

UNIVERSITY OF THE INCARNATE WORD[®] STYLE GUIDE



Why a Style Guide?



The University of the Incarnate Word's institutional image and strong brand identity continue to serve as important tools to further the University's strategic goals. The consistency of University messages and unified graphic identity play a key role in the success of this effort.

The University of the Incarnate Word Style Guide was developed by the Office of Communications and Marketing (OCM), the Office of Printing Services and Graphic Design, and the Office of Web Development to provide consistency among publications produced by the University community. As with any organization, there are certain language conventions that are specific to the University of the Incarnate Word. As matters of style and usage evolve, we will continue to review and update the guide. This guide follows the AP Stylebook, but exceptions can be made on a case-by-case basis for certain schools when the need arises to keep consistency with the teaching of the APA and MLA Style Manuals in UIW classes.

Standards have been outlined in the following guide with instructions on the proper use of UIW logos thus eliminating confusion and helping to create a stronger image. We encourage you to become familiar with the Style Guide and to apply its rules to any communication vehicles you develop on behalf of the University.

The Office of Printing Services and Graphic Design provides the University community with professional design and printing services. The Office of Communications & Marketing offers the University community professional assistance in the areas of writing, editing, event planning, public relations, social media strategy and coordination. The Office of Web Development oversees the University's external web presence, creating new content, maintaining existing content, and ensuring all content is updated regularly.

The Style Guide is important:

- **To maintain a consistent image** because each communication reflects on the University as a whole and messages from internal entities build upon one another and increase the overall impact.
- **To avoid confusing our audiences** by presenting a consistent visual identity so we distinguish our institution from our competitors.
- **To show unity of purpose.** Visual consistency relays that the University is unified, even while it pursues a wide range of interests, which is an attractive image to potential faculty, staff and students.

Submitting Materials for Review

Although individual departments may custom-develop materials for specific offerings or events, those materials should be submitted to the Office of Communications & Marketing and the Office of Printing Services, prior to printing for review to ensure consistency with University standards is maintained. Doing so preserves the integrity of the information for the benefit of the University's overall image. Please allow ample turn-around time for the appropriate offices to review your materials prior to printing.

When submitting a project for review, please allow a minimum of four business days for turn-around time from each office. Items can be sent to both the OCM and the Office of Printing Services simultaneously for

review. The Office of Communications and Marketing reviews for editorial standards and the Office of Printing Services reviews for adherence to University graphic standards. For consultation on a project or to submit materials for review, please contact:

- Office of Communications and Marketing: (210) 829-6001 or ddeltoro@uiwtx.edu
- Office of Printing Services & Graphic Design: (210) 829-3957 or hood@uiwtx.edu
- Office of Web Development: (210) 805-5818 or webteam@uiw.edu

In addition to the Offices of Communications and Marketing, Printing Services and Graphic Design and Web Development, materials for external distribution should routinely be submitted for review to the administrator responsible for that group. For example:

- Materials to be distributed to prospective undergraduate students should be reviewed by the dean of enrollment and/or the respective academic dean.
- Materials created for distribution to students of one of the Division of Extended Academic Programs (EAP), which include the School of Professional Studies (SPS) and School of Applied Sciences (SAS) should be reviewed by the respective dean.
- Materials to be distributed to current graduate students should be reviewed by the graduate dean.

Required Information for Documents

Please date and indicate print run on all materials for reference. The purpose of this is to alleviate confusion and ensure that the latest version is distributed. It is also a reference of the number of copies printed. Reference the year of publication and print quantity in the bottom left corner of your publication; e.g: 2017/500 indicating a 2017 publication date and a print run of 500.

All University materials distributed externally are required to include the American Disabilities Act (ADA) statement. Somewhere on your document, please include the following statement:

“This publication is available in alternate format by request. To request in an alternate format, please contact (your office and a contact telephone number).”

Materials promoting a University event must also contain the following ADA accommodation statement:

“The University of the Incarnate Word provides reasonable accommodation with adequate notice. To request disability accommodation for this event, visit www.uiw.edu/ada.”

If you have questions regarding the ADA statements, please contact one of the following people. The persons named below serve the groups indicated:

- Students: Michelle Beasley, (210) 829-3997 or beasley@uiwtx.edu
- Employees: Annette Thompson, (210) 832-5644 or afthomps@uiwtx.edu
- General Public: Sam McDaniel, (210) 829-6035 or sgmcDani@uiwtx.edu

Graphic Standards



Logo Guidelines and Usage

Guidelines for the usage of all university logos have been established to help achieve the consistent visual identity of the University. It is only through consistent and correct usage of our logos that we can strengthen and protect our trademarks. Please note: the current logo usage guidelines supersede any previously approved logos. When in doubt, please contact the Office of Printing Services for clarification at (210) 829-3957.

Guidelines

- If a document featuring an official logo is printed in only one color, that color must be black or red.
- UIW logos must not be redrawn, re-proportioned, distorted or modified in any way.
- No other graphic or text is to cover or block (even partially) any UIW logo from view within a publication design.
- No other logos should be used to represent the University of the Incarnate Word.

Usage

The University of the Incarnate Word uses three design types in its representation.

INSTITUTIONAL MARKS

Circular Logo (UIW seal)

- The UIW circular logo is registered and must include the ® mark in the right bottom corner.
- Single seal and no others
- No design variations
- Shape and proportions may not be altered
- No add-ons
- No changes in the circular shape



Horizontal Logo

- The UIW horizontal logo is registered and must include the ® mark in the right bottom corner.
- No design variations
- Shape and proportions may not be altered
- No vertical use of the steeple and word mark



ATHLETIC MARKS

Cardinal Head Logos

- UIW is establishing trademark by usage of the Cardinal Head logo. Any use must include the trademark by usage ™ symbol on the bottom right.
- No design variations or add-ons (such as legs and arms).
- Shape and proportion may not be altered
- The Cardinal should always face right.
- In logos that combine the cardinal head with the UIW mark, the UIW mark must display the ® symbol in the bottom right corner as well.



Graphic Standards



OTHER MARKS

- The following UIW logos are registered and must include the ® mark in the lower right corner.
- No design variations
- Shape and proportion may not be altered

UNIVERSITY OF THE
INCARNATE
WORD®

UIW®

Word Marks

The following are trademarked word marks for the University of the Incarnate Word. The appropriate registered or trademark by usage symbol must accompany the word mark when standing alone. A particular font is not required unless an actual logo is used in which case the appropriate guidelines must be followed. When used in the body of a correspondence or paragraph of a brochure or like material, the symbol is not required.

Indicated by the registered ® symbol:

- UIW®
- University of the Incarnate Word®
- Brainpower®
- Brainpower Connection®
- The Universe is Yours.®
- The Word Online®

Indicated by the trademark by usage™ symbol:

- Incarnate Word™
- Incarnate Word Cardinals™
- Cardinals™

Logo Colors



The official colors within the logo for the University of the Incarnate Word are Pantone 1797 (red) and black. The logo may be reversed out to white when printed over a dark, solid background. The UIW logo is not to be printed in any other colors and only in the combinations shown below. Any other color usage is incorrect. The UIW logo may be gold-foil stamped or blind embossed.

