

# Communication Standards Manual

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University of Wisconsin  
**Stevens Point**

STEVENS POINT • MARSHFIELD • WAUSAU



# Communication Standards Manual

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# Introduction

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University Communications and Marketing (UCM) has prepared the Communication Standards Manual for anyone developing UW-Stevens Point external and internal communications. A clear, consistent style in all communications strengthens UW-Stevens Point's reputation and image.

Adherence to the Communication Standards Manual is required to help ensure a unified and professional editorial image for the university before all of our external audiences.

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

Recruitment, promotional, fundraising and other external communication projects need to be reviewed and approved by UCM for editorial and design content before the project is submitted for printing at UW-Stevens Point Print and Design.

The university's media relations, institutional marketing, external publications, university events planning, photography, social media and online communications are handled by UCM. Print and Design is also a unit of UCM.

UCM works closely with the Office of Admissions and Recruitment to develop student recruitment communications, and with Web and Media Services on the design and implementation of the UW-Stevens Point website.

UCM works directly with the chancellor's office to plan and execute university events throughout the year, ranging from an array of receptions to UW-Stevens Point's convocation and commencement ceremonies.

UCM also manages the university's brand licensing program and monitors all compliance of external communications with the UW-Stevens Point visual identity standards.

*The Associated Press Stylebook* is the basis for this guide's writing requirements. Most American university communications professionals use it as the primary authority for style, grammar and usage.

The UW-Stevens Point Communication Standards Manual was written, designed and produced by UW-Stevens Point University Communications and Marketing.

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# University Communications and Marketing Services

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**Contact University Communications and Marketing (UCM) at [ucm@uwsp.edu](mailto:ucm@uwsp.edu) for services listed below:**

## **Media relations**

- UCM tracks all university media activity. We can arrange interviews and provide advice, guidance and training for being interviewed by reporters. We can also offer insights based on other potentially related media inquiries made elsewhere within the university.
- UCM produces all official UW-Stevens Point media releases. Our office can also assist with sharing news of your university-related accomplishment, the good work of a student or an upcoming event intended for external audiences.

## **Social media/web content**

- UCM manages all official content for the university pages of [uwsp.edu](http://uwsp.edu), UWSP Facebook, X, Instagram, Snapchat, Tiktok, Threads, LinkedIn and YouTube accounts. We can also help answer questions regarding social media and webpage policies.

## **Publications**

- UCM offers graphic design service for print or electronic publications for internal and external audiences.
- UCM reviews all recruitment publications and publications for external audiences for communications standards.

## **Licensing/trademark**

- UCM reviews all designs for licensed apparel and products and coordinates the use of UW-Stevens Point trademarks.

## **Photography**

- UCM offers professional photography services including employee and headshots at no charge, coverage of select university events and recruitment/promotional photo shoots.

## **Printing services**

- Print and Design offers many services, including large or small-volume black or full-color copying and printing, bindery services, letterhead, letterhead templates, envelopes and business cards, a wide variety of booklets, brochures, forms, greeting cards, 2.25" promotional buttons, stickers, posters, flyers, newsletters, consecutively numbered raffle tickets, course packs/manuals and class materials.  
See [uwsp.edu/printdesign](http://uwsp.edu/printdesign) or call 715-346-4927.

# Publications Checklist

Check print and electronic publications for these common errors. See example on opposite page.

## Logos and graphics – pages 10-19

- Logo or logo extension is on the first page or front panel of all publications. The symbol cannot be used alone without UCM permission
- Correct use of athletics graphics for athletic-related events, activities, groups and departments
- Permission by UCM before using vintage graphics (paw print, Stevie graphic or “SP”)

## University colors – page 18

- Correct university colors used

## University name for all three campuses – pages 20

- UW-Stevens Point or University of Wisconsin-Stevens Point has hyphen without spaces
- For branch campuses spell out “at” (no @), to identify the location in text or when spoken:
  - UW-Stevens Point at Marshfield
  - UW-Stevens Point at WausauFor graphic representation (branch logo) use the branch campus extension
- UWSP may be used in charts, tables and limited space for all three campuses. Do not use UWSP-M or UWSP-W
- UW-Extension has a hyphen
- One word: systemwide, universitywide, campuswide—Although sometimes used informally, the correct and preferred spelling in formal writing is “campus-wide” unless otherwise noted by house style.
- Lowercase university when used alone

## University Trademark and Licensing Policy – page 29-30

- Have permission if using trademarked graphic for commercial or marketing purposes

## University statement – page 40-41

- (HLC) Higher Learning Commission
- Equal opportunity
- Non-state funded
- Indigenous Land Acknowledgment

## Photos – page 45

- Hi-resolution photos in print publications
- Photos not stretched or distorted
- “Photos courtesy of UW-Stevens Point,” not the photographer’s name

## Website addresses – page 52-62

- No underline for print publications
- Avoid right slash at end of URL
- Test websites (and telephone numbers) before sending to print

## a.m., p.m. – page 65

- Times are a.m. or p.m. and no zeros on the hour

## Ampersand “&” – page 65

- Word “and” in text is spelled out (unless specifically noted by UCM). Ampersand only allowed in logo extensions

## Dates – page 67

- No st, nd, rd or th with dates
- Comma after complete date

## Telephone numbers – page 70

- No parenthesis around area code
- Hyphens, not periods, between numbers

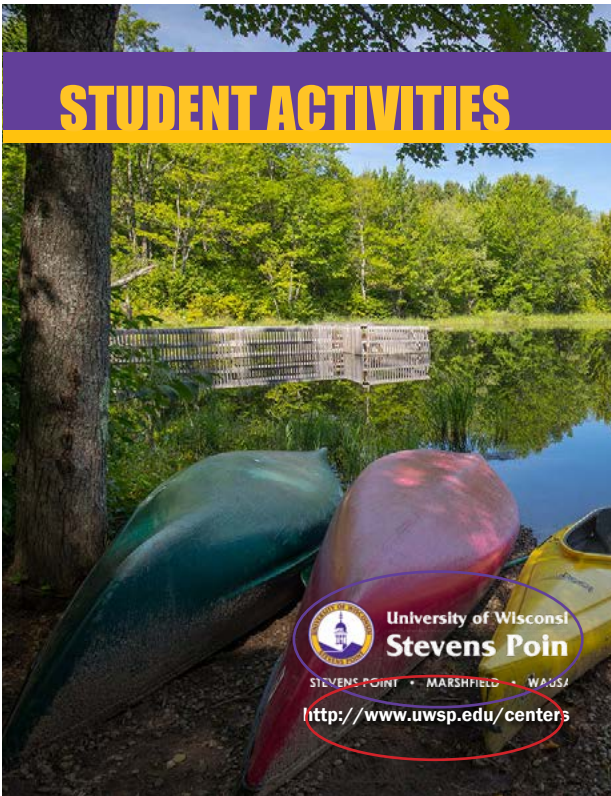
## State abbreviations – page 70

- No postal code without the ZIP code; use state abbreviations

## Hyphens – page 79

- No hyphens at end of line
- No hyphens with words ending in ly
- Email is one word, no hyphen

# STUDENT ACTIVITIES



✓ Use correct university colors and fonts

✓ Use high resolution photos

✓ Use the full logo  
✓ Include logo on the cover or first page of publication

✗ Incorrect web address format  
✓ Test web address

## Campus Activities and Student Engagement

The UWSP Office of Campus Activities and Student Engagement provides opportunities for students, faculty and the community to connect with campus. We offer experiences to learn and explore through recreational activities, performances, programs and trips aimed at helping students establish a Pointer life that extends beyond the classroom. We bring local and national entertainment and performance artists to campus and the community through Centertainment Productions and provide for the programming with Homecoming, Family Day and Welcome Week.

DUC summer hours:  
Monday - Friday 7 a.m. - 4:30 p.m.  
Saturday & Sunday: Closed.

Campus Activities@uwsp.edu  
715-346-4343

Dreyfus University Center 050  
1015 Reserve Street  
Stevens Point, WI 54481



✗ Use full university logo

✗ Spell out UW-Stevens Point or full name

✗ Avoid hyphens at the end of line

✗ Do not stretch photo

✓ Correct time format  
✗ Use "and" instead of ampersand

✓ Use correct phone format  
✓ Test phone number

✓ Correct postal code for state abbreviations

# University Templates Reference Guide

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## **Department apparel – page 31-35**

Official apparel template for all departments.

## **Table banners – page 37**

A standard template recommended but not required for department use.

## **Department name badges – page 38**

Name badge template for all departments.

## **Email signature and template - page 46**

## **Letterhead – page 46**

Electronic and printed letterheads ordered through Print and Design.

## **PowerPoint – page 42,44**

PowerPoint templates for colleges, branch campuses and poster presentations.

## **Return address – page 47**

Standard return address format for all outgoing mail.

## **Business cards – page 48**

Business cards for all university personnel ordered through Print and Design

## **Social media profile – pages 49-50**

Profile template only for official social media channels and not for nonofficial media channels or student groups.

## **Webpages – page 52-62**

Common style sheet for all university webpages provided by Web and Media Services, uwsp.edu/infotech/web.

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## **Additional communications and branding guides**

This communications guide is the Guide for all three campuses.

## **Discover your purpose (DYP) campaign**

This is the current overall strategic marketing campaign. For more details, contact UCM.

## **Sentry School of Business and Economics**

Guides can be found at [www.sentryschool.edu](http://www.sentryschool.edu).

## **Universities of Wisconsin branding**

See page 28.

# Trademark and Copyright Law

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Trademark or copyright materials from outside entities may require permission if it does not qualify under the fair use law. A trademark protects a brand name, while a copyright protects original work such as movies, music or literature. Use the information below to determine if permission is required before using nonuniversity trademarks or copyright material.

## Get permission

Best practice is to get permission if you are unsure of the legality of using trademarks or copyright material. You may receive permission in the form of a letter or an email message. Owners may require an individual or organization to enter into a licensing agreement where the user pays for rights to use the material if used commercially.

## Commercial use

Commercial use is defined as using trademarked or copyright material for monetary gain. Advertising and marketing (recruitment) material is considered commercial.

## Fair use

“Fair use” is the right to use portions of copyrighted materials without permission for purposes of education, commentary or parody.

One example of fair use could be a critical review of a Disney movie that included an image of a character from the movie or a clip of the movie.

## Classroom use exemption

The Classroom Use Exemption (17 U.S.C. §110(1)).

To qualify for this exemption, you must:

1. Be in a classroom (“or similar place devoted to instruction”).
2. Be there in person, engaged in face-to-face teaching activities.
3. Be at a nonprofit educational institution (most state universities are considered nonprofit).

If you meet these conditions, the exemption gives both instructors and students broad rights to perform or display any works (e.g. music, movies). Instructors can show students images or original artworks. Students can perform arias, read poems and act out scenes. And students and instructors can do all these things without seeking permission, without giving anyone payment and without having to deal with the complications of fair use.

The Classroom Use Exemption only authorizes performance or display.

Making and/or distributing copies (i.e., handing out copyright readings) is not covered under that the Classroom Use Exemption.

## Transformative use

Transformative use requires that you change, or transform, the trademarked or copyright material enough so that it is no longer a mere copy of the original. The resulting transformation is sometimes called a “derivative work.” A derivative work uses a source work in a completely new or unexpected ways by adding new expression, meaning, aesthetics, insights or understanding.

# Graphics Identity Guide

## Policy on creation of new logos

The creation of new logos or variations on university branding by colleges, units, departments, etc. is no longer permissible.

Note: Graphics for events such as UW-Stevens Point Homecoming and Trivia are allowed.

After consultation with university governance groups, a set of logo extensions has been developed. All departments on campus are accountable for adopting the appropriate logo extensions and discontinuing the use of other logos. Departments in the five colleges (College of Fine Arts and Communication, College of Letters and Science, College of Professional Studies, College of Natural Resources and University Colleges) should contact the marketing coordinator in their college to attain the correct logo extension. Departments and units outside the five colleges may contact University Communications and Marketing for a correct copy of their logo extension.

## UW-Stevens Point logo overview

Below is an overview of commonly used official UW-Stevens Point logos.



Athletics and  
universitywide  
logo



Athletics logo  
primary



University logo  
stacked



Athletics logo  
dog head



University word mark  
for social media profile



Athletics  
wordmark



**The University of Wisconsin-Stevens Point is represented by several official identifying graphics. Each has specific applications and use of any of these must follow the guidelines contained within this document.**

### The official university logo

The primary University of Wisconsin-Stevens Point logo is comprised of three elements: the UW-Stevens Point symbol, the wordmark and all three campus locations. The symbol and wordmark must be used together. The three campus names may be excluded if the logo is used on material that does not include the Marshfield or Wausau campus. The logo is a federally registered trademark and the ® symbol can appear on it when used. **The university logo cannot be altered.**

The approved colors of the university logo are:

- black
- purple
- gold or white (reversed) on a dark background
- full color (purple and gold symbol with purple wordmark or white wordmark if on dark background). The background inside the symbol must be white and not transparent.



University of Wisconsin  
**Stevens Point**

STEVENS POINT • MARSHFIELD • WAUSAU

Symbol

Wordmark

**Complete logo**

← Include all three locations in upper case Century Gothic font.

### Symbol and wordmark

The symbol and wordmark are graphic elements of the complete university logo and cannot be used separately without permission from University Communications and Marketing. The symbol or wordmark must not be recreated with alternate fonts, resized or rearranged in any way other than those articulated within the university branding system.

### Alternate wordmark





The "UWSP" wordmark is used in social media profile graphics and is not used in print publications. See social media guide section for more information. For questions regarding alternate wordmarks, contact University Communications and Marketing.

