One identity. One voice.

BRAND STANDARDS FOR OHIO UNIVERSITY LANCASTER
The purpose of this manual is to establish guidelines for how Ohio University communicates and expresses itself as an organization.

The guidelines are an important component to maintaining consistency as we communicate with all of our various audiences. A consistent message is critical, because it presents the University as a focused institution with a clear vision of the future. With your commitment to the standards, which are outlined in this manual, OHIO will present the strong and unified message that is so important to our communication efforts.

A thorough understanding of the elements within this manual is critical. Deviation from these guidelines may create confusion and dilute the brand identity of the University. Please take the time to review all the sections of this manual and share it with anyone responsible for producing materials for OHIO.

ONE IDENTITY. ONE VOICE. ONE UNIVERSITY. Thank you for your help and commitment to building and maintaining the Ohio University brand identity that reflects the vision and excellence we all represent.
Much in the same way a person has unique attributes that help define who they are, every brand also has attributes. These qualities not only identify the strength behind the brand, but also help establish a tone for our communications.

The attributes of the University brand highlighted here are the result of a comprehensive process in which input was gathered from a wide variety of University constituents. In essence, these attributes should be used as a measurement device for all University communications by asking a simple question.

Does the message portray Ohio University as an enriching, student-centered institution?
A brand is more than simply a theme. It is more than the image conveyed through marketing and communication materials. Truly successful brands are those in which the brand promise is delivered at every touch point. A brand, for example, can be reflected in how you answer the phone. It can also be reflected in an institution’s day-to-day decisions.

A brand charter identifies broad operational guidelines that ensure consistent organizational delivery of the experience promised by the brand. It is a tool to help an organization’s associates better understand how to operate and make decisions that are ‘brand appropriate’—or consistently deliver the brand promise.

- We provide the best student-centered learning experience in America.
- We celebrate the importance of “place” and the impact it has on people’s lives.
- We help students become self-fulfilled.
- We value the importance of citizenship through the liberal arts.
- We have a sphere of influence that is far reaching.
- We encourage students to get involved in and give back to their community.
- We recognize people’s accomplishments on campus and within our global society.
- We embrace diversity and individualism.
Ohio University is on a quest to enrich the world, while creating limitless opportunities for students to fulfill their promise and effect positive change. We deliver on that promise through an accessible, engaging, transforming student experience; the combined breadth and excellence of the University’s degree programs and facilities; and the academic success and career accomplishments of students, faculty, and alumni.

BRAND PROMISE

Ohio University enriches the world by helping students fulfill their promise.
When defining the brand of any institution or organization, one helpful exercise is to describe how the brand would think, act, and feel as a person. The exercise helps determine the personality of a brand. Because, like a person, a brand can have multiple attributes that, when combined, create its personality.

If we were to describe Ohio University as if it were a person, we would have a compelling story to tell. We could reference its intellect, its place in history, and its continuous thirst for knowledge.

While all of those characteristics help define the personality of the OHIO brand, they only begin to tell the story. These additional personality traits highlighted below came to the forefront during our brand definition exercises and are directly connected to the Brand Positioning Statement.

Accessible, Authentic, Collaborative, Creative, Diverse, Enriching, Global, Individualistic, Innovative, Student-Centered, and Historic

It is important to keep these attributes in mind as you write, create, and deliver all forms of communication. Whether writing a letter to a prospective student, or creating an invitation to an event on our campus, remember that OHIO is accessible, enriching, and student-centered.
Ohio University / REGIONAL BRAND STANDARDS

BRAND VOICE

The Brand Voice is not only what you say in terms of content and message, but also the tone in which you say it. The language utilized in communication materials for OHIO does not need to be forced or manufactured. OHIO has all the components necessary to tell an authentic, yet remarkable story. All of our materials should reflect this brand promise.

ESSENCE STATEMENT:
“Regional campuses create the opportunity for students to imagine unlimited possibilities, because Ohio University inspires students to transform themselves and their community.”

The beauty of this brand voice lies in its universal impact. It speaks as clearly to an incoming freshman as it does to a potential philanthropist.

BOILERPLATE TEXT:
Attending the Lancaster regional campus of Ohio University (OUL) offers students the opportunity to earn a degree from Ohio University, which has a 200-year history of excellence, while staying involved with the local community. OUL offers the close-knit feeling and sense of community found on a small campus with the resources and reputation of a nationally renowned university.

To make it work on all levels, the brand has to convey energy. It’s active and forward thinking. It’s like the students, faculty, administrators, and alumni. It reflects the ongoing evolution of the University as a whole. There is an organic nature to this brand. It is a living, breathing concept that is part of everything we do.
Ohio University / REGIONAL BRAND STANDARDS

BRAND VOICE

THEME LINE: Imagine your possibilities . . .
Imagine your possibilities at Ohio University Lancaster

For students, imagine your purpose.

For faculty, imagine mentoring students to achieve their potential.

For alumni, imagine how your college experience prepared you for success.

For friends of Ohio University, imagine how the regional campus makes an impact in the community.

KEY MESSAGES:
Offering the opportunity to earn a quality education at an affordable price.

Combining close-knit feel of a small campus with the resources and reputation of nationally renowned Ohio University.

Providing the opportunity to earn an Ohio University degree while staying engaged with your local community.

Most of our students are from this region, and many will return to their hometowns after graduation to become leaders in their communities.

Preparing students for rewarding careers and fulfilling lives.

Providing students with the opportunity to become who they want to be.

Scheduling courses with the flexibility that allows students to pursue a college education while balancing family and job responsibilities.

Providing regional students the opportunity to learn, grow, and stay engaged with their communities.
Imagine your possibilities.
Ohio University / Regional Brand Standards

Brand Logo and Theme

The following configuration represents the Ohio University Lancaster brand logo and theme as a single unit. Together, the logo mark, logo type, and theme represent the Ohio University brand in its most concise and memorable form.

Usage Guidelines

When the logo and theme appear together, they should always be shown as displayed here. **It is important not to change the size relationship between the two components.** The logo and theme should be enlarged or reduced in size as a single unit.

The Ohio University signature brand logo is a trademark of the University. Anyone wishing to use this or any other trademark of the University must receive licensure or permission to do so from Ohio University Communications and Marketing.

Thinking About Creating a Logo?

The Ohio University signature is the only logo to be used on the institution’s stationery with secondary headers for academic and administrative units. For external and internal communications Ohio University’s signature is always used as the institution’s identifier. The only exceptions to this are Intercollegiate Athletics, Ohio University Police Department (OUPD), ROTC., and Ohio University Heritage College of Medicine (OU-HCOM).

A logo or symbol should be viewed the same as a photograph or illustration—to depict a need internally to identify a unique service within the campus or University community, not for external communications. The only external use that is acceptable is for an event, a campaign, or to mark an anniversary. These have a short-term use and are retired after the occasion is over.