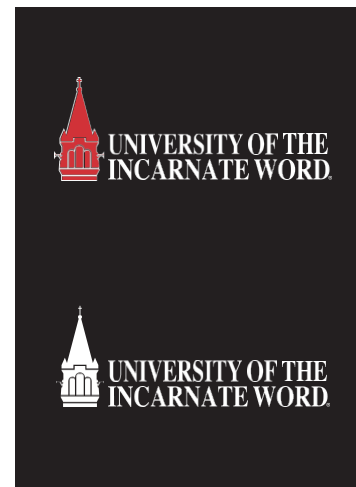
Circular Logo/Seal

- Single color protruding steeple and trumpets
- Five color variations



Horizontal Logo

- Five color variations



Spirit Logos

- For acceptable color variations, refer to the approved logos and word marks page at www.uiw.edu/branding.



UNIVERSITY OF THE
INCARNATE
WORD®

UIW®

Logo Clear Zones

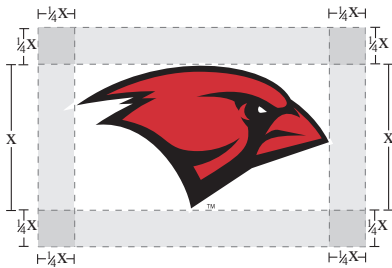


In order to maintain the integrity of the University logos, clear zones have been established for each use. The clear zones indicate the area in which no other text or graphic is to appear. The numbers on the logos below, correspond to their placement on approved logos and word marks page at www.uiw.edu/branding.

***NOTE: CONTACT THE VISUAL CORPORATE IDENTITY COMMITTEE FOR CLEAR ZONE SIZING ON DESIGNS OVER 11"X17" OR UNDER 1"**
branding@uiwtx.edu.

The Logo Clear Zones are as follows:

Logos 1A-5A -25% height of logo



Logos 7A-18A -- equal to height of word "cardinals"



- Logos 19A-23A -- 50% height of cardinal head



- Logos 25A-29A -- 50% height of cardinal head



- Logos 31A-34A -- equal to height of "Word"



- Logos 37A-41A -- equal to height of "Cardinals"



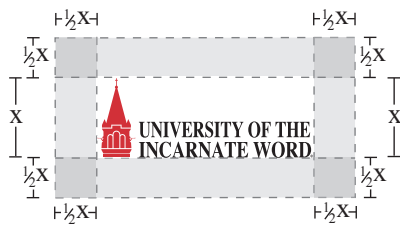
- Logos 43A-48A -- 50% height of "UIW"



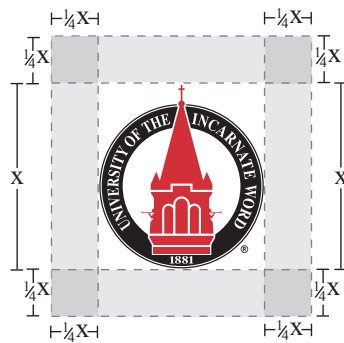
- Logos 49A-54A -- 50% height of "Cardinals"



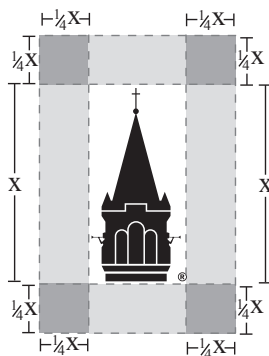
- Logos 55A-59A -- 50% height of steeple



- Logos 61A-65A -- 25% height of logo



- Logos 67A-71A -- 25% height of logo



Student Organization Logo Usage and Departmental Logos



Student Organization Logo Usage

- Student organizations may create a separate logo that reflects the club/organization's mission.
- They must follow normal Campus Life approval procedures.
- The University logo must be used in a prominent location on the item (example: University logo on sleeve of T-shirt.)
- All logo guidelines remain intact. Logo usage must still be approved in the normal fashion.

Student Organization Business Cards

Approved or otherwise authorized University student organizations may utilize business cards for officers in their organization under the following guidelines:

- Student organizations may use their organization logo on business cards, but the logo must be approved in advance by the director of University events and student programs in the office of Campus Life and be consistent with the University Style Guide and Branding Guidelines.
- All unused business cards must be returned by the end of the academic year to the director of University events and student programs in the office of Campus Life.

- A student representing an organization can order no more than 250 business cards.
- Student organizations may not use any UIW trademark or logo on their business card, absent an exception.

Departmental Logos

Departmental logos can be used by any official division, school, department or program of the University of the Incarnate Word. They may not be used for student organizations.

- They may be used in any of the approved color formats on the branding site (uiw.edu/branding)
- The font used in the departmental logo is Times New Roman in all caps. The only exception is lower case italics for "of" and related text.
- The UIW logos must be given a spacing of no less than .25" from other unrelated text or graphics so as not to dilute the image of the logo. There is to be no overlapping of the logo with another object nor any tangential connection to such either.
- The logos are not to be placed over any backgrounds (colors, patterns or textures) that may make it difficult to discern the logo from said background.

Acceptable Variations



NAME *of*
DEPARTMENT

Circle Departmental Logo

Example logo specifications:

Circle logo: 2"x2"
Text Size: 24 pt.
Text font: Times New Roman
Leading: 26 pt.
Space between
logo and text: .33"

Resizing of this logo
is to be done proportionately
to these specifications.



NAME *of*
DEPARTMENT

SUB-DEPARTMENT

Circle Sub-Departmental Logo

Example logo specifications:

Circle logo: 2"x2"
Department Text Size: 24 pt.
Sub-Department Text Size: 12 pt.
Text font: Times New Roman
Leading: 26 pt.
Space between
logo and text: .33"
Line Weight: 1 pt.

Resizing of this logo
is to be done proportionately
to these specifications.

Departmental Logos (continued)



Acceptable Variations



NAME *of*
DEPARTMENT

Circle Text Right Departmental Logo

Example logo specifications:

Circle logo: 1"x1"

Text Size: 20 pt.

Text font: Times New Roman

Leading (if line 2 needed): 20 pt.

Space between logo and text: .15"

Resizing of this logo is to be done proportionately to these specifications.



NAME *of*
DEPARTMENT
SUB-DEPARTMENT

Circle Text Right Sub-Departmental Logo

Example logo specifications:

Circle logo: 1"x1"

Department Text Size: 16 pt. Bold

Leading: 16 pt.

Sub-Department Text Size: 11 pt.

Sub-Department Leading: 14 pt.

Text font: Times New Roman

Space between logo

and text: .15"

Resizing of this logo is to be done proportionately to these specifications.

Acceptable Variations



Horizontal Departmental Logo

Example logo specifications:

Horizontal logo: 2" x 5.5"

Text Size: 28 pt.