**UWSP™**

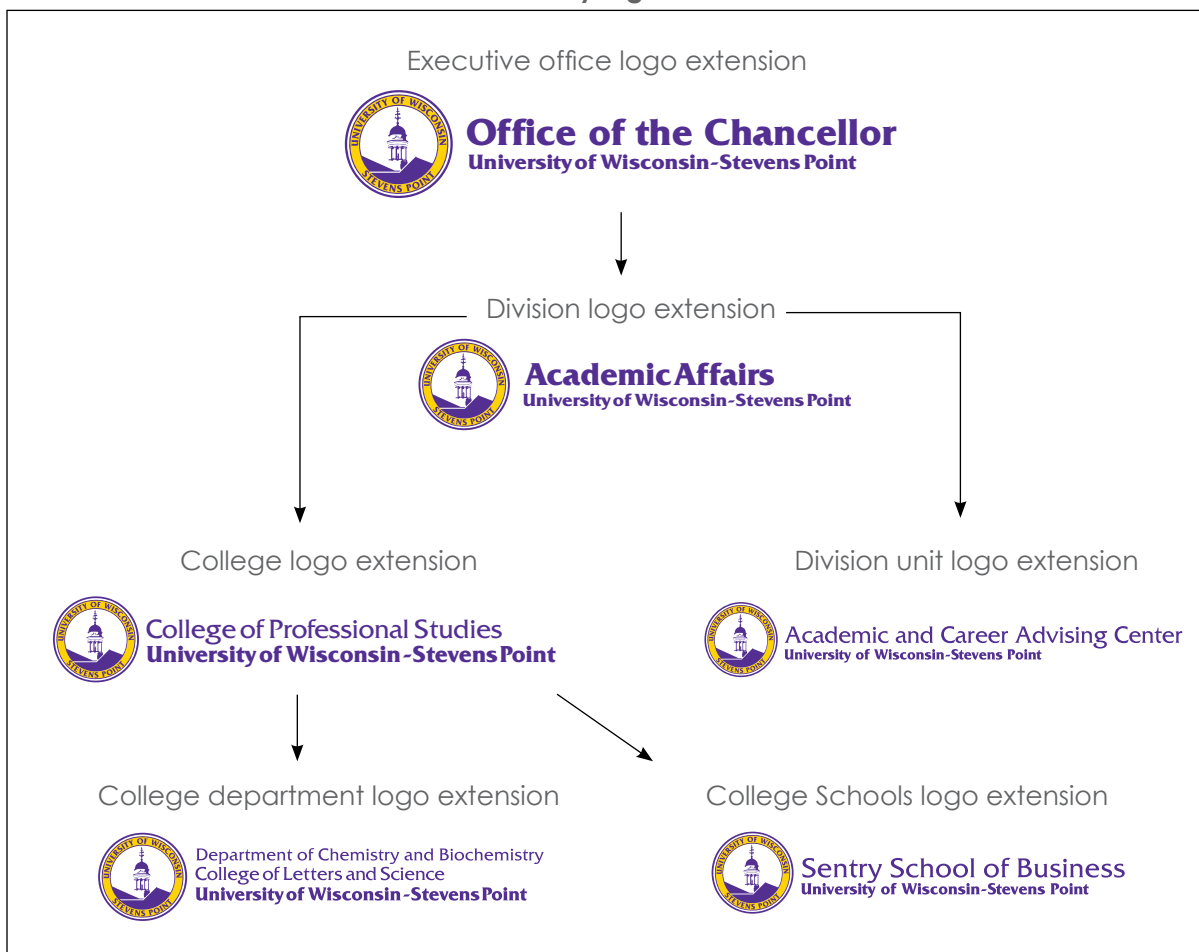
### Logo extension hierarchy

The six categories within the UW-Stevens Point hierarchy are: primary logo, executive office extension, division extension, division unit extension, college extension and college department extension.

#### Primary logo

<p>Preferred university logo</p> 	<p>Alternate university logo</p> 	<p>Branch campus logo extension</p>  
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#### Secondary logo extensions



### Primary Identifier

The UW-Stevens Point logo is the primary university logo, which consists of the symbol and wordmark and must be used as one. The primary logo must appear on all university publications if no secondary logo extension is used.



← Include all three locations in upper case Century Gothic font.

**A logo** is used to help consumers quickly identify a business, product(s) or service(s).

**A brand** is an idea or an impression that consumers have, while **branding** is attaching that idea to your business.

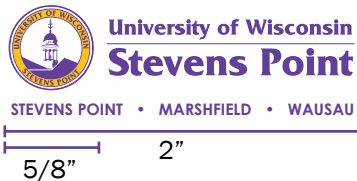
### Color background

When the university logo is used on a dark or color background, the university wordmark is reversed (white).



### Size

To maximize legibility on printed materials, the UW-Stevens Point logo must not appear smaller than 2 inches with the symbol graphic at least 5/8 inch.



In general, while the UW-Stevens Point identity must be prominently displayed, it does not have to be the largest graphic on a given page or cover and should be sized appropriately for each particular purpose. Common sense should prevail.

### Required use

All university-related publications are required to have the primary logo or a logo extension on the front page or cover for branding purposes.

Although encouraged to include the university logo, student organization publications are not required to use the university logo for internal-use publications.

### Safe area

A safe area around all UW-Stevens Point logos must be preserved to allow for maximum legibility of the identifier. No other elements may intrude on this safe area. Placing the logo too close to an edge or fold (minimum 1/4 inch) also violates the safe area.

### Executive office and division specific logo extensions

There is one executive office, the Office of the Chancellor; and four divisions: Division of Academic Affairs, Division of Student Affairs, Division of Finance and Administration, Division of Marketing and Enrollment and Division of University Advancement. Below are the approved logo extension formats for these units.

Executive office logo extension



\*Alternate stacked variation



Division logo extension



\*Alternate stacked variation



### Branch campus and college specific logo extensions

There are five colleges within the university: College of Letters and Science, College of Fine Arts and Communication, College of Natural Resources, College of Professional Studies and University College. Below are the approved formats for college specific logo extensions.

College logo extension



\*Alternate stacked variation



Branch campus logo extension



\*Alternate stacked variation



## College department, branch campus and subunit logo extensions

Branch campus, administrative office, support unit or academic department in a division or college can use a secondary logo extension in place of the primary logo. Below are the approved formats for secondary unit extensions. Note: College units have three lines and division secondary units have two lines. Non-college units may be granted permission to use three lines if approved by UCM.

College department logo extension



**School of Education**  
University of Wisconsin-Stevens Point

\*Alternate stacked variation



School of Health Promotion & Human Development  
College of Professional Studies  
**University of Wisconsin-Stevens Point**

Division unit logo extension



**Alumni Affairs**  
University of Wisconsin-Stevens Point

\*Alternate stacked variation



**Alumni Affairs**  
University of Wisconsin-Stevens Point

Branch campus subunit extension



Continuing Education  
Wausau  
**University of Wisconsin-Stevens Point**

\*Alternate stacked variation



Continuing Education  
Wausau  
**University of Wisconsin-Stevens Point**

## Format for multiple department logo listing

In the event where more than one department and/or unit logo is necessary, use the following format.



**University of Wisconsin**  
**Stevens Point**

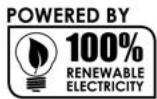
- University Dining
- Office of Sustainability
- Facility Services

Note:  
Alternate approved fonts may be used for department list.

\*Stacked alternate variation of all logo extensions should only be used if horizontal spacing is limited or design format requires symmetrical composition.

A **logo** is used to help consumers quickly identify a business, product or service.

**Achievement graphics** are used to promote special milestones or achievements.



**Event graphics** are used to promote specific events.



**Independent Brand** include entities such as ROTC.



## New logos and university graphics policy

### Logo creation

- Creation of department or program logo is not permitted.
- Creation of new product logo is not permitted. Special exceptions may apply (e.g., RiverPoint paper); contact UCM for more information.
- Creation of logos for student organizations are permitted. See “Student organization logos” below.

### New graphics

- Creation of event graphics is permitted (e.g., Trivia, UW-Stevens Point Homecoming).
- Creation of achievement graphics, such as the 125<sup>th</sup> anniversary and 100% renewable electricity is permitted with approval from the Chancellor’s Office and/or UCM.
- Creation of alternate dog or dog-related graphics to represent the university are not permitted.
- New graphics that represent the university must be submitted to UCM for approval.
- Approved graphics do not replace the overall brand or message of the university and should only be used on appropriate publications (graphics do not replace the university logo.)
- Approved graphics may be used in conjunction with the university logo. See “Proper placement of secondary brand and approved graphics” below for placement of graphic.

### Independent brand

An independent brand is an entity that uses its own logo because of the following criteria: affiliation with multiple universities or partners, or a mission that differs significantly from the university’s core mission and strategic goals. Independent brand logos may be used individually or be used in conjunction with the university logo. See “Proper placement of secondary brand and approved graphics” below for placement of graphic.

### Student organization logos

Sanctioned student groups and clubs are allowed to develop and use their own logo. University logos cannot be incorporated into the student group logo. It is recommended, but not required, that a university identifier (University of Wisconsin-Stevens Point, UW-Stevens Point or UWSP) be part of the logo. Student organization logos must be reviewed by the University Communications and Marketing office to make sure the logo adheres to the standards manual.

### Proper placement of secondary brand and approved graphics

The university logo must maintain its distinctive identity. Secondary brands or approved graphics cannot be paired in close proximity to the university logo. The secondary brand or approved graphic must be placed with enough spacing to maintain their respective visual identities.

## Vintage graphics

Vintage graphics are used for milestone celebrations and alumni use only. Do not use for current promotion or recruitment purposes without permission.

- The university seal



- Cartoon Stevie and all previous variations of the graphic
- All variations of the "SP" graphic, other than the official version
- The Pointers paw print, or any other variations of a paw print
- Vintage graphics must be identified with the "**VINTAGE**" wordmark when used on any publication or promotional material. Contact UCM for the wordmark.



VINTAGE



VINTAGE



VINTAGE

## Athletics marks

A set of identifiers exists to advance UW-Stevens Point Athletics. The primary use of these graphics is for athletics applications. Campuswide use is permitted as long as the athletics logo is not modified from its original form.



Athletics logo  
primary



Athletics logo  
dog head



Athletics  
wordmark

## Approved "SP" graphic

The "SP" graphic is a universitywide mark that may be used for athletics and non-athletics applications. Alternate and older variations of the "SP" graphics are considered vintage graphics.



## Do's and don'ts (university graphics)

### University logo

- Do not modify, repropotion or rotate the university logo.
- Do not separate the full logo without permission.
- Do not combine university and athletics logos.
- Do not extract part(s) or elements of the logo to use on other graphics or service marks.
- Do not use as part of a pattern or larger graphic that might diminish its visual strength.
- Do not enclose the graphic within another shape or graphic.
- Do not use background colors, screens, clouds, photos, trees, etc. inside the symbol part of the logo.
- Do not animate the graphic unless approved by UCM.
- Transparent use of the logo must be reviewed by UCM.
- Do not use as background graphic where the value of the logo is diminished (e.g., clock face).

### Athletics logo and SP graphics

- See athletics brand identity section.



CMYK colors are used for print publications.

RGB colors are used for electronic publications (e.g., web, PowerPoint).

See web color palette (hexadecimal) in the web standard section).








### Colors for publications

The following represents the UW-Stevens Point color palette. These colors help give university publications a uniform look and may not be altered. The main color scheme in university publications must use the primary colors.

Primary colors	CMYK	RGB
 Gold-pms 123*	0c, 24m , 94y, 0k	255r, 200g ,46b
 Purple-pms 267	89c, 100m, 0y, 0k	81r, 38g ,152b

### Secondary colors

The university also has secondary color palettes that can be used as accent colors in publications, in addition to the primary colors. Secondary color(s) are not used as the main color scheme. Some exceptions are allowed if approved by UCM.

 Green*	50c, 18m , 100y, 0k	145r, 172g ,62b
 Orange*	0c, 55m , 90y, 0k	246r, 139g, 51b
 Violet*	35c, 35m, 0y, 0k	165r, 160g, 207b
 Blue*	50c, 15m, 25y, 0k	130r, 181g, 186b
 Orange	0c, 80m, 100y , 0k	124r, 90g, 34,b
 Blue	86c, 28m, 41y, 25k	0r, 114g, 121b
 Red	15c, 100m, 100y, 15k	182r, 29g, 34b
 Brown	15c, 40m, 50y, 60k	109r, 71g, 59b

\*Avoid using these colors for text on white background, as their light colors may be difficult to read.

## Fonts for university print publications

The use of typefaces from the following set of common fonts further ensures the consistent look of university publications for external audiences. These fonts must be used in your publications.

### General use (letters, memos, etc.):

Serif:	Times or Times New Roman	(Sample Text)
Sans serif:	Calibri	(Sample Text)
	Franklin Gothic	(Sample Text)

### Print publications:

Major heads/Titles:	Impact	<b>(Sample Text)</b>
	Franklin Gothic Demi Cond	<b>(Sample Text)</b>
Serif:	Times or Times New Roman	(Sample Text)
San-Serif:	Century Gothic	(Sample Text)
	Franklin Gothic	(Sample Text)
Script:	Brush Script	<i>(Sample Text)</i>
Formal:	Edwardian Script	<i>(Sample Text)</i>

Please note: The Friz Quadrata font family is used only for university wordmarks and logo extensions, and must not be used for any other purpose such as text copy, titles, headers or as part of other graphics.

## Fonts for the web

See web standards section.

## Athletics fonts

Athletics fonts are reserved for athletics use only. They must not be used as text copy or for creating nonapproved marks or logos. They can be used on permanent signage for athletics venues and may be used on banners or signs promoting athletics events. To use the athletics logo or font, please contact UCM.

## WELCOME TO BERG GYMNASIUM

Pointer Serif      **ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890**

Pointer Sans      **ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890**

# Marshfield and Wausau Branding

## Marshfield and Wausau Campus Branding Guide

### Three-in-One Campus Branding

The three-in-one university logo is the primary logo and should be used on all publications. These are the only approved variations. The total width of the graphic cannot be less than two inches.



University of Wisconsin  
**Stevens Point**

STEVENS POINT • MARSHFIELD • WAUSAU



University of Wisconsin  
**Stevens Point**

STEVENS POINT • MARSHFIELD • WAUSAU



## Marshfield and Wausau Campus Extension

There are two additional campuses, one in Marshfield and one in Wausau. Below are the approved logo extension formats for these units.



Marshfield  
**UW-Stevens Point**



Wausau  
**UW-Stevens Point**



Marshfield  
**UW-Stevens Point**



Wausau  
**UW-Stevens Point**



Continuing Education  
Wausau  
**University of Wisconsin-Stevens Point**

For branch campus subunit, use the three line brand extension.

When writing about Marshfield and Wausau campuses

The correct terms to use when identifying a branch campus in text or when spoken are: UW-Stevens Point at Marshfield and UW-Stevens Point at Wausau. Do not use the @ symbol in place of “at.”

### Correct:

- UW-Stevens Point at Marshfield offers a variety of classes.
- UW-Stevens Point at Wausau offers a variety of classes.
- UWSP at Marshfield and UWSP at Wausau may be used on second reference

### Incorrect:

- UW-Stevens Point-Marshfield
- UW-Stevens Point @ Marshfield
- UW-Stevens Point Marshfield
- UW-Stevens Point-Wausau
- UW-Stevens Point @ Wausau
- UW-Stevens Point Wausau

### Marshfield and Wausau Campus Athletics

The athletics visual identifier for Wausau athletics is a purple and gold Husky dog. The athletics visual identifier for Marshfield athletics is a purple and gold Marauder. Both athletics graphics are paired with their corresponding wordmarks.