When considering the need for a logo or symbol for either internal or external communications, please consult Mark Krumel krumel@ohio.edu with University Communications and Marketing. Most often a communications plan is what is really needed to help with pushing a message out about a program or a product.
The following configuration is used as a signature for the Ohio University Lancaster Campus.

**Ohio University**

**Lancaster**

The following configuration is used as a signature for the Ohio University Pickerington Center when communicating or promoting the center only.

**Ohio University**

**Pickerington**

The following configuration is used as a signature for Ohio University Lancaster | Pickerington when communicating the two units as a regional entity of Ohio University as an institution.

**Ohio University**

**Lancaster | Pickerington**
Ohio University / REGIONAL BRAND STANDARDS

NAME USAGE

THE OHIO UNIVERSITY LANCASTER CAMPUS HAS LOCATIONS IN LANCASTER AND PICKERINGTON. IN TEXT:
In the first or most prominent usage in each individual application, always use the organization’s entire name, Ohio University Lancaster | Pickerington. In all subsequent references it should be referred to as the Lancaster Campus and Pickerington Center.

Other accepted adaptations: Lancaster Campus, Ohio University Lancaster Campus, OUL, OU-Lancaster

Ohio University Lancaster -and- Ohio University Lancaster Campus

WEBSITE DOMAIN NAME USE:
When the website domain name appears within text or stands alone, it should be stated as www.ohio.edu/lancaster. In conversation or recorded in a voiceover used in TV, radio, or video, it is preferred to use “ohio.edu/lancaster.”

www.ohio.edu/lancaster -and- ohio.edu/lancaster

REFERENCING OHIO UNIVERSITY IN LANCASTER:
When making any reference in communications to Ohio University in Lancaster, it should always be stated as “the Lancaster Campus.”
Enriching. Student-Centered.
These two words set the tone for the look of Ohio University Lancaster.
Ohio University’s Brand Look is achieved through a collection of the unique visuals that ensure the face of our brand is instantly recognizable. Elements of our brand look include the University’s logos, identity colors, typography, photography, and our hallmark bricks. When combined appropriately and applied consistently, these brand elements help build and maintain a strong identity for OHIO.

**SIGNATURE BRAND LOGO**
- Whenever possible, the two-color logo should be positioned on a white, light-colored or non-cluttered background.
- On most printed marketing and communications materials the logo should be placed at 2-1/4” inches wide on the front cover whenever possible and the design allows. It is always to appear on the back cover, preferably at 2-1/8” wide. In both instances it is not to be used any smaller than 1-5/8”.

**BRAND COLORS**
- Two signature brand colors have been selected for the University, Ohio University Green and Ohio University Gray. By using these colors on all communication materials, they will become established and recognized as our own.

**BRAND TYPOGRAPHY**
- Use of the approved typography fonts Frutiger and Galliard help ensure the look of our printed materials remains consistent.

**PHOTOGRAPHY**
- Enriching, Student-Centered. These two words also set the tone for the look of OHIO. Photos portraying the beauty of the campus should be combined with students actively participating in the campus environment and engaged in the classroom and community.

**HALLMARK IMAGERY**
- Utilize images that distinguish each campus such as iconic structures on campus, photos that illustrate campus beauty, and photos of local landmarks that reflect the community spirit and engagement that distinguish regional campuses.
**BRAND LOGO**

The University signature brand logo is the keystone of our visual identity and is to be used on all communications materials. Using it consistently will enhance the world’s recognition of who we are. This is the only approved two-color version of the signature in Ohio University Green, Solid Pantone® 342 and Ohio University Gray, Solid Pantone® 404.

1. Ohio University logo mark
2. Ohio University logo type

In signature form the logo mark and the logo type should always be spaced and aligned as shown above. **The logo mark is never to be used alone to represent the University.** In exceptional cases where space dictates it is also stacked as shown above right. Please consult with the office of University Communications and Marketing before implementing this format on anything.

**SIGNATURE IN ONE COLOR**
The University signature may be reproduced in one color using any of the official identity colors. The order of preferences for one-color reproduction is: all Ohio University Green, all Ohio University Gray, and all black. The signature also may be “blind” embossed or foil stamped in silver or gold.

**SIGNATURE ON DARK OR COMPLEX BACKGROUNDS**
The University signature should be used in all white whenever it is placed on a dark background. When using the signature on a complex background, it should be placed within a solid, single-color shape (e.g., a box or bar) to avoid confusion. Be sure that the shape does not intrude upon the mark’s clear zones.

**SIGNATURE CLEAR ZONES**
The clear zone is the width of the “I” in the University signature in negative space around all four sides of the logo. Only the official brand theme or contact information should be placed directly under the Ohio University logo.

The University signature brand logo is a trademark of the University. Anyone wishing to use this or any other trademark of the University must receive licensure or permission to do so from the office of University Communications and Marketing.
PRIMARy BRAND cOLOR
The primary color for the Ohio University brand is green. When possible, green should be the predominant color in all University communications.

Ohio University Green
Solid Pantone® 342
Process Formula: C=97, M=33, Y=78, K=24
RGB Formula: R=0, G=105, B=78
Hex Value: #00694e

PRIMARy cOMPLIMENTARy BRAND cOLOR
In addition to the primary color, gray is used as a complementing color in the Ohio University brand.

Ohio University Gray
Solid Pantone® 404
Process Formula: C=52, M=48, Y=55, K=17
RGB Formula: R=119, G=111, B=103
Hex Value: #776f67

PRIMARy BASIc BRAND cOLORS
Both black and white may be used as a substitute if neither the primary nor secondary colors are available.

For a complete listing and samples of both print and Web approved colors and their specifics, see the following page.

The colors shown on this page and throughout this manual are not intended to match the PANTONE® Color Standard. Please reference a PANTONE® color guide for accurate representations of color. PANTONE® is a registered trademark of Pantone, Inc.
**Ohio University / REGIONAL BRAND STANDARDS**

**BRAND COLORS**

### PRIMARY COLORS

<table>
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<tr>
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</tr>
<tr>
<td>50 Y</td>
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<tr>
<td>95 M</td>
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<td>39 M</td>
<td>84 G</td>
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<tr>
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<td>87 B</td>
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PANTONE® and PMS®, a reference, are registered trademarks of Pantone, Inc.

www.ohio.edu/brand
The Ohio University seal is used to authenticate the highest official University documents (e.g., diplomas and legal documents). It may be used on other materials only at the discretion of the president and the Board of Trustees.

The University seal is used as the watermark for all official University stationery items. The University seal should never be substituted for the Ohio University signature or logo type.

COLOR VARIATIONS
The University seal only may be reproduced in the official University colors. Ohio University Green, Solid Pantone® 342 and Ohio University Gray, Solid Pantone® 404.

If official University colors are not available, the seal should be reproduced in the darkest non-official color being used. It is permissible to blind emboss or foil stamp the seal in silver or gold.