Text font: Times New Roman

Leading (if line 2 needed): 32 pt.

Line Weight: 1 pt.

Space between logo and text: .25"

Dept. name not to extend past logo

Resizing of this logo is to be done

proportionately to these specifications.

Incorrect Logos



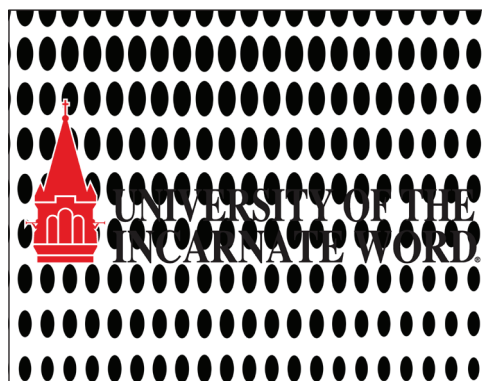
Reason for violation:

Logo choice is incorrect due to difficulty to differentiate between text color and color of background. Logo must be clearly legible.



Reason for violation:

Logo use is incorrect due to difficulty to read text over extremely busy background. Logo must be clearly legible.



Reason for violation:

Logo use is incorrect due to shapes intersecting with UIW mark. Shapes and text must adhere to clear zone policy around UIW logo.



Examples of incorrect logos:



INCORRECT COLOR



INCORRECT
PROPORTION



INCORRECT
PROPORTION



INCORRECT
COLOR SCHEME



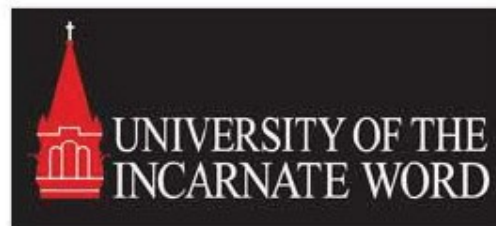
INCORRECT PROPORTION



INCORRECT PROPORTION



INCORRECT COLOR



INCORRECT COLOR SCHEME



INCORRECT
PROPORTION



INCORRECT
PROPORTION



INCORRECT
COLOR

Visual Identity and Licensing



UIW's visual identity is among its most important assets in maintaining its brand. It protects the interests of the University, as well as its faculty, staff, students and alumni. Effectively managing the University's brand benefits the institution in numerous ways, including enhancing its reputation, furthering its Mission, and helping achieve its goals.

Incarnate Word's brand can be defined as the sum of the feelings, associations and thoughts one experiences when seeing a UIW logo or hearing the name, "University of the Incarnate Word." As the University of the Incarnate Word competes with other universities across the city, state and globe, the need to carefully manage its visual identity in order to differentiate itself becomes critical.

The University has partnered with Learfield Licensing Partners to manage use of the university's logos, and protect its trademarks. Learfield works directly with manufacturers and retailers, streamlining the process of official merchandise.

This site provides general guidelines for the visual identity of the University of the Incarnate Word brand, as well as specific examples of accepted, legally trademarked logos and other visual elements, and information on contacting Learfield for those wishing to use any trademarked UIW logo.

The Visual Corporate Identity Committee (VCIC), which maintains this site, exists to ensure that approved standards are met on all University communications, including departmental and student publications and promotional items.

Questions regarding implementation of these guidelines should be directed to the VCIC committee at branding@uiwtx.edu.

University Stationery, Business Cards and Email Signatures



University Stationery

University stationery and matching envelopes are available through the Purchasing Office. This is generally the only stationery acceptable for use by UIW faculty and staff. Specialized versions of UIW letterhead or envelopes can be obtained only through and with the approval of the Office of Printing Services and Graphic Design.

University Business Cards

University business cards are available for UIW faculty and staff through the Office of Printing Services and Graphic Design. This is the only business card acceptable for use by UIW faculty and staff. Any specialized versions of UIW business cards can be obtained only through and with the approval of the Office of Printing Services and Graphic Design.

Student Organization Business Cards

For information on the use of student organization business cards, visit the student organization section of this style guide.

Email Signatures

For email signature guidelines refer to the Responsible Use of Computing Resources Policy.

The logo for the standard version of the approved email signature version #1 may be requested at hood@uiwtx.edu.



Typefaces

UIW printed materials for external distribution should contain no more than two complementary typefaces. Body copy should be no smaller than 10 points to ensure the copy is legible. Some exceptions are acceptable if reviewed by the Office of Printing Services and Graphic Design. As a rule, captions should be no smaller than eight points and no larger than the body copy. Captions should be distinguished from body copy by the use of italics.

Web Standards



The Office of Web Development oversees the University's external web presence, creating new content, maintaining existing content, and ensuring all content is updated regularly.

To aid in the goal of a standardized look and feel for the uiw.edu website, three UIW web templates have been created, one of which should be used when undertaking any new web design projects.

The Office of Web Development also conducts training sessions for faculty, administrators and staff wishing to learn web page design. Larger classes are conducted semi-annually, and smaller sessions – including one-on-one training – are available year-round and may be arranged by contacting the Office of Web Development.

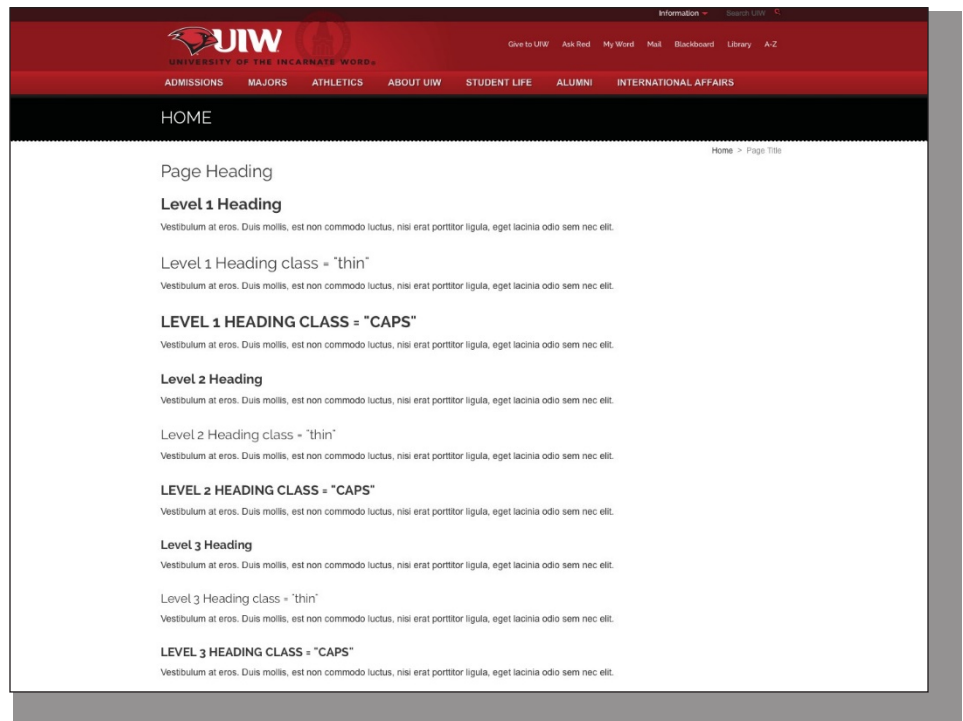
Web Templates

In order to ensure consistency in both the look and navigational elements of UIW web pages, the Office of Web Development has created three templates to aid in the development of pages for the uiw.edu website. They include:

One Column Template

www.uiw.edu/second-level-one-col.html

The one column template facilitates stand-alone pages, on which no departmental navigation or associated links are required.