**UWSP**  
**MARSHFIELD**  
**MARAUDERS**

Marshfield  
Athletics  
Primary Logo



Wausau  
Athletics  
Primary Logo

**UWSP**  
**WAUSAU**  
**HUSKIES**

**UWSP**  
**MARSHFIELD**  
**MARAUDERS**

Athletics  
Wordmark

**UWSP**  
**WAUSAU**  
**HUSKIES**

Athletics  
Wordmark



Marshfield  
Athletics  
Alt Logo

Wausau  
Athletics  
Alt Logo

**UW-STEVENS POINT**  
**MARSHFIELD**  
**MARAUDERS**

**UW-STEVENS POINT**  
**WAUSAU**  
**HUSKIES**

**UW-STEVENS POINT**  
**MARSHFIELD**  
**MARAUDERS**

Athletics  
Wordmark

**UW-STEVENS POINT**  
**WAUSAU**  
**HUSKIES**

Athletics  
Wordmark

# Athletics Brand Identity

The centerpiece of the athletics visual identifier is a purple and gold Pointers dog designed to capture the forward-moving, assertive spirit of UW-Stevens Point Athletics. The athletics wordmarks also include a set of custom fonts (see graphics identity guide section).

## Do's and don'ts (athletics marks)

Primary use of the athletics marks/logos are for athletics and sports-related departments, groups and activities. Campuswide use of the athletics dog head or wordmark may be used as long as the dog head logo is not modified.

### Athletics logos and SP graphics

- Do not alter or modify the dog head or wordmark.
- Pairing is allowed, but do not integrate parts of the dog head graphic with other logos.
- Do not use the dog head or wordmark in such a way as to diminish its visual recognition.
- Do not animate the graphic without written permission from University Communications and Marketing.
- Do not use vintage logos and graphics such as the paw print, cartoon Stevie and older variations of the “SP” without permission
- Do not create or use any other variations of the “SP” graphic.
- Use sport specific logos for their respective sport.
- Do not create or use alternate dog or dog related graphics to represent UW-Stevens Point or the university’s athletic program.



### Vintage athletics and university graphics

The UW-Stevens Point paw print, past variation of the cartoon Stevie and the interlocking “SP” graphic have been classified as vintage and used only with permission from UCM. Vintage trademark graphics must include the “VINTAGE” word mark next to the graphic.



### Flat Stevie and Stevie Mascot

Flat Stevie may be used for Alumni, Admissions and student-related events. The Stevie mascot should not be used as a trademark graphic.



## Athletics dog head logo



## Primary athletics logo (dog head with UWSP)



## Secondary athletics logo (UW-Stevens Point with dog head)



Secondary athletics logo (UWSP Pointers with dog head)



Athletics wordmark (UWSP)



Athletics wordmark (UWSP Pointers)



### Athletics wordmark (UW-Stevens Point Pointers)

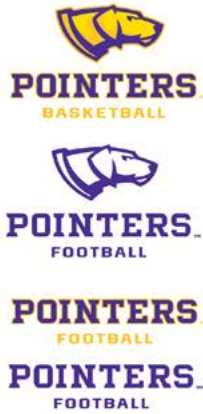


### Athletics wordmark (UW-Stevens Point)



### Official "SP" graphic (athletics and campuswide use)



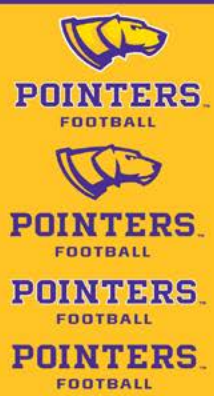


**Varsity sport specific primary logo**

All varsity sports must use the sport specific logo. Alternate logos or graphics for these sports or athletics units are not allowed. All approved color variations are shown below. Use correct color combination for appropriate background.



**Sport specific secondary wordmark**



**Club sports logo extensions and intramural activities**

UW-Stevens Point club sports regularly compete on a national level. As such, the athletics brand has been extended to include all sporting activities. Club teams are encouraged, but not required, to use the logo extension. When using the dog head graphic with club team uniform, apparel or equipment, it must be identified as “club” to distinguish it from the varsity program.



# Name, Image, and Likeness (NIL)

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## **NIL Policy**

The University of Wisconsin-Stevens Point and its Department of Intercollegiate Athletics are committed to supporting opportunities for student-athletes to use their name, image and likeness (NIL) in accordance with NCAA policy, state laws and federal laws.

This NIL policy applies to all student-athletes participating in intercollegiate athletic programs at the University of Wisconsin-Stevens Point and outlines the expectations surrounding a student-athlete's involvement in NIL activities. This policy applies to a student-athlete from when they initially enroll as a full-time student.

## **NIL Defined**

Under Wisconsin law, a student-athlete may earn compensation as a result of the use of the student-athlete's name, image and/or likeness. These NIL activities include, but are not limited to:

- Autograph signing
- Traditional commercials or advertisements for products or services
- Student-athletes developing and promoting their own business
- Personal appearances
- Social media endorsements
- Camps/clinics
- Private lessons

Compensation means any form of payment, including, but not limited to:

- Cash
- Gifts
- In-kind items of value
- Discounts
- Social media compensation
- Payments for licensing or use of publicity rights
- Payments for other intellectual or intangible property rights

This policy is subject to change.

## **NIL Third Party Agencies**

NOCAP Sports and Influxer are agencies the university has partnered with to help students with NIL.

A student-athlete who intends to enter into a contract providing compensation to the student-athlete for the use of her or his name, image and/or likeness is required to disclose the proposed contract to a designated university official through a form provided by the university or disclose via NOCAP Sports.

Students who wish to co-brand with UW-Stevens Point trademarks should use Influxer ([influxer.com](http://influxer.com)).

For more information on NIL policy and procedure, visit [athletics.uwsp.edu/sports/2023/2/3/uwsp-athletics-name-image-likeness.aspx](http://athletics.uwsp.edu/sports/2023/2/3/uwsp-athletics-name-image-likeness.aspx)

# Universities of Wisconsin Branding

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University of Wisconsin System have launched a new “Universities of Wisconsin” brand in place of “University of Wisconsin System” as the preferred way to describe our universities. This new brand reinforces the role our Universities of Wisconsin have in providing a network of opportunities to make a difference.

The new Visual Identity elements and an updated Writing Style Guide can be found at [wisconsin.edu/brand-style-guide/visual-identity/logo-mark-seal](https://www.wisconsin.edu/brand-style-guide/visual-identity/logo-mark-seal).

## **What is the new brand identity?**

The “Universities of Wisconsin”

## **How do we describe the collective, what previously was called UW System?**

Universities of Wisconsin, 13 universities with campuses across the state

## **What is the new brand tone?**

The Universities of Wisconsin are a constellation of campuses and provide a network of opportunities to make Wisconsin “Future Ready. For All.”

## **How is the new name used?**

- The Universities of Wisconsin are... (subject-verb agreement)
- We will no longer use University of Wisconsin System or UW System (except where required by statute, rule or policy).
- Individual universities may be described as UW universities (lower-case ‘u’)

## **How will individual universities apply the new brand?**

University of Wisconsin-Stevens Point or UW-Stevens Point, a member of the Universities of Wisconsin

## **How will the President be referred to?**

- (name), president of the Universities of Wisconsin
- Universities of Wisconsin President (name)

## **What will be the brand name of the Board of Regents?**

- Universities of Wisconsin Board of Regents
- Board of Regents of the Universities of Wisconsin

## **How should the media refer to the entity?**

- Universities of Wisconsin
- We will no longer use University of Wisconsin System or UW System or Board of Regents of the University of Wisconsin System (except where required by statute, rule or policy.)

## **Is this an official name change?**

This is a change to our brand identity. An official name change would require statute rule and policy change. Our legal name will remain University of Wisconsin System.

# University Trademark/License Policy

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## Trademark overview

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

## UW-Stevens Point trademarks

UW-Stevens Point trademarks include, but are not limited to: “University of Wisconsin-Stevens Point,” “UW-Stevens Point,” “UWSP Pointers,” “UW-Stevens Point Pointers” and “University of Wisconsin-Stevens Point Pointers.” Trademark graphics include the “SP” graphic, university logo, university symbol, all variations of wordmarks, the university seal and all athletics marks. The university also retains trademark rights to discontinued graphics such as “Stevie Pointer” and older variations of the logo and “SP” graphic.

Units or entities that are owned and operated by UW-Stevens Point with unique brand recognition such as “Schmeeckle Reserve,” “Treehaven” and “Central Wisconsin Environmental Station (CWES)” are also considered trademarked.

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

Note: Certain phrases when not used as a wordmark or not used in conjunction with other university identifiers, colors, affiliated programs, groups or events may be considered non-trademarked phrases. These phrases include: “Pointer(s),” “Stevens Point,” “1894,” “since 1894,” “go Pointers” and “dawg(s).”

## Registered trademarks (verbiage and graphics)

Federally registered items with the U.S. Patent and Trademark office include: “University of Wisconsin-Stevens Point,” “UW-Stevens Point,” the university logo and the dog head graphics. Registered trademarks use the symbol ®; non-registered trademarks use the symbol “TM.”

## Trademark infringement

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

## Endorsements and trademark use policy

It is a violation of state law for UW-Stevens Point to endorse any private business. As such, individuals and businesses not affiliated with UW-Stevens Point cannot use university trademarks in promotional materials as it could imply endorsement of products or services. Nonprofit groups may use university trademarks for public service announcements as long as university endorsement is not implied.

## University licensing partner

UW-Stevens Point has contracted with Learfield/CLC to monitor trademark compliance and serve as UW-Stevens Point's agent for the execution and management of license agreements. If you have a specific vendor you would like to use that is currently unlicensed, they can apply for a license by visiting [clc.com/home/get-licensed](http://clc.com/home/get-licensed).

Note: Each vendor's license type is listed with their contact information in the vendor list.

Contact UCM for information on sustainable vendors approved through UWSP licensing and the Universities of Wisconsin.

## Vendors and types of license

A vendor is an individual or company who produces a product(s) for distribution or internal use. Products include, but are not limited to, apparel, merchandise and signage. All vendors producing trademarked products must have either an internal-use license or standard license.

### Internal-use license

Vendors with this license can only produce licensed products for internal use (includes items sold at cost or free giveaways).

Fee: \$250 for the first year (\$100 processing fee plus \$150 annual fee) \$150 per year thereafter. Royalty fee: none

### Standard license

Vendors may produce items for resale (profit). A royalty fee is charged for all licensed products intended to be resold for profit.

Fee: \$250 for the first year (\$100 processing fee plus \$150 annual fee) \$150 per year thereafter. Royalty fee: 11 percent

Note: Vendors producing club sport and athletic uniforms and equipment for team use are not required to be licensed but graphics are subject to approval by University Communication and Marketing. Products for resale or fundraising must use a licensed vendor.

## Approved licensed vendor list

For an updated list of licensed vendors, go to [uwsp.edu/ucm](http://uwsp.edu/ucm) or contact the license coordinator, Meas Vang, at [mvang@uwsp.edu](mailto:mvang@uwsp.edu).

## One-time use license agreement

This license agreement is for a one-time purchase of trademarked items by a vendor not listed in the vendor list. The unlicensed vendor must apply for a one-time use license agreement before production can begin. Restrictions apply where applicable.

### One-time use license agreement fee (internal use):

\$1-\$149 = Exempt if quantity is less than 25

\$150-\$499 = \$25

\$500-\$3,999 = 5 percent

\$4,000 or more = \$200

### One-time use license fee (resale use)

(limited to one use per calendar year per vendor):

\$1-\$299 = \$25

\$300 or more = 11 percent

# Merchandise and Apparel

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## License requirement

All merchandise and apparel bearing any UW-Stevens Point trademark must be produced by a licensed vendor (see trademark and license policy section for more information). The only exceptions are athletics or club sports equipment and uniforms for internal use. All other athletic products made for resale or sold for fundraising purposes must use a licensed vendor.

## Artwork submission

All merchandise and apparel with the UW-Stevens Point trademark must be reviewed and approved by the UCM trademark and licensing coordinator before production can begin.

Merchandise and apparel that does not include the university trademark does not need to be reviewed for approval. We recommend submitting the artwork to UCM if you are unsure.

## Artwork submission for reorders

When reordering merchandise and apparel, previously approved artwork must be submitted again for approval if the previous order is more than one year old, or any modification is made to the artwork.

## Product restrictions

Unless written permission is approved by the chancellor's office, UW-Stevens Point will not approve the use of its trademarks on certain types of products. These include, but are not limited to, the following:

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

## Messaging restrictions

Unless written permission is approved by the chancellor's office, certain messages and/or subject matter will not be approved for use in conjunction with UW-Stevens Point trademarks. These include, but are not limited to, the following:

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

### Licensed apparel and merchandise standards

A set of standards has been established to help unify the university brand. The standards below apply to all licensed products and apparel.

#### Licensing

- Items for internal use, given away or sold at cost are royalty free and may use a vendor with an internal-use license.
- Items produced to be sold for-profit must use a standard licensed vendor

#### Do's and Don'ts

- Do not use the Pointers Athletics fonts or Friz Quadrata fonts on apparel or product artwork. These fonts are used only in the official wordmarks for the university.
- When using the two university identifiers “UWSP” and “Pointers” in close proximity, UWSP must come first or be above Pointers so that the graphic reads “UWSP Pointers.” (illustration 4)
- All rules for athletics and university logos and word marks apply.
- Non-athletics departments and areas of study do not use the dog head. (illustration 5)
- Fonts used for university identifiers may be arched but cannot be modified (e.g., stretching, warping, ballooning). University identifiers include UWSP, UW-Stevens Point, University of Wisconsin-Stevens Point and Pointers. (illustration 6)



(1) Correct: Pairing dog head with university identifiers



(2) Correct: Message branded with athletics logo



(3) Correct: Sports graphic branded with athletics logo



(4) Incorrect: UWSP should be placed before Pointers



(5) Incorrect: Non-athletic departments do not use the dog head



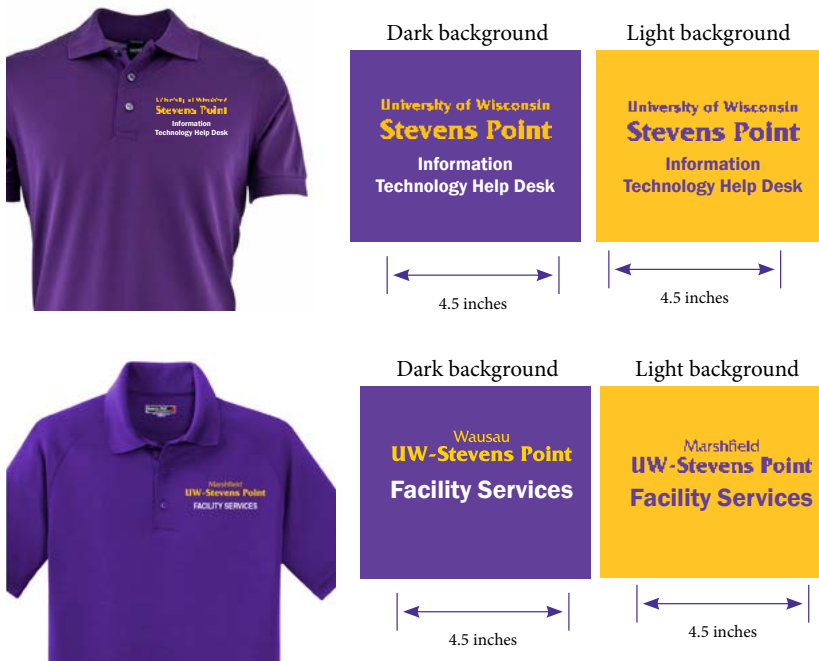
(6) Incorrect: Fonts for university identifiers altered (UWSP and POINTERS are stretched)

## Specific apparel requirements or licensed products

### Apparel for official department and branch campus use (not for resale).

#### Areas of study and majors may be used with permission.

- Only the university wordmark is used when embroidered. Using the full logo (symbol and wordmark) is allowed if the graphic is a screen print
- The graphic is placed on upper left chest area
- Unit name is limited to two lines and must be sized to fit the space using a legible font
- Color of the apparel should be purple, gold or a neutral colors
- Student groups do not use this template
- Do not include person or position name
- Do not place any other graphics on the clothing unless approved by University Communications and Marketing



### Department apparel for resale, promotion or nonofficial use

#### Apparel for university departments, areas of study and majors

- Department name or area of study can be paired with the athletics logo or wordmark if the design is approved by UCM.
- Do not use the format for official department apparel shown above.
- Using the university logo is not required
- No restriction on apparel color but university or neutral colors are recommended
- Creation of original design with text identifiers are OK as long as Friz Quadrata, Pointer Serif or Pointer Sans fonts are not used

## Specific apparel requirements or licensed products (cont.)

### Department products for resale, promotion or nonofficial use

Non-apparel products for department or areas of study

- Department name or area of study can be paired with the athletics logo or wordmark if the design is approved by UCM.
- University logo or identifiers (UWSP, UW-Stevens Point, University of Wisconsin-Stevens Point) should be included.
- If space is limited, using only the university word mark is allowed.
- Logo extension may be used.
- Creation of original design with text identifiers are OK as long as Friz Quadrata, Pointer Serif or Pointer Sans fonts are not used.