UNIVERSITY SEAL MERCHANDISE
All merchandise featuring the University seal must be high quality. Merchandise requiring silk-screening or other imprinting should be produced using the Ohio University signature. The seal should be used only on merchandise that features embossing or engraving.

SEAL CLEAR ZONES
The clear zone for the University seal is the width of the area between the inside edge of the second circle and the outside scalloped edge of the symbol. No other type or graphic element (including folds, trims, or edges) should fall within the clear zone.

The Ohio University Seal is a trademark of the University. Anyone wishing to use this or any other trademark of the University must receive licensure or permission to do so from the Ohio University Communications and Marketing Department.
Ohio University / REGIONAL BRAND STANDARDS

BRAND ATHLETIC LOGO

THE “ATTACK CAT”

The “Attack Cat” is confined to use in direct association with Intercollegiate Athletics only. The “Attack Cat” and “OHIO” typography that accompanies its use are not to be substituted for the University signature or logo type for institutional or academic purposes.

The Ohio University “Attack Cat” is a trademark of the University. Regional campus use of this mark is limited to apparel only under permission of OHIO Intercollegiate Athletics and Ohio University Communications and Marketing.
Two typefaces — a serif and a sans serif — have been selected as the primary identification typefaces for the Ohio University brand. When used in conjunction with the OHIO signature, they reinforce our Brand Look. Both typefaces are suitable for a variety of communication materials.

Galliard is the primary font used in the Ohio University signature. The enduring classic nature of this font reflects the historic, enriching, authentic personality of OHIO. Frutiger allows for creative flexibility and enhanced readability and is symbolic of the collaborative, global and innovative personality of OHIO. No substitutions are permitted.

Fonts are licensed. The Galliard and Frutiger font families are available for both Windows and Macintosh platforms and are available through the Office of Information Technology at Ohio University.

Letters, memos, reports, and other materials created on personal computers should be developed using Galliard (no smaller than 10 point).

**Galliard**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890?!&$%
```

**Frutiger**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz
1234567890?!&$%
```
Ohio University / REGIONAL BRAND STANDARDS

BRAND PHOTOGRAPHY

HALLMARK IMAGERY
The images that are chosen to portray each campus are just as important as the words chosen to convey its brand. Because each campus is unique, it is important for landmark buildings and settings to be reflected in the photos. When used consistently and with subtlety, they serve as a recognizable hallmark of Ohio University Lancaster.

When taking and selecting photos of students, the images should be of people who are engaged within their surroundings. For example, candid photos of students and faculty who are involved in classroom or campus settings, like those shown here, are preferred over staged or manufactured images. When possible, utilize photos that have the warm, welcoming appearance of photos taken in early morning and late afternoon. It is important to maintain an age, gender, and ethnic balance in the photo subjects.

For information on utilizing the University photo archives, please contact the Ohio University Communications and Marketing Department.
LOCK UP FOR E-MAIL SIGNATURES:
Text is set in Arial 11 pt. over 14 pt. leading.

Information is arranged in the order shown below. For consistency and overall continuity, it is suggested this standard style and type displayed in one of the two examples below be used.

To reinforce the University’s brand image Ohio University, Twitter and Facebook addresses are used along with the University’s tagline.

Personal accounts are prohibited.

OHIO UNIVERSITY LANCASTER
Department/Office Name
Your Name
Your Title Line

Building Name w/Room number
Lancaster OH 43130
T: 740.000.0000
F: 740.000.0000
e-mailname@ohio.edu
www.ohio.edu • www.ohio.edu/compass
www.twitter.com/ohiou
www.facebook.com/OhioUniversity

The best student-centered learning experience in America.

Narrow column lock up without signature

OHIO UNIVERSITY LANCASTER
Department/Office Name
Your Name, Your Title Line

Building Name w/Room number • Lancaster OH 43130 • T: 740.000.0000 • F: 740.000.0000
e-mailname@ohio.edu • www.ohio.edu • www.ohio.edu/compass
www.twitter.com/ohiou • www.facebook.com/OhioUniversity

The best student-centered learning experience in America.

Wide column lock up without signature
LOCK UP FOR E-MAIL SIGNATURES (alternate set up):
Examples below show text is set in Arial 11 pt. over 14 pt. leading. In addition two versions of
the signature are added for those who wish to use these. They should be used only as shown
below in each lock up. The horizontal version of the signature is reserved for this use and the
Webpage header ONLY (Also see page 31 of this guide.). Both are available to download from:
www.ohio.edu/brand/logos/email/images/signature_1.gif
– OR –
www.ohio.edu/brand/logos/email/images/singleline_1.gif

Information is arranged in the order shown below for consistency and overall continuity.

To reinforce the University’s brand image Ohio University, Twitter and Facebook addresses are
used along with the University’s tagline. (Also see page 21 of this guide.)
LOCK UP FOR CLOSING SIGNATURES:
The Ohio University Lancaster signature and logo type may be used in association with a flush left descriptor (such as a department name and/or an academic unit) and/or a flush left copy block. The example shown is created to provide a consistent look when a flush left text block is used with the signature or logo type. Sample applications include brochure closing or mailing panels and advertisements.
Stationery is letterhead, envelopes, and business cards produced and used collectively.

STATIONERY SET UP:

The Ohio University letterhead makes use of the signature and is to be used by all colleges, campuses, offices, and departments of the academic, and administrative units of the institution. The letterhead prints in Ohio University PMS 342 Green and PMS 404 Gray on white custom watermarked recycled paper. A matching envelope is also available. Both are laser and ink jet compatible. Recycled letterhead is also available in monarch size (7.25-inch x 10.5-inch). It is preferred that only printed versions of the letterhead be used. An electronic version of the letterhead is available for special emailings, for example international mailings. Use of this letterhead is by permission only through University Communications and Marketing.

Business envelopes for general, large mailings not including a letter may be printed on recycled white wove stock. However, business envelopes being used with letterhead must be on matching recycled stock.

The business card prints in Ohio University PMS 342 Green and PMS 404 Gray on white recycled card stock. It is preferred that no printing be done on the reverse side of the business card.
USE OF ADDITIONAL GRAPHICS ON STATIONERY:

The Ohio University letterhead and envelope are an extension of the brand of the institution and for this reason no other graphics are added to either piece. However, there are circumstances where exceptions could be made by the office of university communications and marketing.

Grant funded programs in partnership with the University. If the grantor’s agreement specifically states that their mark be visible on stationery. This mark will only appear in the bottom right corner of Ohio University letterhead. The other is in the event of an anniversary year, where a graphic would be in use for that one year period. This mark could be placed in either or both, the bottom right corner of the letterhead and the back flap of the mailing envelope. No marks in either circumstance will be added to the business card.