Web Standards



Two Column Template

www.uiw.edu/twocolumns/

The two column template is the most commonly employed template on the uiw.edu website, facilitating navigation on the left side of the page, with specific departmental content within the right column.



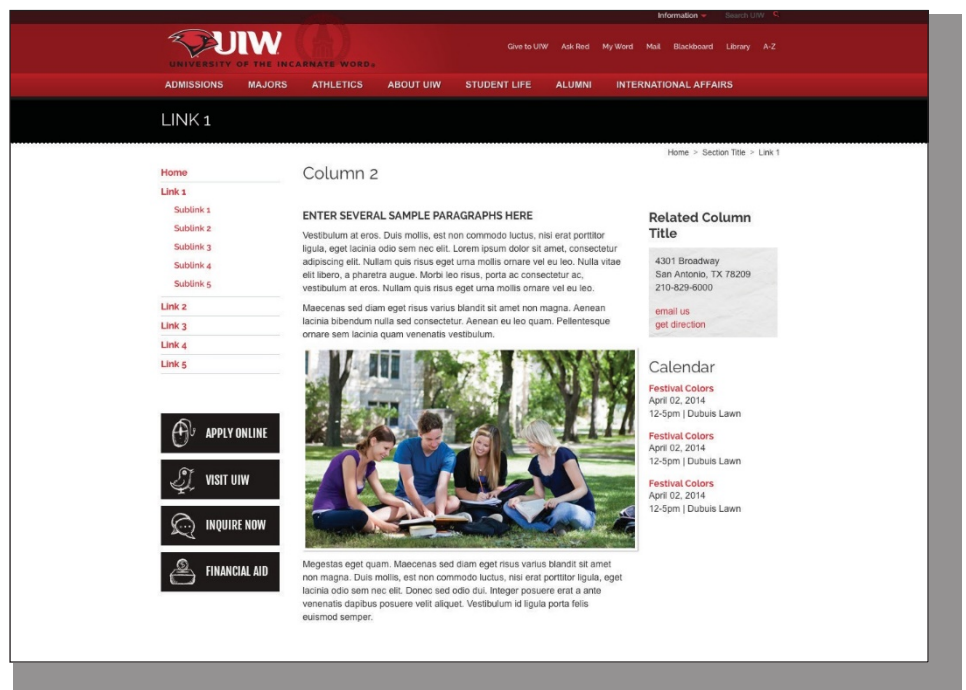
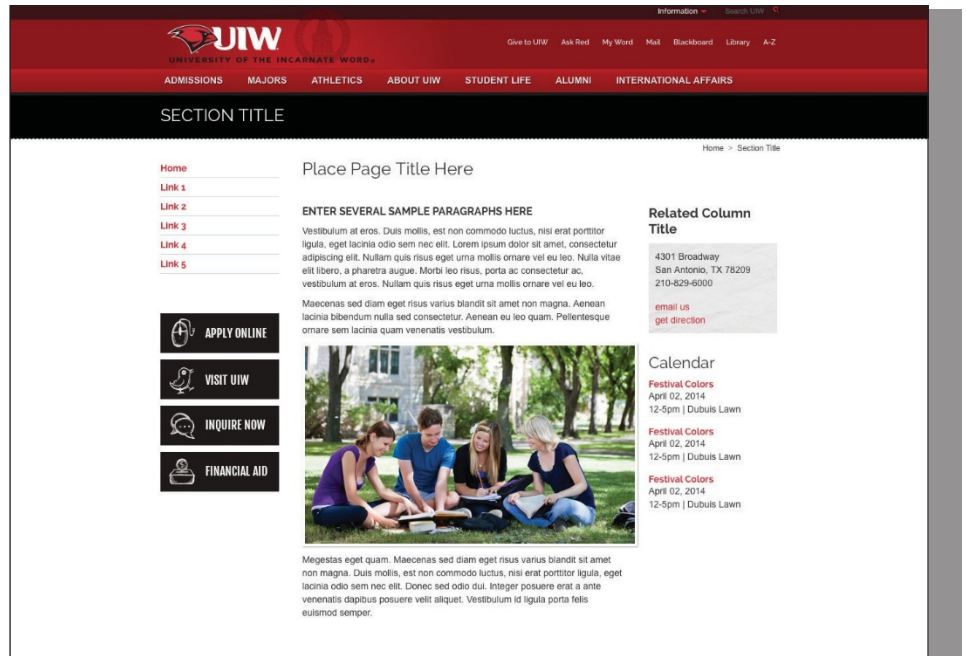
Web Standards



Three Column Template

www.uiw.edu/threecolumns/

The three column template is designed to facilitate the most complex websites, and offers three distinct content areas for departmental sites.



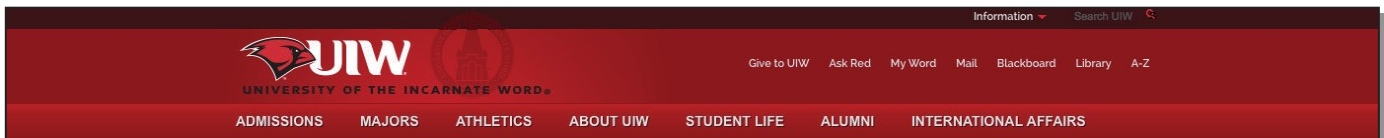
The templates ensure that the official University colors, page widths and certain navigational elements appear on each web page, via the use of common header and footer elements.

Web Standards



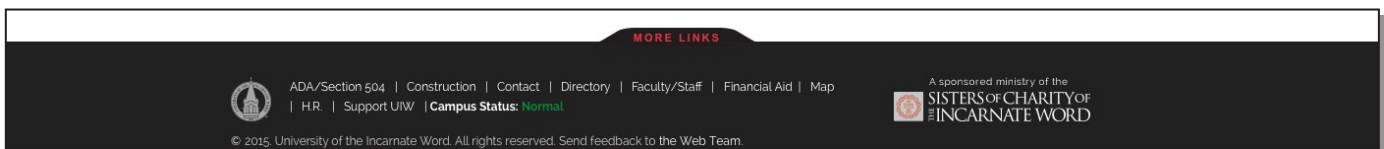
The Header Element

The header element on all pages includes the University’s name, the name of the departmental website, a feature that indicates where the user is in relation to the site’s home page, and links to Cardinal Mail, Blackboard, an A-Z index and the search function.