### Products and apparel for university events

Products and apparel to promote or use at university events

- Event promotional items are not required to use the university logo but should include a university identifier in the design.
- On non-apparel items, the athletics dog head graphics may be used if it is not combined with any other graphic or text.
- If space is limited, using only the university word mark is allowed.

### Products and apparel for nonuniversity events

Products and apparel for third-party events sponsored by a university group or department.

- Use the university logo or logo extension as the sponsorship graphic.
- Sponsorship graphics on apparel do not require licensing. The third party may produce the apparel through a unlicensed vendor.
- Use of athletics dog head graphics on items for nonathletic events are not allowed without prior approval.

### Licensed products and apparel for student groups and group events

- University logo or identifiers (UWSP, UW-Stevens Point, University of Wisconsin-Stevens Point and Pointers) are recommended but not required on student group apparel or products.
- If using the university logo, the full logo must be used.
- Designs without the university logo or identifiers do not need to use a licensed vendor.
- Student groups may use their own logo.
- The athletics dog head graphics cannot be combined with student group name, group logo or other text without permission from UCM. The SP graphic may be used instead.
- Use of department name must be approved by their respective department.

### Products and apparel for club sports teams

- Vendors producing club sports uniforms and equipment for internal use are not required to be licensed. Products sold for profit or fundraising must be produced by a licensed vendor.
- Teams should use the university colors on all uniforms and apparel.
- Teams are encouraged, but not required, to use the dog head graphic on uniforms and equipment. If a team includes only the dog head on their uniform, they must add the team identifier “club sports” to the uniform, or use the club sports logo extension.

### **Products and apparel for the Athletics department**

- The mandatory contract must be used when purchasing equipment, apparel and uniforms.
- Teams must use the university color scheme on all uniforms.
- Use the designated sport specific branding for the appropriate sport.
- The university logo is not used on athletics products and apparel.

### **Products and apparel for retail sale**

Products and apparel for retail outlets, online, University Store and personal sales

- University logo is not required if other university identifiers are used. If using the university logo, the full logo must be used.
- Do not use the Friz Quadrata font or Pointers Athletics font.
- Athletics graphics cannot be modified, rearranged or recombined with other athletic graphics.
- Do not pair the university logo and athletics logo on the same area of the product or apparel.

### **Products for one-time use by private party**

For a one-time use of the university logo or graphics on baked goods or consumable products, contact UCM for written permission. There is no charge for a noncommercial request.

### **Exception**

Exceptions for product, messaging and graphics standards will be handled on a case-by-case basis. Contact UW-Stevens Point University Communications and Marketing, [ucm@uwsp.edu](mailto:ucm@uwsp.edu).

### **Enforcement of UW-Stevens Point marks**

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

Purchase orders from department or university personal will not be processed if trademarked products are made by non-licensed vendors and may be subject to cease and desist and product confiscation.

# UW-Stevens Point Signage Policy

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## Overview

This policy provides guidelines for signage on UW-Stevens Point facilities and property, including the UW-Stevens Point campus, nature reserves and off-campus sites. The purpose is to:

- Provide clear identification of UW-Stevens Point facilities and sites;
- Improve wayfinding, safety and welfare; and
- Promote a unified and attractive sign appearance for all facilities.

## Colors, fonts, logos

Signs and banners, when appropriate, will follow university standards specifications on appropriate use of colors, fonts and logos.

## Trademark and licensed vendor

All signs and banners with university trademarks must be produced by a licensed vendor.

## Permanent signs

### Sign approval and content

The university facilities planner must review and approve all proposed signs. Upon approval, the permanent sign will be reviewed by University Communications and Marketing for content and design, based on the Communications Standards Manual.

### Exterior doors

No signs can be placed on doors except for the following conditions:

- Exterior glass doors will have an accessible route decal if a powered opener is provided.
- Authorized safety and informational decals will be applied to designated exterior doors.

### Wall and window graphics

New graphics or lettering to be applied to a building's exterior surface or window must be approved by the Facilities Planning office.

### Sign installation

All permanent signs are installed and removed by Facility Services.

## Temporary signs

### Temporary signs/displays

- When posting temporary signs, ensure permanent signs and ventilation grilles are not obstructed.
- Ensure easels or other free-standing signs in public circulation areas do not obstruct walking paths, access to public areas, any permanent signs, lighting or safety features.
- Content must comply with the Communications Standards Manual and all applicable university policies.
- Temporary promotional signs must include department name or name of sponsoring student group or department.

## Banners (street and building)

### Authority

UCM and Facility Services are responsible for administering the UW-Stevens Point campus banner policy. UCM is primarily responsible for reviewing and/or developing messaging, colors, fonts, appropriate use of logos and design standards. Facility Services determines the best banner sizes relating to wind, anchoring and related physical issues.

### Policy

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

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

### Athletics

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

## Banners (tradeshow displays)

The quality and use of tradeshow displays reflect the integrity of the university. As such, all efforts must be made to represent the university professionally through proper brand identity. University units producing tradeshow signage must include the university logo on at least one panel of the display.

### Table banners

University department table banners must include the university logo. There is currently no set template, but a general template is available for all departments to use. Contact UCM for more information.

**Vehicles**

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

**Fleet vehicles**

All new fleet vehicles will be white and have the full color logo placed on both front doors. Any nonwhite vehicles are required to be updated or have the appropriate logo color. Snowplow trucks are navy blue.



**Buses**

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

**Small vehicles and equipment**

All university-owned small vehicles (Kawasaki Mule, Electric E-Ride, Tiger Truck) are required to have the university logo. Non-vehicle equipment (trailer, generators, lifts) are not required to have the logo.

**UW-Stevens Point flag**

The UW-Stevens Point flag, redesigned in 2011, is used in all ceremonial events such as convocation and commencement.



Correct flag (updated in 2011)



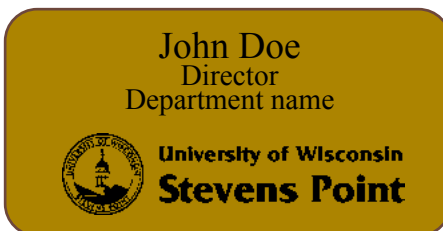
(no longer used)

Note: Name badges are different than ID badges issued by the PointCard office.

**Name badges**

Name badges can have up to two lines below the name and must have the full university logo, department brand extension or branch campus extension (see below). Name badges must be ordered through a licensed vendor or BSI. Alternate name badges must be reviewed by UCM. For blank sticker name tags with university logo, contact Print and Design.

**Order forms** for name badges can be found on the Financial Operations Website under policies, procedures and forms.



not actual size

# Publications, Printing and Photography

## Overview

The quality of publications produced by UW-Stevens Point reflects upon the public perception of the university and its programs. The standards manual must be used and every effort should be made to ensure each publication is of the highest quality and conforms with the Communications Standards Manual.

## Publication planning

### Preparing a publication

- Allow a minimum of two weeks, for editorial production, proofing and printing.
- Consult with University Communications and Marketing for guidance with university standards, design and production tips to avoid costly error or time delays later in the printing process.
- Consult with Print and Design regarding print costs. Common items that determine the final cost include quantity, paper stock, final size of publication, color options, binding, trimming, folding and die cut.
- If photos are required for the publication, contact the UCM photographer to arrange for a professional photo session. If you are using your own photos, refer to the photography guidelines.
- Refer to the Communication Standards Manual for use of graphics, fonts, university colors, writing style and grammar to help communicate a consistent look and message in the publication.
- If you are producing your own design, the output files for print production should be Adobe pdf and the settings set for print output.

### Producing a draft of the publication

- Publications should be proofread by the appropriate faculty or your college/department communications and marketing specialist.
- Publications for student recruitment and external audiences must be proofread and approved by UCM. Proofreading will help eliminate errors and ensure communication standards are met. Please allow sufficient time (2-3 weeks) for this process. Staff availability and extra busy times of the year (beginning of the semester, homecoming and commencement) may affect proofreading time.

### Sending final copy to press (Print and Design)

- Printing is the final step of the process. All publications paid with university funds, regardless of the funding source, are required by state law to be produced either in-house (Print and Design) or by state-contracted commercial printers through Print and Design.
- Always consult Print and Design before contacting another printer. Significant savings on print costs are a benefit of working with Print and Design.
- Be sure the version of the project sent to Print and Design is final and completely approved, including appropriate use of logos and high-resolution photos.

- Regardless of the software used to produce the publication, it is required that the final file be attached as a PDF when placing your order.
- The printing process requires one week of production time for small projects (brochures, flyers, etc.) and two or more weeks for large projects (media guides, annual reports, etc.). More time may be required if revisions or updated files are needed.
- Print and Design, by the direction of the chancellor, has the right to refuse a print job if the minimum standards are not met. These include improper use of university graphics, missing university logo or logo extension, and/or use of improper language, photo or imagery.

### Statements

#### Higher Learning Commission (HLC)

When producing catalogs, brochures, advertisements and other promotional and recruitment materials, the following statement is used to comply with the Higher Learning Commission:

UW-Stevens Point is accredited by the Higher Learning Commission ([hlcommission.org](http://hlcommission.org)), a regional accreditation agency recognized by the U.S. Department of Education.

#### Equal opportunity statement

University publications distributed to an off-campus audience must include an affirmative action/equal opportunity statement. For any publication distributed to the general population that does not outline specific university policies and procedures, use the following statement:

The University of Wisconsin-Stevens Point is an Equal Opportunity/Affirmative Action Institution (Note: There is no period following the statement.)

For any publication that involves soliciting applications for employment, training or development, contact Human Resources, [hr@uwsp.edu](mailto:hr@uwsp.edu).

#### Non-state funded statement for publications

- If no state funding was used for producing (design and print) a publication, add “State funds were not used to produce this publication.”
- If no state funds were used to print the publication, add “State funds were not used to print this publication.”

#### Credits and copyright

Editorial credits and copyright information should be included when producing larger publications such as a handbook. Note: Copyright material cannot be altered without written permission.

#### Other statements

From time to time, UW-Stevens Point will reach milestones and/or accomplish new achievements. Statements or graphics celebrating these achievements may be used, but are not required. Tobacco statement is optional.

### Indigenous Land Acknowledgment Statement

The Indigenous Land Acknowledgment Statement is encouraged to be read at UWSP activities and events, including but not limited to:

- Convocation
- Commencements
- UWSP sponsored events in Stevens Point and the surrounding communities
- Orientation introductory meetings
- Campus-wide events (i.e. concerts, theatre performances, etc.)
- On-campus special workshops, meetings, conferences and trainings
- Sporting events

#### Print Publication

The Indigenous Land Acknowledgment Statement can be incorporated into appropriate UWSP promotional and/or recruitment materials such as newsletters and brochures at the best discretion of the office or organization producing the materials. Faculty are encouraged to include the Indigenous Land Acknowledgment Statement as a part of their syllabi. Only groups that meet regularly and frequently can select and read one complete paragraph of the full Indigenous Land Acknowledgment Statement on a rotating basis to read at the beginning of each meeting.

#### Full Indigenous Land Acknowledgment Statement

The full statement can be found at [www.uwsp.edu/indigenous-land-acknowledgment-statement](http://www.uwsp.edu/indigenous-land-acknowledgment-statement)

#### Shortened version

In lieu of the full version, the following short version is appropriate to use in situations not listed above if the audience is aware of where they can view the full version:

The University of Wisconsin-Stevens Point exists upon land inhabited by the indigenous people of this area, including the Ho-Chunk, Menominee, Ojibwe, Potawatomi, and the many other nations and groups that predate colonial borders. We acknowledge that with colonization Native American people have been dispossessed of their lands and irreparably changed by the actions of individuals and institutions. We acknowledge our responsibility to understand and respond to those actions. In partnership with the Native American Center, we commit to working together to honor the past, be intentional in the present, and to build our future with truth.

#### Email signature

I study and work on traditional, unceded land inhabited by the indigenous people of this area, including the Ho-Chunk, Menominee, Ojibwe, Potawatomi, and the many other nations and groups that predate colonial borders.

## Electronic publications

### PowerPoint presentations

PowerPoint templates for colleges, branch campuses and poster presentations are available at [uwp.edu/ucm/Pages/URCtemplates.aspx](http://uwp.edu/ucm/Pages/URCtemplates.aspx).

PowerPoint presentations developed for marketing, recruitment or any purpose representing the university in an official capacity must adhere to a professional standard of appearance. For questions, contact UCM.

### E-newsletter

See web section for details.