In the event of a capital campaign, stationery using graphics created for the campaign may be created and produced. These items are allowed for the duration of the campaign.
POWERPOINT/templates set up:

The Ohio University Lancaster PowerPoint Templates make use of the signature and are available for use by all offices, and departments of the academic, and administrative units of the campus. All are set up with a title slide and content slide. When setting up a PowerPoint presentation set type in the Calibri font for consistent display in presentations. The regional campus’ tagline: Imagine your possibilities, is on the footer of each template choice. A few examples are shown below.
MICROSOFT WORD TEMPLATES SET UP:

The Ohio University Lancaster Microsoft Word Templates make use of the signature and are available for use by all offices, and departments of the academic, and administrative units of the campus. The regional campus’ tagline: Imagine your possibilities, is on the footer of each template choice. These are recommended for single or multiple proposals or presentations to be made in either print or PDF form.
Imagine
your possibilities.
Established in 1804, Ohio University is the oldest university in the Northwest Territory. Over the course of its history, our University has earned a reputation for its rich educational tradition and outstanding academic programs. The Office of University Communications and Marketing (UCM) and the Office of Information Technology (OIT) have developed a set of guidelines to strengthen Ohio University's online presence.

Use of the Ohio University Web Styleguide ensures the institution is promoted in the best and most consistent way. In this styleguide are approved banners, downloadable University-approved logos, and a color palette of both primary use and secondary use colors. By using these elements as part of your Web presentation, collaboratively we create better recognition of the Ohio University brand.

If we can be of further support or you feel you need additional resources to help promote Ohio University, Stephanie Elmore may be contacted at: elmores@ohio.edu.

**HEADER**

Standard depth header

Narrow depth header available for use in green (shown above), grey, and black.
Secondary Footer
An option for additional information to be added to the top of the footer on the page.

Sites and pages built within CommonSpot, the University’s official content management system, will already include the standard banners described above.

All official Ohio University Web pages are required to carry the Ohio University banners described above and the University Signature in the top left corner and will be coded as a link back to the main site. All Web pages clearly marked as archived are exempt from this requirement. Ohio University Athletic sites and pages are exempt from this as well. (Please see the section “University Logos” for explanation of logo use both institutional and athletic.)
**Usage and Size of the Ohio University Signature**

Wherever the Ohio University signature graphic is used, it must be one of these approved images and used no smaller than 154 pixels in width. Always scaled proportionately and in the approved colors as shown.

**Horizontal:** the preferred logo signature for use of the two ways shown below:

![Horizontal examples](image-url)

**Stacked:** In exceptional cases such as buttons and where the horizontal version will decrease the logo signature’s legibility it is also stacked as shown below. Please consult with the office of University Communications and Marketing before implementing this format on anything. (Also see page 14 of this guide.)

![Stacked examples](image-url)

Though technology is available which allows for many options such as animation and 3-D modeling, it is not appropriate to apply these techniques to any components of the Ohio University signature. Any distortion of the identity marks dilutes and confuses the University’s image.

These graphics may not be altered or changed in any way. If the logos provided do not meet your specific needs, Stephanie Elmore may be contacted at: elmores@ohio.edu.

For pages and applications in the Web environment, never use the logomark without the logotype.
Clear Zones for the Ohio University signature is the width of the “I” in the Ohio University signature (or 5 pixels on all sides). Maintain this minimum distance proportionately between any part of the signature and any other elements appearing with it and/or the edge of the page. The logos provided here have the 5 pixel gutter included in the graphic. They are not to be cropped.

For any additional assistance in selecting and obtaining a logo for use on your Web site Stephanie Elmore may be contacted at: elmores@ohio.edu.

The Ohio University Seal will be used to authenticate the highest official University documents (e.g., diplomas and legal documents). It may be used on other materials only at the discretion of the president and the Board of Trustees.

The University seal should never be substituted for the Ohio University signature or logo type. (Also see page 17 of this guide.)

The Ohio University Athletics Mark known as the “Attack Cat” is confined to use in direct association with Intercollegiate Athletics only. The “Attack Cat” and the “OHIO” typography that accompanies its use are not to be substituted for the University signature or logo type for institutional or academic purposes. It is not available for use as a background or as part of a logo for any non-athletic department. (Also see page 18 of this guide.)
Color is a critical element in creating a memorable and lasting identity. It can be used to link certain information, and to offer the viewer visual cues for continuity and/or differentiation. Using these color palettes will lend consistency throughout Ohio University’s Web pages.

Our primary palette consists of 006a4e [green] and 7c7369 [grey] for the institution. The Department of athletics uses 006a4e [green] and d3aa85 [tan].

To introduce visual variety to our communications we look to a secondary color palette. With this palette we are suggesting a way to add accent to communications which already carry the primary color(s). By consistently using this secondary palette, we establish continuity for our brand in the higher education marketplace. With a wide variety in choices, the secondary palette makes it easy to find accent color(s) to introduce in your Web communications.

By maintaining this select set of color use as an institution we consistently reinforce our identity not only on the Web but in print and video as well.

(Also see pages 15 and 16 of this guide.)
This guide has been designed to help you prepare manuscript copy for marketing, promotional, and creative projects produced by University Communications and Marketing for Ohio University, its colleges, academic schools and departments, administrative units, and other affiliated entities.

• This guide provides an overview with examples of punctuation and usage according to University style for marketing, promotional, and creative projects as well as a list of official degree titles granted by Ohio University. For questions not covered, please consult The Chicago Manual of Style or the college edition of Webster’s New World Dictionary.

• This guide is used for Ohio University marketing, promotional, and creative projects. For questions concerning formatting of news releases and articles in Compass, please refer to the Compass Writers Guide or AP Stylebook.

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PUNCTUATION

1. Periods
1.1 With abbreviations
Use periods when abbreviating academic degrees.
EXAMPLE:
Dr. Bond received her B.A., M.A., and Ph.D. from the University of Pennsylvania.
And with lower case abbreviations:
EXAMPLES:
The workshop will be held from 9 a.m. to 4 p.m.
Periods are not used with acronyms, which are uppercase.
EXAMPLES:
WOUB, OPIE, CBA, ROTC, ISFS
(See also section 12. “Abbreviations”)

1.2 With run-in heads
Use a period when the heading is at the beginning of a paragraph:
EXAMPLE:
Graduate Survey Requirement. Each candidate will complete at least one graduate survey course.

1.3 With lists
Listed information conveyed in sentence form should be punctuated with periods.
EXAMPLE:
To participate in commencement:
1. You will need to apply for graduation by the March 1st deadline.
2. You will need to arrange to rent or purchase a graduation gown.