The Footer Element

The common footer includes the University’s address, logo, copyright information and a feedback link directed to the University’s web team. It also includes several quick links and a drop down menu including numerous other quick links.



Images

Photos on the website should be optimized to 72 dpi resolution and re-sized to no larger than 600 pixels wide using an image editing program such as Adobe Photoshop or Fireworks.

Graphics, such as departmental logos, should be saved in the .gif format and sized appropriately for the content they accompany.

All images should include alternate text, defined by an “alt” attribute, as specified by Section 508 of the Americans with Disabilities Act. The alt attribute features identifies images to those accessing the site using text to speech readers, adding a level of detail otherwise unavailable to users with diminished sight capabilities.

Visit www.uiw.edu/oucampus/operations/image-upload-edit.html for information on image-uploading procedures.

File Naming Conventions

File names for web pages should be brief, in all lower case, and should NOT include punctuation.

All text based web files end with the suffix .html; graphic files (images or pictures) end with the suffix .jpg or .gif (the former most commonly employed for pictures the latter for clip art and graphics).

Correct:

businessfaq.html
scholarships.html
tuition.html
admin.jpg

Incorrect:

my_own_office_first_web_page.html
Scholarship available in 2002 to students.HTML
(note the spaces)
MyOfficeStaff.JPG

The main web page of any departmental site should be named index.html

Editorial Standards



Editorial Standards

In an effort to ensure all University communications convey a concise unified message, we have identified some guidelines to assist you in the creation of brochures, fliers, posters, postcards and web pages. Remember to always keep your audience in mind when establishing the tone of your writing. Simplify your message as much as possible. Always proofread your writing several times before publication.

The communications and marketing department uses the *Associated Press Stylebook and Briefing on Media Law* (AP) as its source for appropriate style, usage and punctuation. There are standards included in this guide that are unique to UIW. When a discrepancy occurs, between UIW style and AP style or that of any other reference, UIW style takes precedence.

The Office of Communications and Marketing is a resource for all University personnel. Writing, editing and proofreading services are available through this department as well as general consultation for any questions on these topics.

All news releases and media relations are handled only through the OCM Office. News releases adhere to the same policies set forth in this style guide.

This guide is not a complete list of all matters of style and usage, but rather a compilation of the most frequently observed challenges in preparing UIW content.

It is important to consistently apply the rules in this guide to ensure the highest quality content possible in representing the University. For answers to additional questions about style and usage, consult the latest edition of the *Associated Press Stylebook*, published by The Associated Press, or call the Office of Communications and Marketing at (210) 829-6001.

What's New: 2017 Update

The Office of Communication and Marketing updates this document annually. By popular demand, this year's update includes more examples, and several additions and changes. Some include:

- **Capitalize university when referencing UIW, only.**
- **Updated current advertising tagline**
- **When and how to properly capitalize department names, academic majors and other University programs**
- **Use italics in place of quotes to denote composition titles.**
- **Lowercase internet.**
- **Updated UIW location names**
- **A link to UIW social media style guidelines web page**

University of the Incarnate Word vs. UIW

- Either the complete name, University of the Incarnate Word, or the acronym UIW may be used to identify the University.
- Do not use periods or spaces between the letters of the acronym.
- Lowercase "the" in front of the full name in running copy. Avoid using "the" in front of the name in lists.
- Always lowercase "of the" in the full version, University of the Incarnate Word
- Incarnate Word may be used, but not in a first reference because of the possible confusion with Incarnate Word High School.

Incorrect: University of Incarnate Word is incorrect.

Incorrect: Incarnate Word University is incorrect.

Incorrect: Incarnate Word College is incorrect. UIW became a university in 1996.

University vs. university

- Capitalize university when included in the full proper name of the institution.
- Capitalize university when used in reference to the University of the Incarnate Word.
- All other uses should be lowercase.

Correct: A new degree program was introduced at the *University of the Incarnate Word*.

Correct: A new degree program was introduced at the *University*.

Correct: New degree programs are regularly introduced at colleges and *universities*.

UIW Official Taglines and Registered Word Marks

Permanent tagline

The official permanent tagline for the University is: “The Universe is Yours.®” The tagline should always include a period and the registered trademark symbol. The permanent tagline is a key marketing element in the overall branding of the University. It represents UIW’s curriculum, which offers students a comprehensive liberal education and professional studies that includes a global perspective and an emphasis on social justice and community service. The tagline helps to punctuate the University’s Mission to educate men and women who will become concerned and enlightened citizens.

Current advertising tagline

The tagline for the current advertising campaign is “Discover the Power of You”. The University updates its advertising campaign every two years. University departments may choose to use the current advertising tagline in their materials to further enhance the consistent branding image of the University. The current advertising campaign can be viewed at: <http://www.uiw.edu/pr/ads.html>.

Word Marks

The following are trademarked word marks for the University of the Incarnate Word. The appropriate registered or trademark by usage symbol must accompany the word mark when standing alone. The registered and trademark by usage marks should appear in superscript when possible. A particular font is not required unless an actual logo is used in which case the appropriate guidelines must be followed. When used in the body of a correspondence or paragraph of a brochure or like material, the symbol is not required.

Indicated by the registered ® symbol:

- UIW®
- University of the Incarnate Word®
- Brainpower®
- Brainpower Connection®
- The Universe is Yours.®
- The Word Online®

Indicated by the trademark by usage ™ symbol:

- Incarnate Word™
- Incarnate Word Cardinals™
- Cardinals™
- The Cutting Edge™ Fiesta® Fashion Show

Colleges and Schools

The formal names of the colleges and schools of the University of the Incarnate Word are presented as the full name capitalized with no ampersand in place of “and”:

- College of Humanities, Arts and Social Sciences
- Dreeben School of Education
- Extended Academic Programs
 - School of Professional Studies
 - School of Applied Sciences
- Feik School of Pharmacy
- H-E-B School of Business and Administration
- Ila Faye Miller School of Nursing and Health Professions
- Rosenberg School of Optometry
- Office of Research and Graduate Studies
- School of Mathematics, Science and Engineering
- School of Media and Design
- School of Osteopathic Medicine
- School of Physical Therapy
- University Preparatory Programs

After initial formal reference, acronyms may be used for the remainder of the text. Always follow the full, formal name with the acronym in parentheses upon first reference.

- College of Humanities, Arts and Social Sciences = CHASS
- Dreeben School of Education = DSE
- Extended Academic Programs = EAP
- Feik School of Pharmacy = FSOP
- H-E-B School of Business and Administration = HEBSBA
- Rosenberg School of Optometry = RSO
- Division of Extended Academic Programs = EAP
- School of Applied Sciences = SAS
- School of Mathematics, Science and Engineering = MSE
- School of Media and Design = SMD
- School of Nursing and Health Professions = SNHP
- School of Osteopathic Medicine = SOM or UIW SOM
- School of Physical Therapy = SoPT
- School of Professional Studies = SPS

Acronyms may be used on first reference for internally distributed materials only.