## Print and Design services

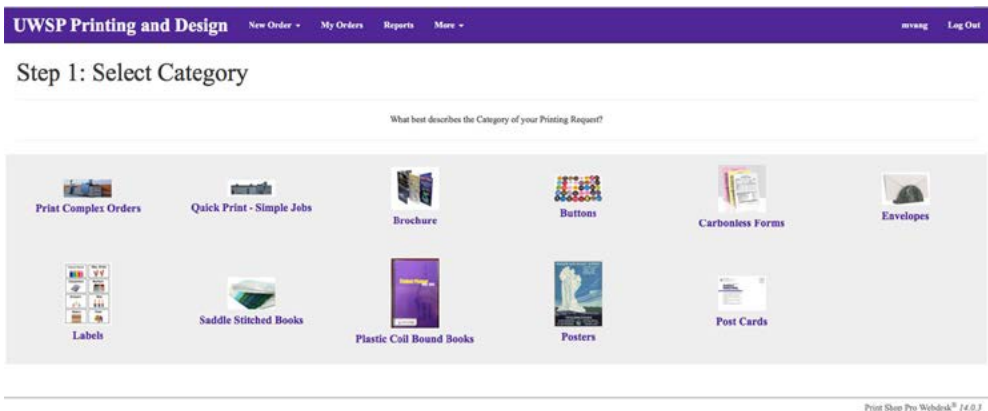
Print and Design offers many services such as large or small volume black or full color printing, bindery, posters and banner printing, buttons and more. Services are open to the UW-Stevens Point campus, government and state agencies and the general public.

### How to order

The best way to order printing is through the digital storefront, a service that provides easy processing of orders and reorders, as well as cataloging order history. Orders can also be placed by bringing work to the Print and Design.

Print and Design  
D018 Science Building  
Stevens Point, WI 54481

Phone: 715-346-4927  
Email: [printdesi@uwp.edu](mailto:printdesi@uwp.edu)  
Website: [uwp.edu/printdesign](http://uwp.edu/printdesign)



The digital storefront has many options for printing your projects.

## Design Software

When producing print or electronic publications, we recommend professional help from University Communications and Marketing. If you wish to design your own department publication or have students design them, please use the preferred design software Adobe InDesign, Photoshop and Illustrator to assure compatibility with print production. Canva and Microsoft PowerPoint are acceptable software that may also be used.

## Canva for print publications

### Canva colors

For Canva colors use the following chart.

#### Primary Colors

#### Secondary Colors (Do not use as primary color scheme)

pms267 Purple	pms123 Gold	Green	Orange	Violet	Blue	Orange	Blue	Red	Brown
89-C 100-M 0-Y 0-K	0-C 24-M 94-Y 0-K	50-C 18-M 100-Y 0-K	0-C 55-M 90-Y 0-K	35-C 35-M 0-Y 0-K	50-C 15-M 25-Y 0-K	0-C 80-M 100-Y 0-K	86-C 28-M 41-Y 25-K	15-C 100-M 100-Y 15-K	15-C 40-M 50-Y 60-K
73-R 47-G 146-B	255-R 196-G 37-B	145-R 172-G 62-B	246-R 139-G 51-B	165-R 160-G 207-B	130-R 181-G 186-B	241-R 90-G 34-B	0-R 114-G 121-B	182-R 29-G 34-B	109-R 71-G 59-B
#512698	#ffc82e	#91ac3e	#f68b33	#a5a0cf	#82b5ba	#f15a22	#007279	#b61d22	#6d473b

*This chart shows the CYMK values for print. It also has the RGB for electronic publications and hexadecimal values for the web.*

### Fonts for Canva Graphics for web/social

Standard: ITC Franklin Gothic LT

Condensed: ITC Franklin Gothic Condensed Alternative Fonts: Arial

### Sizing for Canva Graphics for web/social

Canva has preset sizes for most social media sites. Use the preset options to ensure your graphic will work on the intended social media site. When in doubt, the rectangle option (Instagram) is universal among all sites for posts.

### Setup for print publication

Turn on margins to make sure that important design elements aren't cut when printed.

- Create or open an existing design.
- From the menu bar, select File then View settings.
- Select Show margins. A border of broken lines will appear on your design pages.
- Edit your design, and keep important elements inside the margin.

Use bleed if you do not want white edges when printing to the edge of the paper.

- Create or open an existing design.
- From the menu bar, select File then View settings.
- Select Show print bleed. A border of dashed lines will appear close to the edges of your design. This bleed margin is fixed based on print production standards and cannot be adjusted.
- If you see white gaps around the design edges, resize or stretch your background to cover them. Stretch elements that you don't mind being cut around the edges as well.

If using bleed, you **must** set crop marks when outputting to pdf for printing (Print jobs will be delayed if PDF files with bleeds do not have crop mark)

- Add bleed to your design (see the previous section).
- On the menu bar, select Share.
- Select Download.
- On the File type dropdown, select PDF Print.
- Tick the Crop marks and bleed checkbox.
- Select Download

### **Templates for Canva**

At this time there are no set templates to use in canva. Please contact UCM at [ucm@uwsp.edu](mailto:ucm@uwsp.edu) for templates that can be used for Canva.

### **PowerPoint for print publication**

The only print publications that may use PowerPoint are banners and research posters.

**Do not** use PowerPoint for print publication such as ad posters, books, pamphlets and brochures.

PowerPoint templates may be found on the University and Communications website at [uwsp.edu/ucm/Pages/URCtemplates.aspx](http://uwsp.edu/ucm/Pages/URCtemplates.aspx).

### **Videography**

The campus videographer's primary responsibility is to capture video for University Communications and Marketing purposes. Please contact UCM for approval of videos being produced by departments/units.

## Photography

University Communications and Marketing provides professional photography services for the university. To schedule a photo session, contact Tom Charlesworth, 715-346-4113.

### Photos in publications

Unless written permission is approved by the chancellor's office, professional quality photos should be used on all publications. In cases where professional photography is not available, use the following guidelines:

- Avoid using low-resolution images, such as those found on the web, as they are not high enough resolution to print properly. The minimum recommended resolution for printing is 300 ppi (pixels per inch) at final reproduction size, and minimum resolution for display is 72 ppi.
- When possible, use photos with students/people and try to show faces.
- Photos (and videos) of children under the age of 18 require a written release statement.
- An image should be identified as a photo illustration if anything other than basic retouching has been done to the image.
- When placing photos in publications, do not stretch or distort photos. Cropping a photo to include only what is necessary may improve the intended message.
- To communicate an accurate representation of UW-Stevens Point, use UW-Stevens Point photos when possible.
- When submitting images off campus that are the property of UW-Stevens Point, the images should be credited "Photo courtesy of UW-Stevens Point," and not with the photographer's name.
- Be mindful of elements within the images. Photos must not contain reference to alcohol, illegal drugs, tobacco products, offensive gestures and/or messages. Other institution names and/or logos should be avoided.

### Student or freelance designers

- University publications designed by student and freelance designers for recruitment or an external audience must meet the university's communication standards and be reviewed by UCM.
- The designer should be aware of the intellectual property rights that govern the work submitted for university use. All freelance designers must sign and date a contract verifying their understanding that, upon completion, all work will become the intellectual property of the university and that no further royalties will ensue. In doing so, the university is protected from any misunderstandings, which could otherwise arise concerning royalties or accessibility to artwork the student or freelance designer has created.
- Equally important is securing all freelance artwork and working files for future use or reference.


# Stationery, Mail and Email


## Department letterhead

All university department and branch campus stationery must use the standard letterhead format. Up to three lines may be used under the university name with a maximum of four lines on the right side in the address and contact information (see example below). No footers are used on department stationery.

Letterhead printed on office printers must be black and white due to the inconsistent color production of office printers. Letterhead printed through Print and Design may be in color or black and white.

Contact Print and Design [uwsp.edu/printdesign](http://uwsp.edu/printdesign), for electronic and printed letterhead.

	<b>University of Wisconsin-Stevens Point</b> College, Unit Name of Department (optional) Subunit (optional)	Street Address (optional) City, WI ZIP code Phone number; fax number Website and/or Email
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	<b>UW-Stevens Point at Wausau</b> College, Unit Name of Department (optional) Subunit (optional)	Street Address (optional) City, WI ZIP code Phone number; fax number Website and/or Email
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## Email signature

Official email signature should include, in descending order, name, title, university name (or branch campus), department name and phone number. Optional information includes mobile phone number, email, social media contact and webpage. The complete university logo or brand extension is not required but may be used (do not use the round symbol without the word mark).

## Email template

Email correspondence using a template with borders or a background color must use a neutral (e.g., grey or tan) or university colors. Links (buttons) to donations and department social media sites may be included in the footer. Links to third-party product endorsements are not allowed.



The image shows a promotional email template for UWSP Homecoming 2018. It features a header with chemistry glassware and the text 'UWSP HOMECOMING 2018'. The main body contains promotional text about free pizza and a video link. Below that is the University of Wisconsin Stevens Point logo and the slogan 'THEN, NOW & FOREVER WE ARE POINT.' A footer section includes a 'GIVE NOW' button, contact information for the University of Wisconsin-Stevens Point Advancement, and social media icons for Facebook, Twitter, Instagram, LinkedIn, and YouTube. At the very bottom, there are links for 'Privacy Policy', 'Email Preferences', and a copyright notice for 2018.

## Return address

The return address on envelopes and publications includes the UW-Stevens Point symbol and one of the approved university fonts:

- University Name
  - University of Wisconsin-Stevens Point
  - UW-Stevens Point at Marshfield
  - UW-Stevens Point at Wausau
- name of the college, school or department and, if appropriate, account number
- building name, room + number
- address or post office box (use PO, no periods)
- city, state and ZIP (plus four) code



University name  
Department name  
Building name, room + number  
Street address  
City, State ZIP code  
account number

Department envelopes with preprinted return addresses can be ordered through Print and Design.

## Folded mailer

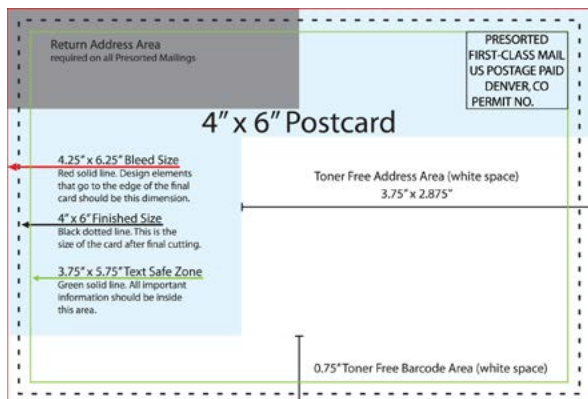
For mail processing purposes, return address must be placed on the top corner of the open edge and not by the fold.

## Postcard

To qualify for mailing first class, the postcard must be:

- rectangular,
- at least 3-1/2 inches high by 5 inches long by 0.007 inch thick, and
- no more than 4-1/4 inches high by 6 inches long by 0.016 inches thick.

The U.S. Postal Service has requirements for proper automated mailing and delivery. Layouts that don't comply run the risk of limited deliverability and higher postage costs.



Layout for address side of postcard (above) must meet minimum postal requirements to avoid additional charges or delay in delivery.



# Social Media Guide

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## General recommendations

See [uwsp.edu/ucm/sm](http://uwsp.edu/ucm/sm) for complete social media guide.

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

A good resource about transparency in online communities is “Disclosure Best Practices Toolkit” at [socialmedia.org/disclosure](http://socialmedia.org/disclosure).

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

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

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

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

**Maintain your page.** Make sure that the social media account is maintained by an active administrator. It is good practice to have a second person as a backup administrator.

**Think before you post.** There’s no such thing as a “private” social media site. Search engines can turn up posts years after the publication date. Screenshots can be taken and comments can be forwarded or copied. Archival systems save information even if you delete a post. If you feel angry or passionate about a subject, it is wise to delay posting until you are calm and clearheaded.

**Maintain confidentiality.** Do not post confidential or proprietary information about UW-Stevens Point, its students, its alumni or your fellow employees. Use good ethical judgment and follow university policies and federal requirements, such as FERPA.

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

**Respect university time and property.** As stated in the Acceptable Use Policy/ Network Security, university computers and your work time are to be used for university-related business. It is appropriate to post at work if your comments are directly related to accomplishing work goals, such as seeking sources for information or working with others to resolve a problem. You should maintain your personal sites on your own time using your personal computer, not a UW-Stevens Point computer.

## UW-Stevens Point branding bar and identifiers

### Official UW-Stevens Point accounts

Unique Photo		Social media accounts that represent an official university college, department, program or unit will use the UW-Stevens Point branding bar as part of their profile picture to distinguish themselves from nonofficial accounts. Branch campuses use cite specific campus branding bar. Faculty, staff, students and all nonofficial groups, as well as all outside entities do not use the official branding bar.
Branding Bar		



When converted to circular profile

Contact University Communications and Marketing for the branding bar that has been optimized to display correctly on the page and in the feed for that social media channel. Each account will use their own unique photo to represent their area. **Do not use the university logo or other university marks in the designated photo area.** Use photos that are clear and easily identified.

### Branch campus branding bar

When representing a UW-Stevens Point department or unit, be sure to include the UW-Stevens Point name. For example, say “UW-Stevens Point College of Natural Resources” instead of simply “Natural Resources.” When there are space constraints—for example, the 140-character limit on X—you may use “UWSP” instead of “UW-Stevens Point.” For branch campuses, use UWSPMarshfield or UWSPWausau. Do not use UWSPM, UWSP-M, UWSPW, UWSP-W, SPM or SPW.



### Individual accounts for university purpose

If you create pages or accounts to conduct university business as an individual, continue to use your own name and profile photograph (do not use the official branding bar). Be sure to identify yourself as a university employee in the biography/information section of the site. For example, admission counselors may create X accounts using their own names and photos for the purpose of working with prospective and admitted students.



### Individual accounts for nonuniversity purpose

Personal accounts for faculty, staff or students for a nonuniversity purpose cannot use the name “UW-Stevens Point” on their account or social media page, and must not use the university branding bar or any other university logos or marks.

## *UW-Stevens Point branding bar and identifiers (cont.)*

### **Student organizations and other units account**

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

### **Snapchat takeovers and on-demand geofilters**

Colleges, departments and official student organizations that “take over” the university’s Snapchat account ([snapchat.com/add/uwstevenspoint](https://www.snapchat.com/add/uwstevenspoint)) for special events may design Snapchat geofilters to be used during the takeover. Event organizers (e.g., student organizations, staff or faculty members) are responsible for the design and cost of geofilters for college-, student org- or department-specific events. Once a filter is designed to meet Snapchat’s on-demand geofilter submission guidelines (<https://geofilters.snapchat.com/submission-guidelines>), it must be submitted to the online content coordinator for University Communications and Marketing and reviewed by a UCM graphic designer. Approved geofilter designs will be uploaded by the online content coordinator to the university’s Snapchat account. The appropriate college, department or student organization will be charged for the cost of the geofilter. Snapchat geofilters for university events (i.e. commencement and convocation) will be designed and purchased by UCM. See the complete social media guide online for more information.