2. Commas
2.1 With a series
Use a comma before the words “and” and “or” in a series of three or more
EXAMPLE:
The program is available to sophomores, juniors, and seniors.
EXAMPLE:
The keynote speaker at this year’s Spring Literary Festival, Mr. Smith noted that he dedicated his latest book to his parents, Cuba Gooding Jr., and Michelle Obama.
Note: Using the final comma makes it clear to the reader that the book is dedicated to Cuba Gooding Jr. and Michelle Obama in addition to the author’s parents. (Without the final comma separating the elements, the reader may be left with the impression that Cuba Gooding Jr. and Michelle Obama are the author’s parents.)
EXAMPLE:
Students must take three courses each in the areas of history, English, and classics and world religions.
Note: Without the comma separating “English” from “classics and world religions,” the course groupings are not clear. Is “classics” part of the English major or the world religions major? Using the serial comma consistently makes it clear that courses in classics are grouped with and part of the world religions major.
2.2 With numbers
Place a comma after digits signifying thousands: 1,150 students; except when reference is made to an SAT score or temperature:
3200 degrees.

2.3 With quotations
Follow a statement that introduces a direct quotation of one or more paragraphs with a comma. But use a colon after “as follows.”
EXAMPLES:
Dorothy Parker’s epitaph reads, “Pardon my dust.”
Dorothy Parker’s epitaph reads as follows: “Pardon my dust.”

2.4 With introductory words
Introductory words such as “to wit,” “namely,” “i.e.,” “e.g.,” and “viz” should be immediately preceded and followed by a comma.
EXAMPLES:
International students are required to submit proof of identity, e.g., a passport, immunization record, a visa, or some other form of identification.

2.5 With dates
When writing a date, place a comma between the day, if given, and the year, but do not place a comma between the month and year when the day is not mentioned.
EXAMPLE:
November 1945

2.6 With academic semesters and terms
The comma is omitted when citing academic quarters or terms.
EXAMPLES:
spring 1992
fall 2012

2.7 With telephone numbers
Area codes and other codes for telephone numbers are to be set off from the phone number with a period.
EXAMPLES:
740.654.6711
800.654.3756
3. Hyphens
3.1 Hyphenating compound words
Use a hyphen in compound adjectives that come before the words they modify.
   EXAMPLES:
   - full-time student
   - grade-point average
   - upper-division course
   - part-time faculty
   - out-of-state tuition
Do not hyphenate words such as:
   - African American
   - Latin American
   - Native American

3.2 Hyphenation with prefixes
Words beginning with “non,” “anti,” “sub,” “co,” and “pre” usually can be combined
without a hyphen.
   EXAMPLES:
   - nontraditional, nondenominational, coeducational, antinuclear, substandard, premedicine,
   - prephysical therapy, precollege
Use the nonhyphenated spelling if either spelling is acceptable.
   Exceptions
   Hyphenate words when a prefix causes confusion in reading the word that follows.
   EXAMPLES:
   - pre-enroll, not preenroll
   - re-enroll, not reenroll
   - pre-engineering, not preengineering
   - co-op, not coop
   - non-alumni, not nonalumni

4. Quotation Marks
4.1 Used with other punctuation
Quotation marks should be placed outside a period or comma, but inside a colon or
semicolon. They should also be set inside exclamation points and interrogation marks that
are not part of the quotation.
   EXAMPLES:
   - The chapter “A Review of Production Standards,” which provides an in-depth analysis of
     these events, has been updated for the most recent edition of the book.
   - The production company had only two reservations about *The Bionic Hamster*: the cost
     and the time needed to complete the special effects.
   - What did you think of the last episode of “Seinfeld”?

4.2 Quotes within quotes
Use single quotation marks for quotations printed within other quotations.
   EXAMPLE:
   - The speaker replied, “I follow Emerson’s dictum, ‘A foolish consistency is the petty
     hobgoblin of small minds,’ to its logical extreme.”
4.3 Block quotations
If several paragraphs are to be quoted, use quotation marks at the beginning of each paragraph, but at the end of the last paragraph only.

5. Apostrophes
5.1 With dates
In making the plural of dates, do not use an apostrophe before the “s.”
EXAMPLES:
in the early 1800s
in the ’60s and ’70s

5.2 With class year
Use the apostrophe to punctuate years of college classes.
EXAMPLE:
Class of ’92

5.3 With degrees
Associate’s, bachelor’s, and master’s degrees, when used generically, should be written with an “’s.”
EXAMPLES:
master’s degrees, not masters’ degrees
associate’s degree, not associate degree

5.4 With possessives
The possessive case of singular nouns is formed by adding “’s”; the possessive of plural nouns by adding an apostrophe only.
EXAMPLES:
the horse’s mouth, the puppies’ tails; the children’s books

The general rule above also covers singular nouns and proper names ending in “s” (with the exception of “Jesus” and “Moses,” which add just the apostrophe):
EXAMPLES:
Burns’s poetry
McDavis’s speech
Dickens’s novels

5.5 With possessives in titles
The apostrophe is dropped from possessives when they become part of official designations or titles.
EXAMPLES:
Founders Day
Sibs Weekend
Moms Weekend
Dads Weekend
Parents Weekend
Ohio University Visitors Center
Dean of Students Office
Founders Citation

An exception to this style is “women’s studies,” which retains its apostrophe.
6. Dashes
An em dash (long dash —) can be used to help provide emphasis or set off additional explanation.
They look forward to seeing their class year etched in brick—representing their shared commitment to the University’s values—when they return to campus in the future.
The influence of key figures in Ohio University’s beginnings—including Cutler, Putnam, and Lindley—is still felt on campus today.
An en dash (medium-sized dash –) is used to connect continuing or inclusive numbers, such as dates, times, or reference/page numbers.
EXAMPLES:
10 a.m.–5 p.m.
pp. 9–17

7. Capitalization
7.1 Academic positions or professional titles
Capitalize a position or title only when used before a person’s name. Lowercase titles in all other instances.
EXAMPLES:
Titles preceding names:
President Ann Schultz
Dean Joseph Abrams
Admissions Director Harriet Arnold
Assistant Vice President Larry Howell
Professor William Bylund

Titles following names:
Harold Freeman, director of the School of Theater
Alice Jamison, director of the Office of Admissions
Barry Dennison, president of Ohio University
Evan Diaz, registrar of Ohio University

Titles without names:
The president of the University spoke at the Multicultural Scholars Day presentation.
Serving on the planning committee were an assistant professor of biology, a vice president for academic affairs, and the ombudsman of the University.
7.2 Titles of Ohio University and units within

Uppercase informal references to the University, but lowercase all other divisions within.