Additional Acceptable Acronyms

Other acceptable acronyms include: (use no periods; define at first use)

- Mexico - Centro Universitario Incarnate Word = CIW
- Incarnate Word High School = IWHS
- St. Anthony Catholic High School = SACHS
- English Language Services = ELS
- Reserve Officer Training Corps = ROTC
- Science & Mathematics Alliance for Recruiting & Retaining Teachers = SMARRT
- Learning Assistance Center = LAC
- Ettling Center for Civic Leadership = ECCL
- Institute of World Cultures = IWC

Department Names

When referring to departments and offices within the University, either the full name or shortened version are acceptable. Generally, capitalize only when using the full, proper name of the department. When referring to a department with shortened name, use lowercase; e.g.:

Correct: Ms. Martin of the *Office of Communications and Marketing* will attend the meeting.

Correct: Ms. Martin of *communications and marketing* will attend.

Correct: She teaches in the *Department of Sociology and Criminal Justice*.

Correct: He is a *nursing* student.

Individual Names

- Always give the full name (or two initials with surname) of persons the first time they appear in the body of the text.
- After referring to an individual by full name, the second reference should be to surname only, e.g., Smith. It may be acceptable to refer to the subject by first name if there is more than one individual referenced with the same surname.
- Maintain courtesy titles after first reference when referring to persons of religious orders.

Correct: Fr. Dymowski, Sr.
Coughlin, etc.

Titles

Courtesy titles (Mr., Mrs. etc.) should be used in correspondence only.

Do not use a courtesy title and an abbreviated reference indicating academic degree in the same line.

Correct: Dr. John Doe or John Doe, Ph.D.

Incorrect: Dr. John Doe, Ph.D.

When shortening titles of religious designation, follow these examples:

Correct: Sister Martha Marie to Sr. Martha Marie or Sr. Martha Marie, CCVI

Correct: Father Michael Baker to Fr. Michael Baker

Correct: Monsignor Peter Gallagher to Msgr. Peter Gallagher

Capitalize titles when they precede a name. Do not capitalize a title when it follows a name or stands alone.

Correct: Director of Public Affairs John Smith attended the conference.

Correct: John Smith, director of public affairs, attended the conference.

Correct: The director of public affairs will attend the conference.

When referring to faculty of the schools, use the full name of the school if space allows or the area of academic instruction before or after the person's name.

Correct: Dr. John Doe, professor in the Dreeben School of Education, presents ...

Correct: Dreeben School of Education Professor Dr. John Doe, presents ...

Correct: Dr. John Doe, professor of religious studies, presents ...

Correct: Professor of Religious Studies Dr. John Doe presents ...

(Capitalize areas of instruction when preceding the name)

When referring to a title with a national reference, always capitalize the descriptive name.

Correct: Dr. Ann White, professor of French studies, taught the class.

Correct: Professor of English Jane Brown lectured at a recent seminar.

When the abbreviated degree, including licenses, follow a name that stands alone, such as in a list, periods should not be used. However, periods should be used in copy, for example, in an article's body of text. Multiple degrees and licenses should be listed in chronological order from earliest to most recent degree or license earned. It is optional to list multiple degrees or just the terminal degree, e.g., Jane Doe, PhD.

Faculty

The term "faculty" refers to the entire instructional staff. It requires the use of a singular verb. An individual should be referred to as a faculty member.

Alumni

- alumnus: male singular
- alumni: male plural or combined male and female plural
- alumna: female singular
- alumnae: female plural

Academic Degrees

Academic degrees may be spelled out using initial caps or abbreviated without periods, unless used in copy, using all caps, e.g.:

Correct: Bachelor of Science or BS
Correct: Master of Science or MS
Correct: Bachelor of Fine Arts or BFA

Include periods for Ph.D. and similar compound unless directly following a name, e.g.:

Correct: Doctor of Philosophy or Ph.D.
Correct: Master of Education or M.Ed.
Correct: Doctor of Pharmacy or Pharm.D.

When the abbreviated degree, including licenses, *directly* follows a name, periods should not be used, e.g.:

Correct: John Doe '80 BA '92 MEd '03 PhD

However, periods should be used in copy, for example, in an article's body of text, e.g:

Correct: John Doe earned a B.A. and Ph.D.

Multiple degrees and licenses should be listed in chronological order from earliest to most recent degree or license earned, e.g.:

Correct: John Doe '80 BS '92 MS '03 PharmD

Use an apostrophe in bachelor's and master's, etc. (as possessive), but not in Bachelor of Arts or Master of Science (no possessive). Associate degree is not possessive.

Formal names of degrees are capitalized. Informal references to degrees are not capitalized.

Correct: She earned a Bachelor of Arts from the University of the Incarnate Word.

Correct: She earned a bachelor's degree from the University of the Incarnate Word.

When listing degrees with alumni names: the preferred order is: year (abbreviated), capitalized degree abbreviation, discipline (if listed, lower-case unless a national reference); e.g.:

Correct: Jacob Dougherty '95 BA, history
Correct: Jacob Dougherty '95 BA, English

- Do not place a comma between the year and degree.
- Do place a comma between the degree and discipline.

The use of parentheses around degree information is optional.

Academic Programs

Capitalize formal titles of academic programs/majors, course titles (including Capstone) and co-curricular programs. The word program should not be capitalized unless part of the formal title; e.g.:

Correct: The Master of Business Administration program
Correct: The Adult Degree Completion Program

Semester Designation

Semester designations should be capitalized only when referring to a specific year unless the semester and year are separated by "of"; e.g.:

Correct: The seminar course was offered only in the Fall 2013 term.

Correct: The seminar course is offered each spring semester.

Correct: The seminar course was offered in the spring of 2012.

Time/Date

The preferred format is:

- Use numerals when listing a time; 3 p.m., 3:30 p.m.
- Include a.m. and p.m. notation with periods in lowercase letters. Avoid the redundant: 6 a.m. in the morning.
- Spell out noon and midnight. Do not capitalize. Avoid the redundant: 12 noon or 12 midnight

Abbreviate these months when used with a specific date: January, February, August, September, October, November, December unless used in a formal invitation; (Spell out March, April, May, June and July in all references).

Correct: Sept. 10, Oct. 31, March 4

Incorrect: September 10

Spell out the month if it stands alone in running text.

When writing dates, use numerals only. Avoid the use of st, nd, rd, or th; e.g.:

Correct: The event is scheduled for Feb. 1.

Incorrect: The event is scheduled for Feb. 1st.

Numbers

Spell out numbers one through nine. Use numerals for numbers 10 and above.

Use figures within a series if more than one number is more than 10.