### **Social media advertising**

All social media advertising purchases must be coordinated with the marketing specialist and online content coordinator for UCM. Advertising purchases may include, but are not limited to, social media ads through Facebook, Instagram, LinkedIn, YouTube, Snapchat and TikTok and advertisements through geofencing and mobile devices. To ensure advertising campaign effectiveness and aid in the planning of future ad purchases, the performance of any online advertising purchased by the university must be tracked. Analytics should be made available to UCM, which has the sole authority to execute online advertising commitments and contracts, and has the responsibility to ensure that consistent university design and copy standards are met. For more information on social media advertising, contact the online content coordinator ([ucmsocial@uwsp.edu](mailto:ucmsocial@uwsp.edu)).

### **Social media videos**

Social media videos created or taken for university purposes are subject to the video policy (see video section).

### **Deactivate inactive accounts**

In an effort to drive current and prospective students, parents, alumni and community members to active social media sites with accurate information, please deactivate any accounts that have been inactive for 30 days or have less than 100 followers. Information about your department/program can be posted through the main social media channels at your campus. Important information will reach a larger, active and engaged audience by using the main accounts.

# Web Standards

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## **Website management and responsibilities**

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

## **Intended audiences**

### **Internet-facing web content (external)**

The primary audience for internet-facing content is prospective students. Secondary audiences include current students, parents and family members of prospective and current students, alumni, prospective employees and anyone who has an interest in our activities, events and educational opportunities.

### **Purpose of providing internet-facing content**

Internet-facing content markets our academic, social and growth opportunities to our website visitors. The goal is to enhance the public perception of our programs, faculty and staff members and students, affordability, and our right-sized campus environment as one of the top universities in Wisconsin and the Midwest.

### **Intranet-facing web content (internal)**

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

### **Purpose of providing intranet-facing content**

Intranet-facing content shares information that will keep the UW-Stevens Point community abreast of what's happening across the university. It will enhance collaboration at UW-Stevens Point and help limit information to the people for whom it is intended.

### **Identity and branding for internet-facing content**

The university website provides a stage for advancing the UW-Stevens Point brand through consistent visual elements and a consistent brand narrative. We all benefit when the university as a whole benefits. To help with the process of advancing the university's brand, Web and Media Services will assist departments and offices in designing or redesigning websites, and UCM will help package content for maximum appeal to our intended audiences.

## University master pages and logo

All UW-Stevens Point webpages will use the set standard master pages, which includes the university logo, search bar and global navigation, as depicted below:



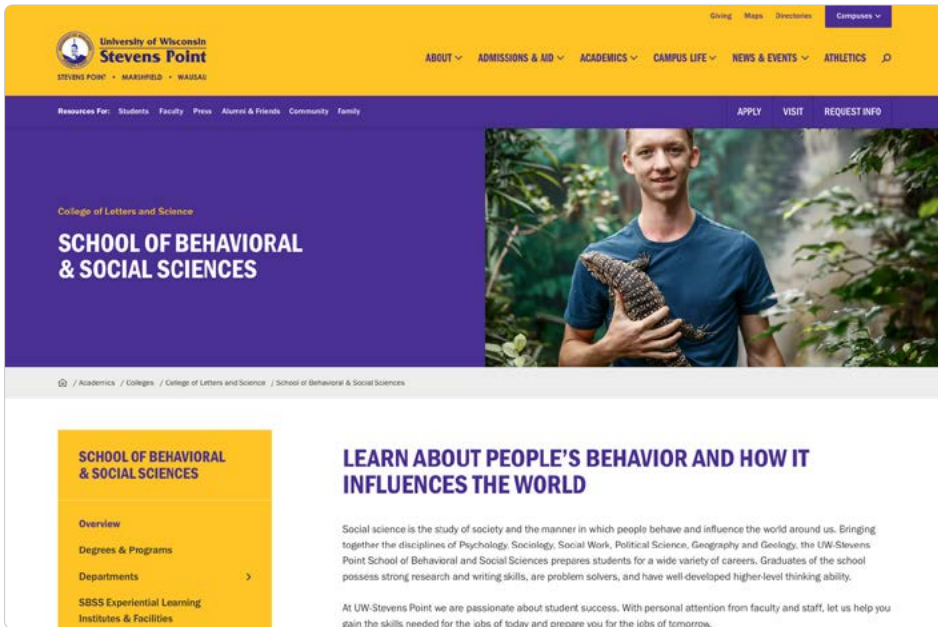
## Webpage footer

Footers on all university pages will use a set template. The information in the footer will include the state map showing UW-Stevens Point's location, university branding, department address and contact information, and links to important information.



## Feature Photo

When creating a new page, you will need to add a featured photo. The photo should be sized to 1600px wide and 800px tall or a 2:1 width to height ratio.



## Blocks

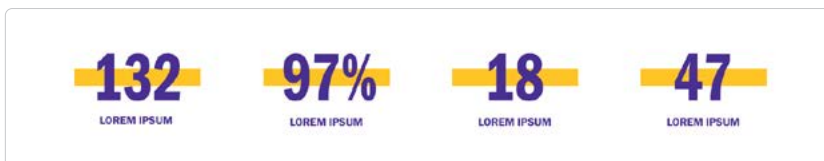
All UW-Stevens Point webpages have been created using modules that can easily be updated and rearranged on the webpage to create the best experience for each page and the ability to adjust content priority on a regular basis. When creating a new page, use the modules that best tell your story and best represents the content.

### Basic text block

Use block for intro sections to pages. The headlines should not exceed 80 characters. The body copy should not exceed 900 characters.

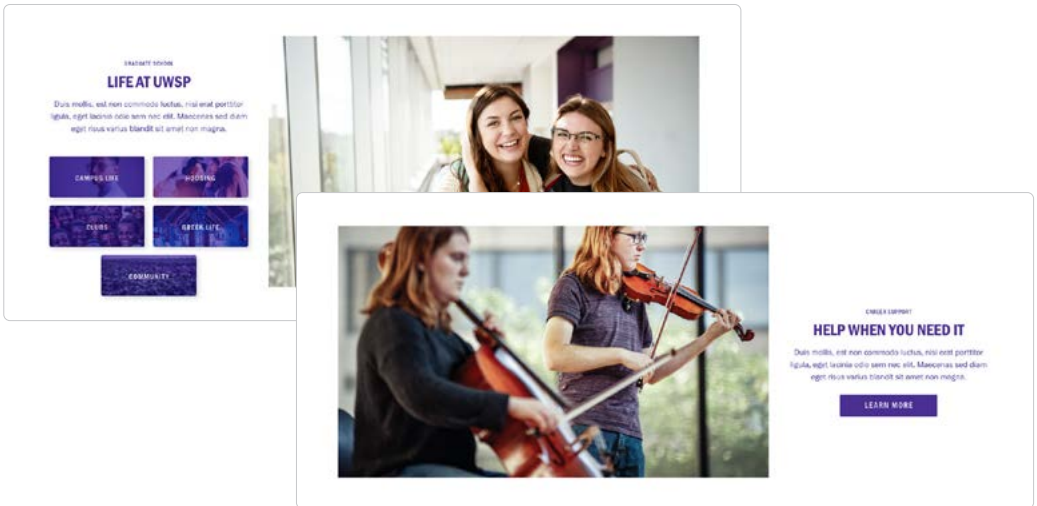
### Statistics

Statistics are a great way to make a point. Use this block to highlight key information about the university or program. The statistic should lead with the number and the description should not exceed 6 words.



## Text with image (left or right)

These blocks are great ways to provide an intro to another section or callout. The pre-headline should be SEO-focused and descriptive of where the link leads to. In the case that there are more than one link, the option exists to have a series of buttons as seen below. The headline can inject some brand language but should not exceed 60 characters. The body copy should be brief, provide more context to the headline and should not exceed 200 characters.



## Testimonials

Testimonials are a great way to let prospective students or parents hear from someone who has unique insights into the school, program or degree. The testimonials should always be attributed to someone and not exceed 220 characters.



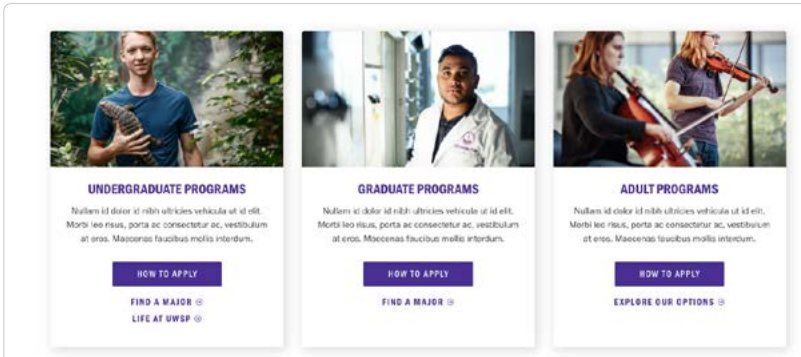
## Simple call outs

These sections are a way to briefly touch on a subject such as an award or notable person at a high level but not dive deeper into the subject or link to further information. The headlines should not exceed 80 characters and the body copy should not exceed 200 characters.



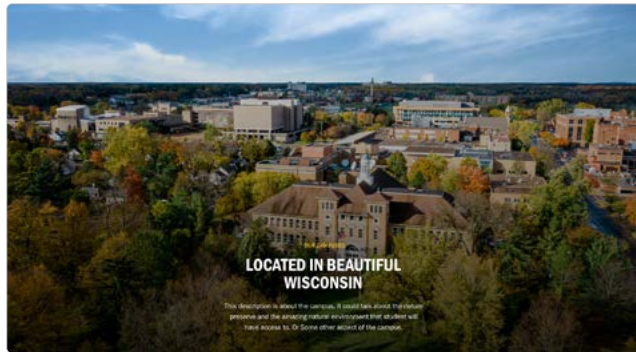
**Three or four wide**

All UW-Stevens Point webpages have been created using modules that can easily be updated and rearranged on the webpage to create the best experience for each page and the ability to adjust content priority on a regular basis. When creating a new page, use the modules that best tell your story and best represents the content.



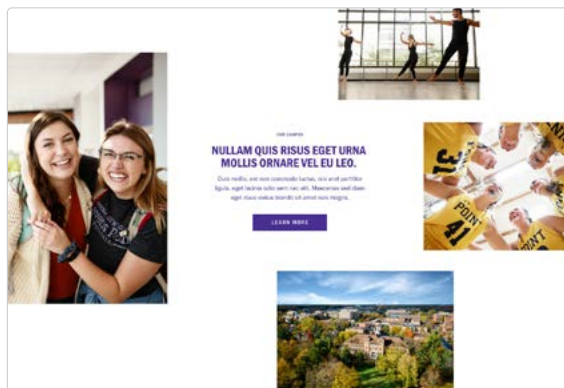
**Larger image**

Use block for intro sections to pages. The headlines should not exceed 80 characters. The body copy should not exceed 900 characters.



**Image Gallery**

This block should be used when you have multiple images to get the message across. The pre-headline should be SEO focused and descriptive of where the link leads. The headline can inject some brand language but should not exceed 60 characters. The body copy should be brief and provide more context to the headline and should not exceed 200 characters.



**Links**

There are a few different modules that have been created to house a series of links or jumping off points into other sections of the website.

## The UW-Stevens Point color palette

### Primary Colors      Secondary Colors (Do not use as primary color scheme)

pms267 Purple	pms123 Gold	Green	Orange	Violet	Blue	Orange	Blue	Red	Brown
89-C 100-M 0-Y 0-K	0-C 24-M 94-Y 0-K	50-C 18-M 100-Y 0-K	0-C 55-M 90-Y 0-K	35-C 35-M 0-Y 0-K	50-C 15-M 25-Y 0-K	0-C 80-M 100-Y 0-K	86-C 28-M 41-Y 25-K	15-C 100-M 100-Y 15-K	15-C 40-M 50-Y 60-K
73-R 47-G 146-B	255-R 196-G 37-B	145-R 172-G 62-B	246-R 139-G 51-B	165-R 160-G 207-B	130-R 181-G 186-B	241-R 90-G 34-B	0-R 114-G 121-B	182-R 29-G 34-B	109-R 71-G 59-B
#512698	#ffc82e	#91ac3e	#f68b33	#a5a0cf	#82b5ba	#f15a22	#007279	#b61d22	#6d473b

*This chart shows the CMYK values for print. It also has the RGB for electronic publications and hexadecimal values for the web.*

NOTE: This chart translates the UW-Stevens Point print color palette (CMYK) into RGB and web hexadecimal values. Small adjustments to color saturation or brightness may be necessary when using the palette colors on webpages to allow for variation in display devices and to pass WCAG accessibility standards. There must be adequate contrast between foreground and background colors for good readability. Consult WCAG guidelines ([w3.org/TR/WCAG/#visual-audio-contrast](http://w3.org/TR/WCAG/#visual-audio-contrast)) for understanding and meeting these standards. To check pages, use one of many free online color contrast analyzers, or download the Firefox ColorChecker browser plugin to make fast, frequent checks.

### Fonts for the web

The master pages will come with attached style sheets specifying the preferred font.

Standard:

Franklin Gothic Light Franklin Gothic Book, Franklin Gothic Medium, Franklin Gothic Demi, and Franklin Gothic Heavy

Condensed:

Franklin Gothic Condensed Book, Franklin Gothic Condensed Medium, Franklin Gothic Condensed Demi

Alternate fonts:

Arial Regular, Arial Bold

## Standardized site banner

Along with a standard navigation style, every webpage will implement a white banner with purple text in the header section.

## Web capitalization

Capitalize World Wide Web, but lowercase web, website, webpage, webfeed, webcam, webcast, webmaster, web address and web browser. For other sites, particularly social media, always capitalize Facebook, Instagram, Snapchat, YouTube, X and LinkedIn.

## Website addresses - URLs

When including a URL, omit *http://* or *https://* and *www*. Most users are familiar with web language.

- The UW-Stevens Point home page is located online at [uwsp.edu](http://uwsp.edu).  
(Note: No colon after at)

Avoid using long addresses or a right slash at the end of the URL. If a web address falls at the end of a sentence, use a period.

- Visit [uwsp.edu/alumni](http://uwsp.edu/alumni) for the schedule of events.
- The Health Service website is [uwsp.edu/stuhealth](http://uwsp.edu/stuhealth).

If the URL breaks between lines, split it after a slash or dot that is part of the address, without an inserted hyphen. Do not underline or boldface web addresses in printed materials. As with telephone numbers, always test websites before publishing.

## Vanity or shortened URLs

UW-Stevens Point has the ability to create vanity web addresses as aliases to web materials. This allows a page with a real name such as uwsp.edu/Dept/MyName/index.html to be accessed via a name of the form uwsp.edu/ShortenedName. This not only results in a shorter URL, but can also eliminate confusion when communicating a web address orally.