EXAMPLES:
Ohio University (subsequent reference, the University or OHIO)
Ohio University Board of Trustees (subsequent reference, the board)
Ohio University Alumni Association (subsequent reference, the association)
Academic colleges: Patton College of Education and Human Services (subsequent reference: the college)
Department of Biological Sciences (subsequent reference: the department)
Center for International Studies (subsequent reference: the center)

Regional campuses
Preferred formal usage:
Ohio University Chillicothe
Ohio University Eastern
Ohio University Lancaster
Ohio University Southern
Ohio University Zanesville

Alternate usage:
Ohio University-Chillicothe
Ohio University-Eastern, St. Clairsville
Ohio University-Lancaster
Ohio University-Southern, Ironton
Ohio University-Zanesville

Informal usage:
Chillicothe Campus
Eastern Campus
Lancaster Campus
Southern Campus
Zanesville Campus

Organizations
Public Relations Student Society of America
Gamma Delta Phi
Pan-Hellenic Council

Publications
Compass
The Post
Ohio University Faculty Handbook
Ohio University Summer Sessions Bulletin

Committees or councils
Faculty Senate
Council on Higher Education
Programs
Molecular and Cellular Biology Program (subsequent reference: the program)
Ohio Program of Intensive English
Rural Gerontology Program

Departments
Department of Chemical Engineering (lowercase when used informally: the chemical engineering department)
Department of English (informally: the English department)
Department of History (informally: the history department)

Agencies
Language Laboratory
University Printing Resources Center

Offices
Office of Career Services
Office of Legal Affairs
Office of Judiciaries
Registrar’s Office
Housing Office

Colleges
College of Arts and Sciences
College of Business
College of Fine Arts
College of Health Sciences and Professions
College of Osteopathic Medicine
Honors Tutorial College
Patton College of Education and Human Services
Russ College of Engineering and Technology
Scripps College of Communication
University College
Graduate College

Schools
E. W. Scripps School of Journalism
School of Film
School of Telecommunications

Boards
Board of Regents
Board of Education
Lowercase fragmentary or informal references such as the admissions office, the board, the school, the catalog, the senate, the program, and informal references to offices or departments:

EXAMPLES:
Formal: Gary Leavis, director of the Office of Admissions, will give the presentation.
Informal: Gary Leavis, director of admissions, is pleased to announce an increase in enrollment.
The director of judiciaries will render a final decision.
The board meets on the first Saturday of April.
The school has adopted the University’s selective admissions guidelines.

7.3 Titles of campus activities
Capitalize formal titles of campus activities.
EXAMPLES:
Homecoming
International Week
Parents Weekend
Student Research and Creative Activity Expo

7.4 Titles of grants and awards
Capitalize formal titles of grants, scholarships, and awards.
EXAMPLES:
Gateway Scholarship
Award for Academic Excellence

7.5 Titles of courses
Capitalize all formal course titles.
EXAMPLES:
Freshman Composition: Writing and Rhetoric
Introduction to Sociology
Do not capitalize informal course titles.
EXAMPLES:
freshman composition
sociology class

7.6 Majors, minors, and areas
When used in text, lowercase all of the following, with the exception of proper nouns like French and English.
Majors: art major, biology major, French major
Minors: business administration minor
Emphases: major in engineering with an emphasis in manufacturing engineering
Options or areas of concentration: area of concentration in early childhood education
Areas of study are also lowercase when used as part of degree titles, unless those areas are an official part of the degree itself; then they are uppercase (please refer to the “Official Degree Titles” section):
EXAMPLES:
Dr. Malkovich received a Master of Science in biology from Penn State.
Students in this program earn a Bachelor of Science in Health (B.S.H.) degree.
7.7 Student classification
Lowercase “freshman,” “sophomore,” “junior,” and “senior” when referring to student classification.

EXAMPLES:
All freshmen must fulfill the freshman-level composition requirement.
Managerial accounting should be taken during the junior year.

7.8 Greek organizations
Capitalize the names of fraternities, sororities, and honoraries, but not the words fraternity, sorority, honorary, honor society, or chapter.

EXAMPLES:
Ohio University chapter of Phi Beta Kappa honor society

7.9 Academic terms
Academic terms are lowercase.

EXAMPLES:
spring semester
fall 1989

7.10 Headlines
Whether using “up” or “down” style, maintain a consistent pattern of usage within the document.

EXAMPLES:
“UP” STYLE: Freshman Enrollment Increases
“DOWN” STYLE: Freshman enrollment increases

7.11 Geographic designations
Lowercase geographical designations, unless designation is part of an official title.

EXAMPLES (INFORMAL/GEOGRAPHIC LOCATION):
the city of Athens
southeastern Ohio
upstate New York
state of Ohio

EXAMPLES (OFFICIAL TITLES):
State of Ohio Department of Natural Resources
Southeastern Ohio Food Bank

7.12 With abbreviations
Lowercase the following abbreviations: a.m., p.m.

Uppercase using no periods, abbreviations of official titles.

EXAMPLES:
International Student and Faculty Services (ISFS)
Ohio Program for Intensive English (OPIE)

7.13 Web-related items
the website
the Internet
the e-mail message (e-mail is lowercase unless it is placed at the beginning of a sentence)
8. Names and Titles
8.1 Referring to Ohio University
• Use “Ohio University” as the formal title of the institution.
• In subsequent references, “the University” may be used. (Uppercase “U” to differentiate it from other universities)
• OHIO (all caps) also may be used to refer to Ohio University and differentiate it from the name of the state.

8.2 Faculty rank
The levels of faculty rank are as follows:
   professor of
   associate professor of
   assistant professor of
   instructor in
   lecturer in

8.3 Use of a person’s name in publications
In your first reference, refer to individuals in text by first and last name and title, if applicable. Subsequent references are by title and last name only.
   EXAMPLES:
   Ohio University President Roderick J. McDavis addressed the incoming class of 2012.
   President McDavis’s speech was well received.
   Whenever possible, use a position or title instead of a name in recruiting or promotional publications.
   EXAMPLES:
   For further information contact the director, Office of Career Services.
   Send your application to the director of the Office of Admissions before the March 1 deadline.

8.4 Titles of works cited
Italicize or underline the following titles of works to indicate italics:
   Books (Managing Today and Tomorrow)
   Pamphlets (Living on Campus)
   Reports (Toward the Third Century of Excellence)
   Poetry collections or long poems published separately
      (The Waste Land by T.S. Eliot)
   Plays (The Glass Menagerie)
   Movies (Birth of a Nation)
   Art works (Charles DeMuth’s I Saw the Number Five)
   Long musical compositions (Tchaikovsky’s The Nutcracker)
Enclose the following titles of works in quotations:

- Divisions of long works, as in parts, chapters, or sections (the “Student Code of Conduct” section of the Student Handbook)
- Short poems (William Matthew’s “Dog”)
- Short musical compositions (Mozart’s “Alleluia”)
- Articles (“I’d Rather Be Black than Female” by Shirley Chisholm)
- Stories (“I Want to Know Why” by Sherwood Anderson)
- Radio programs (“Car Talk” on NPR)
- Television programs (“60 Minutes”)
- Unpublished lectures, papers, and documents

9. Technology-related terms (Web, Internet, etc.)

The word “Internet” is capitalized.
The word “website” is one word.
The word “e-mail” is hyphenated.
The word “online” does not have a hyphen.