Correct: 22 hours, 19 minutes, 6 seconds; 12 hats, 5 purses, and 16 pairs of shoes

The preferred formats for phone numbers are:

- with the area code set off by parentheses; e.g.: (210) 829-6000
- with the use of hyphens; e.g. 210-829-6000

Hours of the day; e.g., 7 p.m. or 7:30 p.m.

Amounts of money with dollar sign; e.g., \$3 or \$3.50

Always use numerals when referring to age.

Correct: 3-year-old Annie takes ballet. or Annie, 3, takes ballet.

When using numerals with suffixes (never with dates), always place the suffix in superscript format; e.g. 1st, 2nd, 3rd, 4th, etc.

Do not:

- begin a sentence with numerals; instead spell out the number or rephrase sentence. (A year is the exception)
- add a numeral in parentheses after it's written in words; e.g., three copies, not three (3) copies

Other Academic Abbreviations

- Use grade-point average with a hyphen or GPA in caps without periods.
- To identify a specific course, use the official course code; e.g., ENGL 101 Composition

When Not to Abbreviate

Do not abbreviate:

- Names of countries other than United States of America.
- March, April, May, June and July in any reference.
- Christmas not Xmas.
- The name of an organization the first time it is used. Spell out the name and put the acronym in parentheses. If the term appears only once, do not add the acronym.
- The word percent: spell out the word percent, but in tabular, scientific, technical, or statistical copy, use the symbol %.
- Assistant and associate when used in a title.

NOTE: Abbreviations may be used more freely in tabular format.

UIW Location Names

The proper names for the locations on the UIW campus are:

- Alamo Heights Center
- Corpus Christi Center
- Killeen/Ft. Hood Center
- Northeast Center
- Northwest Center
- Saidoff Center
- AT&T Science Center
- Agnese/Sosa Residence Hall
- Ancira Parking Tower
- Athletics Complex
- Barshop Natatorium
- Bernard O'Halloran Fountain
- Bonilla Science Hall
- Bowden Eye Care and Health Center
- Buckley Courtyard
- Buckley-Mitchell Advancement Center
- Cardinal Village/ELs Offices
- Carillon Plaza
- Centro Universitario Incarnate Word
- Cervera Wellness Center
- Chapel of the Incarnate Word
- CheeverTheatre/Coates Theatre
- Clement Hall
- Columkille Administration Building
- Concert Hall
- Dubuis Residence Hall and Lawn
- European Study Center Heidelberg
- Everett Lecture Hall
- Feik School of Pharmacy
- Frank Nursing Building
- Gayle & Tom Benson Stadium
- Gayle & Tom Benson Fieldhouse
- Gorman Center
- Goretti Zehr Lecture Hall
- Gorman-Mitchell Room
- Grossman International Conference Center
- Halligan-Ibbs Theatre/Dance Center
- Hillside
- Joeris Residence Hall
- Joyce Design & Technology Center
- Kelso Art Center
- Lourdes Grotto
- Luella Bennack Music Center
- Mabry Tennis Center
- Mathematics, Science, and Engineering
- Mabee Library
- McCombs Center
- McCombs Residence Hall
- McCombs Center Rosenberg Sky Room
- McCracken House
- McDermott Center
- Mission Plaza
- Our Lady's Chapel
- Professional Golf Management Facility
- Saidoff Center
- Rosenberg School of Optometry
- School of Osteopathic Medicine
 - Bldg. 1
 - Bldg. 2
 - Bldg. 3
 - Bldg. 4 or Eduardo Caballero M.D. Building
- Seddon Recital Hall
- Semmes Gallery
- Slattery Leadership Center
- Skyview Residence Hall
- Softball Field
- Solar House
- St. Joseph's Hall
- Student Gallery
- Sullivan Field
- Sullivan Sculpture Studio
- UIW Eye Institute
- Village of Avoca Apartments
- Watson Lofts

Punctuation Guide



Apostrophes

- Use with an “s” to make a singular proper name possessive; e.g., Debra’s
- Place the apostrophe after the “s” when possessive is plural; e.g.: the students’
- To express the shortened form of years of college classes; e.g.: *Class of ’76*
- Before “s” when using the spelled-out form of degrees; e.g.:
bachelor’s degree, master’s degree

Do not use:

- primes (apostrophe and quotes) to designate inches and feet and navigational/degree notation; e.g.:
12 inches *not* 12”; 67 degrees *not* 67°
- when making the plural; e.g., *1980s*

Commas, Semicolons, Colons

- Place a comma after digits signifying thousands, except when reference is made to temperature or to SAT scores; e.g.: 1,150 students, but 1100 degrees and an SAT score of 1143
- Use a colon to introduce a list of items.

Correct: The following books are required: *Emma*, *Jane Eyre*, *Wuthering Heights*, *Lady Susan* and *Persuasion*.

- When listing city names with states, use the state abbreviation followed by a period and comma unless at the end of a sentence; with the exception of eight states which should be spelled out: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah; e.g.:

Correct: Robert Green is a San Antonio, Texas, native.

Correct: Clara Temple comes from Kansas City, Mo.

State Abbreviations

Ala.	Ariz.	Ark.	Calif.
Colo.	Conn.	Del.	Fla.
Ga.	Ill.	Ind.	Kan.
Ky.	La.	Md.	Mass.
Mich.	Minn.	Miss.	Mo.
Mont.	Neb.	Nev.	N.H.
N.J.	N.M.	N.Y.	N.C.
N.D.	Okla.	Ore.	Pa.
R.I.	S.C.	S.D.	Tenn.
Vt.	Va.	Wash.	W. Va.
Wis.	Wyo.		

- When writing a date, place a comma before and after the year and after days when used with a date; e.g.:

Correct: July 4, 1980, was a special day. Tuesday, July 6, had cloudy skies.

- *Do not* place a comma between the month and year when the day is not mentioned; e.g.: June 1980
- *Do not use* a comma before the words “and” and “or” in a series; e.g.: The Cardinals, the cheerleaders, the pep squad and the booster club will meet the day before the tournament.
- However, place a comma before the concluding conjunction in a series if an integral element of the series requires a conjunction; e.g.: The departments of English, History, Modern Languages, and Government and International Affairs participated in the conference.

Periods

- If a phrase is within parentheses at the end of a sentence, place the period after the closing parenthesis.
- If a complete sentence is in parentheses, the period should be inside the closing parenthesis.

Dashes

Use an em (–) dash:

- To set apart a phrase for emphasis, with space before and after; e.g.: He brought several items – tape, pens, paper and staples – in case they were needed.

Use an en (-) dash:

- To indicate span of time; e.g.:
May 16 - June 10; or 1 - 3 p.m.
- When hyphenating words; e.g.:
all-student party

Ellipsis

An ellipsis is a string of three periods with a space before and after to denote continuation on an idea; e.g.: The audience applauded, then there was silence ... and suddenly music started playing.

Hyphens

- *Do not* hyphenate the words vice president and words beginning with non or ultra, except those containing a proper noun; e.g., non-German; nontechnical.