### Requests for vanity URLs

The following guidelines apply to such aliases:

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

### Web acronyms and abbreviations

Writing and other references to the university or any of its elements will make use of the standards as defined in the Writing Style Guide section. File and folder abbreviations will make use of the Information Technology/Student Information System naming designations.

## **Template use**

All university webpages set up for internet-facing content will use a common style sheet provided by Web and Media Services. Additional styles can be requested and provided.

## **Form use**

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

## **Image use**

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

## **Video use**

All video footage incorporated in the university website should be created and manipulated by staff members from Web and Media Services, UCM or individuals designated by someone from those two offices. UW-Stevens Point videos for the web, social media or advertising created by personnel outside these two offices are subject to review and removal if the video does not comply with university standards and policies.

## **Supported software**

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

## **Scripting**

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

## E-newsletters

E-newsletters should follow the same rules and guidelines as normal webpages. Style sheets, templates or master pages, and support resources are likely to be slightly different for e-newsletters than traditional unit websites.

## Web-based email designs

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

## Security and content segregation

Security must be taken into consideration for all internet- and intranet-facing content. It is also important to consider audiences when developing content to be shared. There are several audiences to consider when developing intranet-facing content on uwsp.edu: all of UW-Stevens Point, a single department, a set of departments or individuals, and individuals collaborating with a selected set of people off campus. All content has an intended audience and security permissions should match those audiences.

## Accessibility

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

# Advertising Policy

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## **Purpose:**

- To protect and ensure a consistent image of UW-Stevens Point.
- To secure the best advertising rates and garner value-added programming across the university.
- To implement a process to ensure that best practices are exercised.

## **Scope:**

- This policy applies to all UW-Stevens Point departments and units.
- This policy applies to publications produced by others on behalf of UW-Stevens Point.
- This policy applies to all print, audio, video and web mediums.

## **Buying advertisement**

University advertising purchases must be coordinated with the University Communications and Marketing office. This includes all forms of paid and free advertising, including print (newspaper, magazine, etc.), broadcast (radio and television), web and digital/social media (including social media advertising, web/digital retargeting, search engine marketing, content marketing, search engine optimization, paid search, pay-per-click vendors and mobile advertising), billboards, direct mail, movie theater screens and signage. (See Social Media section or website for more information.)

## **Selling advertising space**

Unless written permission is approved by the chancellor's office, advertising space sold in UW-Stevens Point publications (print and electronic) or on other university communications media, web and digital/social media, signage, property or material is subject to UW-Stevens Point right-of-first-refusal and will not be approved if the advertising is considered unacceptable.

## **Advertising is unacceptable when it**

- conflicts with university policies or core values and/or adversely affects UW-Stevens Point's reputation,
- appears to create an endorsement by UW-Stevens Point of a particular company, product, political candidate or position regarding public policies,
- contains obscene, indecent or profane material,
- ridicules, exploits or demeans persons on the basis of their age, color, creed, handicap, national origin, race, religion, sex or sexual orientation,
- promotes illegal drugs or tobacco products,
- promotes violence, or
- promotes alcohol and/or alcohol related products.

## **Corporate sponsorship agreement**

Sponsorship contracts between private business and UW-Stevens Point are subject to the advertising policy and require approval from UCM, Purchasing and chancellor's office.

# Writing Style Guide

UCM follows the Associated Press style guide when writing university news release, messages, marketing, publications, speeches and other communications.

For questions on AP Style usage, please contact [ucm@uwsp.edu](mailto:ucm@uwsp.edu)

## Common usage issues and examples

### **a, an**

In general use the article *a* before a consonant sound, *an* before a vowel sound. Use *a* before a pronounced *h*, long *u* (or *eu*) and *o* as pronounced in *one*: a one-on-one meeting, a history thesis, a euphemism, a union, or a UW-Stevens Point professor.

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

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

When an article precedes a number, the choice between *a* and *an* is the same as if the number was spelled out: an 8 percent enrollment increase, a 5 percent drop in registrations.

### **abbreviations**

Capitalize and spell out days of the week and months. Abbreviate days only in tables (Sun., Mon., Tues., Wed., Thu., Fri., Sat.). When used with a date, months can be abbreviated (Jan., Feb. Aug., Sept., Oct., Nov., Dec.).

Capitalize initials without periods for acronyms and abbreviations used as words: UW-Stevens Point, CNR, GPA. Use periods with U.S. and Washington, D.C.

State abbreviations – see states

### **academic and administrative titles, academic areas**

See Capitalization

### **academic degrees**

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

- *Generic reference*: Michele completed a bachelor’s degree in biology.
- *Formal title*: The University of Wisconsin-Stevens Point offers many courses for the Bachelor of Science in biology.
- B.F.A. in art and design, M.S. in data science, B.S. in English, B.A. in sustainable food and nutrition

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

*Master* and *bachelor* take an apostrophe s (’s) only when used in place of *master of* or *bachelor of*. Never use the plural or plural possessive with *master’s* or *bachelor’s*. There is no possessive in associate degree.

- Work was completed for her master’s in May.
- She plans to complete her associate degree this winter.
- The professor, who has a doctorate, will lead the class.

**acronyms**

On first reference, spell out names of schools, colleges, government agencies, associations, fraternal and service organizations, unions and other groups with the acronym placed in parentheses after the name. Text is clearer without acronyms, so it's best to avoid them for external audiences. Limit use of acronyms on second reference for an internal audience as they clutter text. Avoid using periods in acronyms: GPA, GPS, USA. Exception: U.S. and Washington, D.C.

Commonly used acronyms at UW-Stevens Point. They should be used only in subsequent usage, preferably for internal audiences.

ACAC	Academic and Career Advising Center
CASE	Campus Activities and Student Engagement
CITL	Center for Inclusive Teaching and Learning
CLUE	Center for Land Use Education
CNR	College of Natural Resources
COFAC	College of Fine Arts and Communication
COLS	College of Letters and Science
CPS	College of Professional Studies
CWES	Central Wisconsin Environmental Station
DRC	Disability Resource Center
DUC	Dreyfus University Center
GEP	General Education Program
UCLCC	University Child Learning and Care Center
KEEP	Wisconsin K-12 Energy Education Program
LEAF	Learning, Experiences and Activities in Forestry
MCCH	Marshfield Clinic Health System Champions Hall
NADF	Northern Aquaculture Demonstration Facility
SBDC	Small Business Development Center
SGA	Student Government Association
TLC	Tutoring-Learning Center
UCOL	University College
WAEE	Wisconsin Association for Environmental Education
WCEE	Wisconsin Center for Environmental Education
WEAL	Water and Environmental Analysis Lab
WEEB	Wisconsin Environmental Education Board
WIPCS	Wisconsin Institute for Peace and Conflict Studies
WIST	Wisconsin Institute for Sustainable Technology

**affect, effect**

- *Affect* is a verb and commonly means “to influence.” Study habits affect grades.
- *Effect* is commonly used as a noun meaning *result*: Her attendance policy had a good effect.
- *Effect* as a verb, means “to bring into existence or accomplish.” Writing your senator is one way to effect change.

**adviser, advisor**

The preferred spelling is *adviser*. Use *advisor* if part of a company name; optional for a person’s title.

**alumna, alumnae, alumnus, alumni**

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

Below are examples of how to write graduation years.

- *Stevie Pointer ‘25*
- *Stevie Pointer, MBA ‘25*
- *Stevie Pointer ‘23, M.S. ‘25*  
(followed by a comma if in the middle of sentence)

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

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

- The meeting will be held 8:30 - 10 a.m.
- The meeting will be held 8 a.m. - noon.
- The meeting will be held 1 - 4:30 p.m.

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

Do not use military time in place of a.m. and p.m.

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

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

Do not use redundant time references in the same sentence.

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

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

**ampersand (&), at (@)**

The ampersand is not a substitute for the word “and.” The names of UW-Stevens Point colleges, branch campuses, departments or offices may not use the ampersand except where space is limited: the logo extension, lists, social media, tabular tables or on name badges. The ampersand is allowed when part of a corporation’s formal name or a composition title.

Branch campuses always use “at” and not the @ symbol.

**assure, ensure, insure**

- *Assure* means to convince someone or set a person’s mind at ease: The student assured her coach she would be in the tournament.
- *Ensure* means to guarantee or secure: Proper training will ensure good scores.
- *Insure* generally means to establish a contract involving money: She was advised to insure her apartment against theft.

**bias-free communication**

To avoid sexism, use the correct gender or use language that incorporates both sexes.

<b>Biased</b>	<b>Inclusive</b>
mankind	people
manpower	workforce
man made	artificial, manufactured, synthetic, handmade, machine-made
to man (verb)	to staff, to operate
department chairman	department chair (not chairperson) Avoid <i>chairman</i> or <i>chairwoman</i> .
the best man	the best person (or candidate) for the job
A professor should talk to his/her student.	Professors should talk to their students. The professor should talk to the student. ( <i>Not: A professor should talk to their students.</i> )
freshman	first-year student

**campuswide, systemwide, universitywide**

One word.

**complement, compliment**

- *Complement*, as a noun, means something that completes, fills out: The lab work is a complement to the lecture class.
- As a verb, *complement* means to suit, make complete: The lab work complements the lectures.
- *Compliment*, as a noun, means an expression or act of praise or flattery: Following the concert, members of the audience offered compliments to individual performers.
- As a verb, *compliment* means to praise or flatter: She was complimented on her performance.

**co-op**

Hyphenate *co-op* (cooperative) to avoid confusion with *coop* (a small enclosure). Similarly, hyphenate other words to avoid misunderstanding and when vowels are together: re-admit, re-enroll, re-creation.

**country, nation**

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

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

**coursework**

one word.

**database**

One word.

**distance learning**

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

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

**do's and don'ts**

These verbs act as nouns.

**dates**

Never use *st*, *nd*, *rd* or *th* with numbers in dates.

*Correct:* The visit will be May 2. He comes May 2, 2018.

*Incorrect:* The visit will be May 2<sup>nd</sup>. He comes May 2<sup>nd</sup>, 2018.

Use commas only with a month and day, and after the year when in a sentence. No comma is used between month and year.

- Feb. 19, 2010, is the first day of the conference.
- The next meeting will be in February 2011.
- *Don't use:* 10 February 2010

**e.g., et al., i.e., inc.**

*e.g.*, means “for example.” (*i.e.*) means “that is” or “in other words.” *et al.* means “and others.” All are followed by a comma.

- They were given a choice *e.g.*, roast beef or chicken.
- Most put in a 40-hour week *i.e.*, work eight hours a day.
- She arrived with several faculty members, students *et al.*

*Inc.* is abbreviated and capitalized when used as a corporate name. Do not set off with commas: Facebook Inc., Staples Inc., AT&T Inc.

**emeritus, emerita, emeriti**

*Emeritus* is a male retired faculty member. *Emerita* is a female retired faculty member. *Emeriti* is plural for both:

- John Sims, president emeritus.
- President Emeritus John Sims. May Roach, professor emerita. Professor Emerita May Roach.
- Emeriti Roach and Sims attended the ceremony.

**entitled or titled**

- *Entitled* means one has the right to something: Joe is entitled to walk at commencement.
- *Titled* introduces the name of a publication, musical composition, etc.:  
A few people attended the lecture titled “Cougars in Wisconsin.”

**faculty, staff**

*Faculty* is a singular noun. Use *faculty members* to refer to the individuals within the faculty. *Staff* is a singular noun. Use *staff members* to refer to the individuals within a staff. Access the online directory for listings of faculty and staff members.

**federal, state**

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

**first come, first served**

- Registration is on a first-come, first-served basis.
- The tickets are first come, first served.

**first-year**

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

**fiscal year**

FY25

**grades**

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

**GPA, grade-point average**

Use either, usually with two numbers after the decimal: 4.00, 2.25.

**its, it's**

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

- Among UW-Stevens Point's strengths is *its* curriculum.
- *It's* been a strength of UW-Stevens Point.

**lay or lie**

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

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

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

- The notes *lie* on the desk.
- The books still *lay* on the desk.
- The textbooks had *lain* in storage a long time.

**numerals**

Spell out numbers that begin a sentence with the exception of years.

- Two hundred and twelve girls attended the event.
- 2017 offered opportunities for students.

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

*Addresses:* 2100 Main Street

*Ages, for people and objects:* 9-year-old boy, 27-year-old book

*Credit hours:* 15 credits of required courses

*Dates:* Aug. 31

*Dimensions:* 4 feet high, 11-by-14 paper

*Highways:* Interstate 39

*Millions, billions:* 6 million, \$3 billion

*Money:* 8 cents, \$21 (dollar amount only, do not use .00), \$5-\$150

*Percent:* 20 percent, 0.6 percent, 5 percentage points, 10 to 15 percent

*Temperatures:* 70 degrees

*Times:* 11 p.m.

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

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

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

**off campus, on campus**

Hyphenate only when using as an adjective, not as an adverb.

- Off-campus students commute weekly.
- Those who live on campus travel to visit their families.

**online**

One word, no hyphen.

**percent**

Use the word *percent* with the numeral. Use the percent sign (%) only in tables or when space is limited.

**pre and post**

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

### state names and abbreviations

Spell out state names in running text with or without the name of the city (Stevens Point, Wisconsin). Use state abbreviations with the city name when space is restricted such as in photo captions or in tables. Without the name of the city, always spell out the state name. Use the postal abbreviation only for addresses with complete ZIP code (Stevens Point, WI 54481).

State	Abbreviation	Postal code	State	Abbreviation	Postal code
Alabama	Ala.	AL	Nevada	Nev.	NV
Alaska	Alaska	AK	New Hampshire	N.H.	NH
Arizona	Ariz.	AZ	New Jersey	N.J.	NJ
Arkansas	Ark.	AR	New Mexico	N.M.	NM
California	Calif.	CA	New York	N.Y.	NY
Colorado	Colo.	CO	North Carolina	N.C.	NC
Connecticut	Conn.	CT	North Dakota	N.D.	ND
Delaware	Del.	DE	Ohio	Ohio	OH
Florida	Fla.	FL	Oklahoma	Okla.	OK
Georgia	Ga.	GA	Oregon	Ore.	OR
Hawaii	Hawaii	HI	Pennsylvania	Pa.	PA
Idaho	Idaho	ID	Rhode Island	R.I.	RI
Illinois	Ill.	IL	South Carolina	S.C.	SC
Indiana	Ind.	IN	South Dakota	S.D.	SD
Iowa	Iowa	IA	Tennessee	Tenn.	TN
Kansas	Kan.	KS	Texas	Texas	TX
Kentucky	Ky.	KY	Utah	Utah	UT
Louisiana	La.	LA	Vermont	Vt.	VT
Maine	Maine	ME	Virginia	Va.	VA
Maryland	Md.	MD	Washington	Wash.	WA
Massachusetts	Mass.	MA	West Virginia	W.Va.	WV
Michigan	Mich.	MI	Wisconsin	Wis.	WI
Minnesota	Minn.	MN	Wyoming	Wyo.	WY
Mississippi	Miss.	MS			
Missouri	Mo.	MO	District of		
Montana	Mont.	MT	Columbia	D.C.	DC
Nebraska	Neb.	NE			

### telephone numbers

Always include area code (no parentheses) and use hyphens, no periods, in telephone numbers. 715-346-1234 (Not: (715) 346-1234 or 715.346.1234)

### that or which

The pronouns *that* and *which* refer to inanimate objects and animals without a name. Use *that* for essential clauses and without a comma. Use *which* for nonessential clauses and use commas.