10. Contact Information

10.1 Addresses

Campus addresses should have the room number following the building name.

EXAMPLE:
Brasee Hall 522

A mailing address would appear as:

- Brasee Hall 522
- 1570 Granville Pike
- Lancaster OH 43130

10.2 Telephone numbers

Telephone and fax numbers should be listed with periods separating the elements:

- Tel: 800.654.1000
- Fax: 740.654.1992
11. Degrees
A list of formal degree titles appears in the "Official Degree Titles" section. Please note that the area in which the degree is granted is capitalized only when it is included as an official part of the degree title.

EXAMPLES:
Tom was working toward a Bachelor of Science in chemistry.
Judy completed a Master of Arts in Hearing and Speech Sciences in June.

Lowercase informal titles of degrees.

EXAMPLES:
Bob received his master’s degree after seven years of part-time study.
Glenn is planning to complete his doctoral degree in five years.

(Also see 1.1 “Periods with abbreviations,” 5.3 “Apostrophes with degrees,” 12.5 “Abbreviations, degrees”)

12. Abbreviations
12.1 Complimentary titles
Abbreviate the following titles when they precede a name:

EXAMPLES:
Dr., Mr., Mrs., Ms., the Rev., Fr., and all military titles.

12.2 Time reference
Abbreviate time zones as follows:

EXAMPLES:
Mountain Standard Time—MST
Eastern Daylight Time—EDT

Abbreviate ante meridian and post meridian as a.m. and p.m.

12.3 Ampersand and percent sign
Use the ampersand (&) only when space is extremely limited (such as a headline) or when it is an official part of a corporate or proper name, e.g., Simon & Schuster. Otherwise, spell out the word “and” wherever possible.

Use the percent sign (%) only where space is extremely limited (such as in tables or headlines). Otherwise, spell out the word “percent” wherever possible.

12.4 Geographical references
Abbreviate terms such as “avenue,” “boulevard,” “road,” “drive,” and “street” only when space dictates.

However, abbreviate the word “Saint” when used as part of a city’s name.

EXAMPLES:
St. Louis, St. Paul, St. Petersburg
12.5 Degrees
Use the following abbreviations for these degrees:
- Bachelor of Arts (B.A.)
- Bachelor of Science (B.S.)
- Master of Science (M.S.)
- Master of Arts (M.A.)
- Doctor of Philosophy (Ph.D.)
- Doctor of Osteopathy (D.O.)
- Honorary Doctorate (HON)

See the final section of this guide for a complete list of official degree titles and their abbreviations.

12.6 Course titles
Abbreviate the department name of a course when it is followed by the course number. (See list of abbreviations in the Ohio University Undergraduate Catalog.)

EXAMPLES:
- ACCT 101
- ENG 305J

12.7 Names of states and countries
Use the two-letter abbreviation (found in the zip code directory) of a state when including it in a mailing address. Omit the comma between the city and the state abbreviation. Spell out the state when using it in text, setting it off with commas.

EXAMPLE:
- Hannah V. McCauley Library
- Brasee Hall 522
- 1570 Granville Pike
- Lancaster OH 43130

EXAMPLE:
- The pieces were produced in Lancaster, Ohio, and shipped to California.

When abbreviating "United States," use periods.

EXAMPLES:
- U.S.
- U.S.A.
13. Numbers
13.1 Numerals
The common rule is to spell out numbers under 10 and use figures for the numbers 10 and over (including ordinal numbers such as 22nd), except when a number begins a sentence—then spell it out. Whenever possible, however, standardize to figures when the text includes several numbers. The following examples illustrate typical uses:

EXAMPLES:
Overall student enrollment stands at 26 percent, up 2 percent over the past year, and 4 percent over the year before.
The orientation lasted 12 hours, 8 minutes, and 45 seconds.
Seven students and 12 faculty members attended the workshop in Dayton.
Students who schedule fewer than 11 credit hours (12 for financial aid recipients) will be considered part-time students.

13.2 Grade-point average
Grade-point averages are normally expressed to one decimal place.

EXAMPLES:
3.7 g.p.a.
4.0 g.p.a.

Alternate usage: “GPA” is permissible, especially in tabular material.

13.3 Time of day
Express time on the hour without zeroes, e.g., 8 a.m. Times other than on the hour are expressed normally.

EXAMPLES:
9 a.m.
7:45 a.m.
2:30 p.m.

13.4 Sums of money
When used in text, delete “.00”; in tables, use “.00.”
Write dollar amounts in figures, unless they begin a sentence, then spell out in full.

EXAMPLES:
There will be a $25 application fee.
Seventy-five dollars will be charged for admission.

13.5 Numbers in lists
When including numbers in textual lists, enclose the number in parentheses.

EXAMPLE:
Admission is based on: (1) high school performance, (2) aptitude test scores, (3) recommendation of high school, and (4) special talent, ability, or achievement.
14. Word Usage
Use the following words and spelling in promotional copy submitted to University Communications and Marketing:

- advisor, not adviser
- coursework, not course work
- e-mail, not email
- Internet, not internet
- online, not on-line
- theater, not theatre
- regional campus, not branch campus
- upperclass, not upper-class
- Web site, not website

15. Nondiscriminatory Language
Ohio University supports the policy of avoiding language that contains discriminatory connotations. Replace the following terms with suggested alternatives when possible:

- chairman—chair, chairperson, department chair
- ombudsman—ombuds
- best man for the job—best candidate
- man-made—synthetic, manufactured
- foreman—supervisor
- businessmen—business personnel
- manpower—personnel
- mankind—humankind
- craftsman—artisan
- husband/wife—partner, spouse

To avoid the “student-he/she” dilemma, we suggest you directly address the student (“you”) whenever possible, and, when not possible, that you use plural references (students/they).

16. Institutional Equity Statement
The following statement is used on the majority of our publications:

Ohio University is an equal access/equal opportunity affirmative action institution. For more information about Ohio University’s policies prohibiting discrimination and harassment, visit www.ohio.edu/equity.

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Printed on recycled paper
Ohio University Notice of Nondiscrimination:
Ohio University does not discriminate on the basis of race, color, religion, national origin, sex, disability, sexual orientation, gender identity or expression, age, or military veteran status in its employment practices or in the provision of educational programs and services. The following person has been designated to handle inquiries regarding the University’s nondiscrimination policies, to receive discrimination/harassment complaints from members of the University community, and to monitor the institution’s compliance with state and federal nondiscrimination laws and regulations:

Laura L. Myers, J.D., M.A., C.A.A.P.
Interim Director, Office for Institutional Equity
Title IX Coordinator, ADA/504 Coordinator
Crewson House 101
1 Ohio University
Athens OH 45701
equity@ohio.edu

For more information about Ohio University’s policies prohibiting discrimination and harassment, and for a description of Ohio University’s grievance procedures, please visit the web page for the Office for Institutional Equity at www.ohio.edu/equity.

