nicknames in quotation marks. Note: nicknames generally should be avoided.

**nicknames**

See names.

**noncredit**

Do not hyphenate.

**none**

If the object of the preposition after none is singular, use a singular verb; likewise, if the object of the preposition after the verb is plural, use a plural verb: *None of the day was wasted. None of us were alert.*

**nonprofit (n., adj.)**

Also not-for-profit.

**numerals**

Spell out zero through nine; use numerals for 10 and greater.

Use a comma with numerals of 1,000 and above (except dates):*5,000, 42,000*.

Use numerals when referring to academic credit: *The student earned 2.5 hours of credit.*

Use numerals when referring to a page number: *The passage begins on page 5.*

See also percentages.

**O**

**offline**

**on campus, off campus**

Use two words, without a hyphen, unless used as an adjective before a noun. *The class is off campus. Sam has an off-campus job.*

**online**
over
Do not use to mean “more than.”

P
partnered
Do not use. It is not a word. Use “formed a partnership with” instead.
percentages
In text, spell out percent; use the percent sign (%) in tables and graphics.
7 percent.
phone numbers
Use hyphens; do not use parentheses or periods: 503-768-7970.
Omit the 1 in all long-distance numbers, including toll-free numbers: 888-601-8202.
p.m.
Not PM or P.M.
postbaccalaureate
pre
In general, do not hyphenate: preapproved, preset, prework.
Exceptions: pre-dental, pre-law, pre-med, pre-vet.
prerequisite
programs
See academic programs.
R
ratios
Use figures and a hyphen: a ratio of 2-to-1, a 2-1 ratio.
re
In general, do not hyphenate: reedit, reunify, reestablish.
residence hall
Not dormitory, dorm, or residence house.
resume
Not résumé or resumé.
RSVP
Not R.S.V.P.
S
sabbatical
A sabbatical is a leave from routine employment duties. Sabbatical leave is redundant.
seasons
Lowercase the names of seasons:
fall, winter, spring, summer; fall semester, spring semester; winter 1996.
sexist terms
Avoid words that are commonly perceived as sexist:
Chairman/chairwoman (preferred: chair)
Avoid substituting person for man:
Chair (not chairperson)
News anchor (not anchorperson)
Avoid awkward constructions using he/she, his/her, s/he.
If this construction cannot be avoided, use he or she.
software terms
Software terms, languages, programs, systems and packages, are set in full capitals if they are acronyms; otherwise, they are spelled according to their trade or market names:
C++
COBOL
FORTRAN
Microsoft Word
WordPerfect
spaces
Use one space after periods, commas, or colons when typing text.
staff
Singular: The staff has made its decision.
state of Colorado
Redundant. Do not use.
summer school
T
that, which
That is used to introduce an essential clause, and which is used before a nonessential clause. The difference between the two is that the essential clause cannot be eliminated without changing the meaning of the sentence.
Also, an essential clause must not be set off from the rest of the sentence by commas, while a clause beginning with which should be set off with commas:
This is a course that is both informative and enjoyable. His first book, which is titled "Plato Revisited," is riveting.
theater
Use this spelling unless “theatre” is in the proper title: The Creede Repertory Theatre. The Adams State University Theatre. He was a theatre major. We have tickets to the theater.
time of day
Use a colon to separate hour from minutes. The colon and minutes are not necessary for even-hour times: 11 a.m. (not 11:00 or 11:00 a.m.), but 3:30 p.m.
5:30-8:30 p.m. (in listings)
from 5:30 to 8:30 p.m. (in text, not from 5:30-8:30 p.m.)
noon, midnight (not 12 noon or 12 midnight, or 12 a.m. or 12 p.m.)
six-thirty, seven-fifteen (in formal invitations)
titles (people)
Capitalize formal titles before a name or names:
President Thomas J. Hochstettler
Dean James L. Huffman
Lowercase formal titles after a name or names:
Thomas Mann, president
Phyllis Smith, professor of art
Duncan Dodds, dean of arts and humanities
Scott Staff, vice president for college relations
Lowercase titles standing alone:
the president
the dean
Civil, religious, medical, and military titles:
Rev. Paul Wright
Dr. Ben Casey
Major General George Smith
U.S. Rep. (not Congressman) John Salazar
Sen. Ken Salazar

titles of works
Use italics for:
Books (title alone is normally sufficient; no need to reference publisher, year, etc.)
Movies and plays
Major musical compositions
Newspapers
Paintings, drawings, statues, and other works of art
Periodicals (journals and magazines)
Use quotation marks with:
Albums
Articles
Dissertation titles
Papers (e.g., papers presented at conferences)
Radio programs*
Songs
Stories
TV programs*
* If part of a continuing series, italicize (e.g., PBS’s Sesame Street,
National Public Radio’s All Things Considered).
Do not use italics, underlining, or quotation marks (but use appropriate capitalization) with:
Courses
Events
Lectures
Symposia

total, totaled, totaling
toward
Not towards.

trademarks
A reasonable effort should be made to capitalize trademarked names. The symbols @ and ™ should be used in running text.
Coca-Cola (but cola drink)
Frisbee
Kleenex
Pyrex dishes
Xerox

V
versus
Spell out in running text; may be abbreviated (vs.) in charts or other graphics where space is at a premium.
See also legal cases.

vice president

Visa (credit card)
Not VISA.