- The class *that* draws the most students is Contemporary Film.
- She bought “The World is Ours,” *which* was published in 1994.

*That* introduces essential clauses. *Which* or *that* may introduce nonessential clauses, but, in current usage, *which* is more common.

- We will visit the facility *that* is located near Lake Superior. (Since we didn’t name the facility, the clause is essential.)
- We will visit Treehaven, *which* is located near Tomahawk. (Since we identify Treehaven, the clause is nonessential.)

**titles (Composition)**

Use quotation marks around titles of books and book chapters, short stories, articles, poems, songs and albums, musical compositions, opera, plays, films, radio and television programs, lectures and speeches, works of art, and computer and video games.

No quotation marks are needed around reference material like catalogs, directories, dictionaries, as well as computer software. With the exception of computer game apps (“Farmville” and others), apps and websites are capitalized, but don’t need quotation marks.

**university, campus**

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

- The university collaborates with other institutions.
- Spring flowers bloom across campus.

**University of Wisconsin-Stevens Point**

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

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

**UW-Stevens Point, UWSP**

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

Use the acronym UWSP without a hyphen or periods.

*Correct:* UWSP

*Incorrect:* UW-SP, U.W.S.P.

**UW-Stevens Point Marshfield and Wausau campuses**

Acceptable acronyms for the two branch campuses for limited use are UWSP Marshfield or UWSP Wausau. Use only for internal audiences when space is limited such as in charts. Use UWSPMarshfield or UWSPWausau for social media.

*Correct:* UWSP Marshfield, UWSP Wausau

*Social media handle:* UWSPMarshfield, UWSPWausau

*Incorrect:* UWSPM, UWSP-M, UWSPW, UWSP-W

**UW-Stevens Point degrees**

See online catalog at [catalog.uwsp.edu](http://catalog.uwsp.edu).

### vertical lists

1. When possible, introduce vertical lists with a complete clause (a grammatically complete sentence) followed by a colon.  
 UW-Stevens Point offers its students three field stations for environmental study:
  - Schmeeckle Reserve, a 280-acre nature reserve on campus
  - Central Wisconsin Environmental Station, a 300-acre conference and education center on Sunset Lake
  - Treehaven Campus, a 1,400-acre conference and education center near Tomahawk
2. Use parallel (similar) phrasing for entries in a list.  
 To qualify for the scholarship, applicants must fulfill these requirements:
  - hold a 3.5 or above grade point average
  - participate in extracurricular activities
  - demonstrate leadership qualities
  - volunteer in community/campus philanthropic activities
3. For numbered lists, like this one, use a period after each number and begin each entry with a capital letter, even if the entry is not a complete sentence.
4. Use bulleted lists mainly for instructional or promotional material.
5. When each item in a group of unnumbered items is an incomplete sentence, begin with lowercase letters and do not use periods. (See item 2 above.)
6. If a list completes a phrase that introduces it,
  - punctuate as you would a sentence without bullets,
  - begin items with lowercase letters,
  - use commas, semicolons and parentheses as appropriate, and
  - close the final item with a period.

### voice

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

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

- The course is being offered by Continuing Education.  
*Better:* Continuing Education is offering the course.
- The thesis was written and presented by a graduate student.  
*Better:* A graduate student wrote and presented the thesis.

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

### who, whom

*Who* is the subject of a sentence and refers to human beings and animals with a name.

*Correct:* Who will pitch this season?

*Incorrect:* He is the student that will be honored

When unsure which to use, substitute *he/she*, *her/him*, or *they/them* for *who* or *whom*. If *he*, *she* or *they* is correct, use *who*; if *him*, *her*, or *them* is correct, use *whom*.

- The lecturer, who (she) has a doctorate in history, spoke to a class.
- Chloe wrote down the assignments for whom? (her)

## Capitalization

Capitalize only when necessary. Capitalization slows the reader.

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

Do not capitalize *university* unless used within a complete, formal title.

- UW-Stevens Point offers courses in a variety of disciplines.
- The university has three locations.

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

Lowercase names of majors, minors, emphases and programs, with the exception of languages: English major with a minor in French.

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

### **academic and administrative titles**

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

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

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

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

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

Use Dr. in front of a name only for a doctor in the medical profession. In other cases, use Ph.D. after the name. Do not capitalize terms denoting roles, such as nurse, coach, citizen or historian, when they precede a name. In running text, capitalize full titles of institutions and departments. Lowercase partial titles: The University of Wisconsin Board of Regents; the board, the regents.

**academic areas**

Capitalize full, formal department names: Department of Mathematics and Computing, School of Education.

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

**buildings**

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

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

201 Reserve St. Suites	Schmeeckle Reserve Visitor Center
601 Division St.	Science Building
Albertson Hall	Smith Hall
Allen Center	Steiner Hall
Baldwin Hall	Student Services Center (SSC)
Burroughs Hall	Thomson Hall
Central Wisconsin Environmental Station (CWES)	Trainer Natural Resources Building (TNR)
College of Professional Studies (CPS)	Treehaven
Collins Classroom Center (CCC)	Waste Education Center
Communication Arts Center (CAC)	Watson Hall
DeBot Dining Center	Wood Utilization Lab
Delzell Hall	
Dreyfus University Center (DUC)	Marshfield Campus
George Stien Building (Stien)	-The Villa Student Apartments
Haeni Chemistry Biology Building (Chem Bio)	-Helen Connor Laird Fine Arts Building
Hansen Hall	-Hamilton Roddis Memorial Library
Hyer Hall	-The Connector
Knutzen Hall	-Physical Education Building
Maintenance Materiel Building (MM)	-Everett Roehl STEM Center
Marshfield Clinic Health System Champions Hall (MCCH)	-Aldo Leopold Science Building
May Roach Hall	-W.W. Clark Administrative Building
Neale Hall	-A.G. Felker Student Center
Nelson Hall	
Noel Fine Arts Center (NFAC)	Wausau Campus
Old Main	-Art Studio
Pray-Sims Hall	-Field House
	-Main Building
	-UW Center for Civic Engagement

## **century**

Lowercase century: 15th century, 21st century

## **colleges**

### College of Fine Arts and Communication

Aber Suzuki Center  
School of Design and Professional Communication  
School of Performing Arts  
Department of Theatre and Dance  
Department of Music

### College of Letters and Science

School of Behavioral and Social Sciences  
School of Biology, Chemistry and Biochemistry  
School of Humanities and Global Studies  
School of Mathematics, Computing, Physics and Astronomy  
Department of Biology  
Department of Chemistry  
Department of Computing and New Media Technologies  
Department of English  
Department of World Languages and Literature  
Department of Geography and Geology  
Department of History  
Department of Mathematical Sciences  
Department of Philosophy  
Department of Physics and Astronomy  
Department of Political Science  
Department of Psychology  
Department of Sociology and Social Work

### College of Natural Resources

Fisheries and Water Resources  
Forestry  
Human Dimensions of Natural Resource Management  
Paper Science and Chemical Engineering  
Soil and Waste Resources  
Wildlife Ecology

### College of Professional Studies

Sentry School of Business and Economics  
School of Education  
School of Health Sciences and Wellness  
Department of Military Science

### University College

Academic and Career Advising Center  
Center for Inclusive Teaching and Learning  
Disability Resource Center  
General Education Program  
Retention Services  
Tutoring-Learning Center  
University Honors Program  
University Library

### **course titles**

Capitalize formal course titles: Adrian is enrolled in Sustainable Food Systems.

### **degrees**

When referring to a general area and not the formal degree name, don't capitalize the subject area: B.A. in *music*, honors in *art education*.

Never use the plural or plural possessive (*bachelors*, *masters'*) in reference to degree names: associate degree, bachelor's degree, master's degree, doctoral degree.

### **email**

One word, no hyphen. Lowercase except when it begins a sentence or precedes the address in a list.

### **homecoming**

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

### **internet, intranet, Ethernet**

Lower case internet, intranet. Capitalize the formal noun Ethernet.

### **months, years**

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

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

### **regional designations**

Capitalize recognized geographical regions of the country, but not general directions.

- Patty grew up in the East, but decided to move south.
- Our campus is in Central Wisconsin.

### **seasons**

Lowercase seasons and derivatives unless they begin a sentence or are part of a formal name: spring, summer, summertime, Winter Olympics.

### **semesters**

Do not capitalize the common names of semesters, terms or academic sessions: fall semester, winterim, summer session.

### **scholarships and fellowships**

Capitalize only official names. Do not capitalize unofficial names unless they are proper nouns: biology scholarship, UPDC grant.

### **student classifications**

Do not capitalize first-year, sophomore, junior, senior.

## Punctuation

### apostrophes

Use the apostrophe to:

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

For singular words ending in s, x, z (hissing sound,) such as James or Moses, omit the final s to prevent an awkward repetition of sound: Marcus' briefcase, Nicholas' degree.

For plural possessives ending in s, add the apostrophe at the end; for those not formed by s, add 's: musicians' instruments, women's soccer.

For capital letters used as words and for letter grades, just add s to form the plural. *Exception:* To avoid confusion with the word *as*, use the apostrophe to designate plural of the letter grade A: All A's denotes highest honors on the dean's list, but Bs, Cs and Ds will disqualify you.

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

*Singular possessive:* UW-Stevens Point's teams, CNR's offices

Use the apostrophe to indicate omission of the first two digits in a graduation year: John Doe '99, M.S. '02.

Use the apostrophe in *Presidents' Day*, but not in *Veterans Day*.

Do not use the apostrophe to form the plurals of figures, years or abbreviations: 1950s, 1980s, the late '80s, CDs.

Do not use the apostrophe for: personal pronouns: *I, we, you, he, she, it, they*; possessive pronouns: *my, our, ours, your, yours, his, hers, its, theirs*; plural nouns that are not possessive: *rooms, tomatoes, services*

### colon

Use the colon as you would a semicolon between independent clauses when the second clause amplifies or illustrates the meaning of the first clause: Students were honored for scholastic achievement: several received highest honors, many earned high honors, and most received honors.

Capitalize the first word following a colon if it is a proper noun or begins a complete sentence.

Use colons to introduce a series or a list that is preceded by a grammatically complete clause (see vertical lists).

Do not use unnecessary colons.

*Correct:* The popular courses are English, math and music.

*Incorrect:* The popular courses are: English, math and music.

## commas

Use a comma to separate items in a series, but no comma is needed in a simple series.

Documents can have one, two or three paragraphs. The poster has purple, gold, black and white lettering.

If the last item of a series contains a conjunction, put a comma before the last item.

A meeting was held with the chancellor, vice chancellors and deans, and members of SGA.

If you incorporate multiple series in a sentence, use semicolons to separate the series.

UW-Stevens Point's new brand image has a standard color palette of purple and gold; restrictions for use of the logo, seal and athletics identifiers; and layout guidelines for letterhead, envelopes and business cards.

Use a comma after the city and state in the middle of a sentence.

Stevens Point, Wisconsin, sits smack dab in the center of Wisconsin.

Use a comma following the day and year in a complete date, but omit the comma when citing only the month and year.

By Sept. 1, 2010, the class was full.

The Pointers won the championship in March 2010.

Use a comma to set off nonessential elements, but not essential elements.

### *Nonessential*

- Allison, who is editor of the campus newspaper, won a journalism scholarship.
- "The World is Ours," a book about UW-Stevens Point's history, was written by a retired dean.

### *Essential*

- Editors of school newspapers are eligible for the journalism scholarship.
- A book about UW-Stevens Point's history was published in 1994.

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

## dashes and hyphens

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

Connect numbers and, occasionally, words:

She taught at UW-Stevens Point from 1968–2002.

The quote is listed on pp. 82–92.

The class meets Mondays, 11–11:30 a.m.

Indicate an ongoing activity:

The orchestra will play songs written by John Williams (1932–).

The **em dash (—)** is the width of a letter *m*—about twice as wide as a hyphen.

There are no spaces before or after the em dash. Use em dashes to do the following:

- Set off explanatory elements:  
Erica is working three jobs—two on campus and one in town—to pay her way through college.  
Tom said his professor—an expert on astronomy—was working at the Kitt Peak National Observatory.
- Show sudden breaks:  
The play—we couldn't call it either a comedy or a drama—was the first production of the semester.

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

- Hyphenate compounds that function together as adjectives:  
first-place award, real-world example
- Do not use a hyphen with the adverb *very* or after adverbs ending in *ly*:  
quickly moving vehicle
- Hyphenate a compound with the prefix *well* before the noun:  
The well-respected professor teaches the class.

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

Use the hyphen to separate numbers and word constructions:

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

Omit hyphens at ends of lines in columns and in all printed materials; move the entire word to the next line.

### **ellipsis ( ... )**

Use an ellipsis with a space before and after, to indicate text omitted within a sentence: “Ground was broken for the new science building ... the plans call for several sustainability features.”

To indicate omitted material after the end of a sentence, use a space before and after the ellipsis: “James was eager to graduate. ... He had two interviews set for next week.”

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

### **exclamation point**

Use sparingly to show strong emotion, surprise or disbelief.

### **parentheses**

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

- Perry scored the final goal of the year (but not of his career).
- Workshops are offered several times a month. (For information, call the office.)

### **periods**

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

- Declarative: The group needed to complete the homework.
- Imperative: Finish your homework.

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

### **quotation marks**

Place question marks inside quotation marks if the quote is a question: He asked, “Where will the lecture be held?”

Place question marks outside quotation marks if the quotation marks signify a title, such as a book: Where is Poe’s novel “The Raven”?

Place the exclamation point inside quotation marks when part of the quoted material: “Oh no, I slept through the lecture!”

Place outside when not part of the quoted material: The syllabus did include Poe’s novel “The Raven”!

Place semicolons outside quotation marks.

### **semicolon**

Use the semicolon between closely connected independent clauses that are not joined by one of the seven coordinating conjunctions (and, but, for, or, nor, so, yet): She received two grants; one was for the study of mammals. Students presented research posters on Friday; however, oral presentations will be given next week.

Use the semicolon to separate elements that incorporate internal commas: See chapters on social media; printing, photography and graphics; and advertising.

# Contacts

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**Please see website for the most current communication standards at [uwsp.edu/ucm](http://uwsp.edu/ucm).**



**University of Wisconsin**  
**Stevens Point**

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