Ohio University is an equal access/equal opportunity affirmative action institution.

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17. University Boilerplate

OHIO UNIVERSITY BOILERPLATE — FALL 2013
Ohio University strives to be the best student-centered, transformative learning community in America, where more than 35,000 students realize their promise, faculty advance knowledge, staff achieve excellence, and alumni become global leaders. OHIO is committed to fostering, embracing, and celebrating diversity in all its forms. Our Athens Campus offers students a residential learning experience in one of the nation’s most picturesque academic settings. Five regional campuses serve additional students throughout central and southeastern Ohio, and online programs further advance the University’s commitment to providing educational access and opportunity. Visit www.ohio.edu for more information.

ALTERNATE SHORTER VERSION OF BOILERPLATE
Ohio University strives to be the best student-centered, transformative learning community in America, where students realize their promise, faculty advance knowledge, staff achieve excellence, and alumni become global leaders. With a residential campus in Athens and five regional campuses, we educate more than 35,000 students annually. Visit www.ohio.edu for more information.
18. Official Degree Titles

NOTE:
When citing the full title of a degree, the area of study is capitalized only when it is used as part of the official degree title.

Additional Degrees Offered at Regional Campuses
B.T.A.S. Bachelor of Technical and Applied Studies
B.S.A.M. Bachelor of Science in Applied Management

College of Arts and Sciences
B.A. (or A.B.) Bachelor of Arts
B.S. Bachelor of Science
M.A. Master of Arts
M.P.A. Master of Public Administration
M.S. Master of Science
M.S.S. Master of Social Science
Ph.D. Doctor of Philosophy

College of Business
B.B.A. Bachelor of Business Administration
M.B.A. Master of Business Administration

Scripps College of Communication
B.S.C. Bachelor of Science in Communication
B.S.J. Bachelor of Science in Journalism
B.S.V.C. Bachelor of Science in Visual Communication
M.A. Master of Arts
M.S. Master of Science
Ph.D. Doctor of Philosophy

College of Fine Arts
B.F.A. Bachelor of Fine Arts
B.Mus. Bachelor of Music
M.A. Master of Arts
M.F.A. Master of Fine Arts
M.M. Master of Music
Ph.D. Doctor of Philosophy

College of Health Sciences and Professions
B.S.E.H. Bachelor of Science in Environmental Health
B.S.H. Bachelor of Science in Health
B.S.H.C.S. Bachelor of Science in Human and Consumer Sciences
B.S.H.S.S. Bachelor of Science in Hearing and Speech Sciences
B.S.I.H. Bachelor of Science in Industrial Hygiene
B.S.N. Bachelor of Science in Nursing
B.S.P.E. Bachelor of Science in Physical Education
B.S.P.T. Bachelor of Science in Physical Therapy
B.S.R.S. Bachelor of Science in Recreational Studies
B.S.Sp.S. Bachelor of Science in Sports Sciences
College of Health Sciences and Professions (continued)
M.A.H.S.S. Master of Arts in Hearing and Speech Sciences
M.H.A. Master of Health Administration
M.S.A. Master of Sports Administration
M.S.N. Master of Science in Nursing
M.S.H.C.S. Master of Science in Human and Consumer Sciences
M.S.P.E. Master of Science in Physical Education
M.S.P.EXAMPLE: Master of Science in Physiology of Exercise
Ph.D. Doctor of Philosophy

Heritage College of Osteopathic Medicine
D.O. Doctor of Osteopathy

Honors Tutorial College
A.B. Bachelor of Arts
B.S. Bachelor of Science
B.B.A. Bachelor of Business Administration
B.F.A. Bachelor of Fine Arts
B.S.C. Bachelor of Science in Communication
B.S.J. Bachelor of Science in Journalism

Patton College of Education
B.S.Ed. Bachelor of Science in Education
M.A. Master of Arts
M.Ed. Master of Education
Ph.D. Doctor of Philosophy

Russ College of Engineering and Technology
B.S.A.S. Bachelor of Science in Airway Science
B.S.Ch.E. Bachelor of Science in Chemical Engineering
B.S.C.E. Bachelor of Science in Civil Engineering
B.S.E.E. Bachelor of Science in Electrical Engineering
B.S.I.S.E. Bachelor of Science in Industrial and Systems Engineering
B.S.I.T. Bachelor of Science in Industrial Technology
B.S.M.E. Bachelor of Science in Mechanical Engineering
M.S. Master of Science
Ph.D. Doctor of Philosophy

University College
A.A. Associate in Arts
A.A.B. Associate in Applied Business
A.A.S. Associate in Applied Science
A.I.S. Associate in Individualized Studies
A.S. Associate in Science
B.C.J. Bachelor of Criminal Justice
B.S.S. Bachelor of Specialized Studies

Center for International Studies
M.A. Master of Arts
Imagine your possibilities.
The secondary reference is the addition of a title under the logotype of the University signature. This title area is reserved for academic and administrative units which have been approved for second-line reference use in the Ohio University identity system:

**COLLEGES**
- College of Arts and Sciences
- College of Business
- College of Fine Arts
- College of Health Sciences and Professions
- Heritage College of Osteopathic Medicine
- Honors Tutorial College
- Patton College of Education and
- Russ College of Engineering and Technology
- Scripps College of Communication
- University College

**CAMPUSSES**
- Chillicothe
- Eastern
- Lancaster
- Lancaster | Pickerington
- Lifelong and Distance Learning
- Southern
- Southern Ironton | Proctorville
- Zanesville

**ADMINISTRATIVE AREAS**
- Administrative Senate
- Alumni Association
- Appalachian Rural Health Institute
- Auxiliary Services
- Board of Trustees
- Campus Recreation
- Center for International Studies
- Classified Senate
- Dean of Students
- Diversity, Access, and Equity
- Division of Finance
- Division of Student Affairs
- Emeriti Association
- Facilities Management
- Faculty Senate
- Financial Aid
- Global Leadership Center
- Graduate College
- Human Resources
- Institutional Research
- Internal Audit
- Legal Affairs
- Manasseh Cutler Scholars Program
- Office of Education Abroad
- Office of Information Technology
- Office of International Affairs
- Office of Nationally Competitive Awards
- Office of the Bursar
- Office of the Executive Vice President
- and Provost
- Office of the President
- Office of the President Emeritus
- Office of the University Registrar
- Office of the Vice President for Finance
- and Administration
- Office of the Vice President for Research
- Office of the Vice President for
- Student Affairs
- Police Department
- Professional Development
- Regional Campuses
- Research
- Residence Life
- The Annual Fund (for very limited use)
- Undergraduate Admissions
- University Advancement
- University Libraries
- University Outreach
- University Services
- Voinovich School of Leadership and
- Public Affairs

*Approved Secondary References as of 4/13/09*
One identity. One voice.

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