- *Do not* place a hyphen between the prefixes pre, post, semi, anti, multi, re, un, sub, etc., and their nouns or adjectives, except before proper nouns or when two vowels with no hyphen separating them would be unclear; e.g.:
pre dentistry
electro-optical *but* preindustrial
pro-American

Exception is pre when used before *law* or *med.*, as in *pre-law* or *pre-med.*
Also, use a hyphen when coining a phrase; e.g.: *pro-peace.*

- Avoid hyphenating words unless their meaning is unclear without a hyphen; e.g.:

postgraduate *not* post-graduate
but well-being *not* wellbeing
and strong-willed *not* strongwilled

- Use a hyphen to connect compound modifiers used to describe things; e.g.:

right-handed person
part-time job

- No hyphen is needed when using compound words that have become commonplace as one word; e.g.:

website
healthcare
troubleshoot

- Numbers below 100 should be hyphenated when they consist of two words and are used at the beginning of a sentence: Thirty-nine

Italics

Apply italics to:

- Foreign words or phrases not commonly understood or used in American English; unless part of a proper noun or formal name such as a location name, composition title, for instance. Well known foreign words take no italics.

Correct: “Thank you,” I said. “*Selv tak,*” she replied.

Correct: kimchee, pho and merci

- Latin names
- Scientific names; e.g.: *canis familiaris*
- To emphasize words and phrases; e.g.:
The time to start planning is *now.*
- Titles of books, plays, movies, radio and television programs, musical compositions, operas, pamphlets, periodicals, etc.
- Translated words in copy

Correct: The project was named *Recomencar*, or *restart* in English.

Do not italicize the Bible or title of books that are primarily catalogs of reference material.

Quotation Marks

Apply quotation marks to essays, lectures, and parts of volumes, chapters, titles of papers, etc.

- Use single quotation marks for quotations printed within other quotations.
- If several paragraphs are to be quoted, use open-quote marks at the beginning of each paragraph, but use close-quote marks only at the end of the final paragraph.
- Set quotation marks after periods and commas and before colons and semicolons.
- Use editor’s brackets, not parentheses, to set off editorial remarks within direct quotations; e.g.: “Jacobs saw it [the movie] and was moved by the story.”

Spelling and Usage Guide



Commonly Misused Terms

- Use the following list as a guideline for treatment of these terms:

adviser preferred to *advisor*

affect: (verb) to have an influence on;

effect: (noun) result

between when referring to a relationship of two things

among when referring to a relationship of three or more things

Board of Trustees not board of trustees (always capitalize)

capital for the city, *Capitol* for the building

complement for denoting completing something

compliment for denoting praise or expression of courtesy

coursework, *not* course work

credit-hour (adjective)

credit hour (noun)

database *not* data base

disabled *not* handicapped

doctorate is a noun, and *doctoral* is an adjective

grade-point average, *not* grade point average

health care, not healthcare

international students, *not* foreign students

principal when referring to someone or something first in rank or authority

principle when referring to a fundamental truth

theatre when referring to the department, discipline, or a performance;

theater when referring to a building; *exception with proper name; e.g.:*

Coates Theatre

website

workplace, *not* work place

workstation, *not* work station

- Avoid using a split infinitive; e.g.:
He was told *to* quickly *process* the papers. Instead use: He was told *to process* the papers quickly.

Latin Terms/Plurals

Use the following list as a guideline for treatment of these terms:

alumnus is male singular, alumna is female singular

alumni is male plural or generic plural, alumnae is female plural.

emeritus is male singular, emerita is female singular (as in president emerita)

emeriti is male or generic plural,

emeritae is female plural

syllabus is singular, syllabi is plural.

basis is singular, bases is plural

index is singular, indices is plural

Special Capitalization

In general, only capitalize proper nouns and names. There are some terms to be treated with exception. Use the following list as a guideline:

Mass *not* mass, *and* Baccalaureate Mass

Commencement *not* commencement

Mission (of UIW) *not* mission

135th Anniversary *not* 135th

anniversary

Catholic *not* catholic *and* Catholic

Church *not* Catholic church

Social Media Guidelines

The Office of Communications and Marketing has produced a Social Media Style Guide that specifies proper protocol for posting to social media platforms by anyone acting on behalf of the University.

The 2017 UIW Social Media Style Guide can be accessed at <http://uiw.edu/styleguide/social-media-style-guide.html>.

Electronic Conventions

Electronic addresses should be written in all lowercase, unless the address is case sensitive; e.g.: www.uiw.edu (not necessary to include <http://>); martin@uiwtx.edu

Also:

- online *not* on-line
- internet *not* Internet
- homepage *not* home page
- web *not* Web
- website
- web page *not* Web page
- email *not* e-mail
- livestreaming *not* live streaming

Photo Captions

- Describe who is in the photograph and what is going on within the photo in the present tense.
- Names should always be listed in order, left to right, unless it is impossible for the caption to read normally otherwise. With multiple people identified within the caption, enough representations to placement are necessary so there is no confusion as to each subject's identity. List the official title of each subject with their name.
- Provide context to the event or describe why the photo is significant. List the date and location if applicable.

Contact Information



Although this guide addresses most commonly asked questions, it is not exhaustive.

The Offices of Communications and Marketing, Printing Services and Graphic Design, and Web Development are resources for the University community to assist with the development of materials for external and internal distribution.

Office of Communications and Marketing, ext. 6001

The communications and marketing staff provides the University community with writing, editing, event planning and marketing consultation services. When submitting a project for editing, please allow four business days for turn-around time.

If you have any questions, contact:

Debra Del Toro, director of communications and marketing, at ddeltoro@uiwtx.edu
Margaret Garcia, associate director of communications and marketing, at mlgarci2@uiwtx.edu
Marissa Rodriguez, publications coordinator, at marodr33@uiwtx.edu
Taylor Nurmi, advertising and marketing coordinator, at nurmi@uiwtx.edu
Ashley Davis, special events coordinator, at anlara@uiwtx.edu
Carl Myers, social media/communications specialist, at cemyers@uiwtx.edu

Office of Printing Services and Graphic Design, ext. 3957

The Printing Services and Graphic Design staff provide the University community with printing and design services.

All projects must be submitted with a request form filled out before printing can start.

If you have any questions, contact:

Michael Hood, director of printing services and graphic design, at hood@uiwtx.edu
Marisol Martinez, graphic designer, at maramos1@uiwtx.edu

Office of Web Development, ext. 5818

The Office of Web Development oversees the University's external web presence, creating new content, maintaining existing content and ensuring all content is updated regularly.

The Office of Web Development also conducts training sessions for faculty, administrators and staff wishing to learn web page design. Larger classes are conducted semi-annually, and smaller sessions – including one-on-one training – are available year round and may be arranged by contacting the Office of Web Development.

If you have any questions, contact Troy Knickerbocker, director of web development and the Web Team, at webteam@uiw.edu



Compiled and edited by UIW Office of Communications
Revised September 2017

Marketing