



UMass

| Dartmouth



Visual and Editorial
Style Guide



VISUAL STYLE

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Branding UMass Dartmouth

The visual identity of the university is established by appropriate use of the university logos, colors, and fonts. The university branding program depends on the consistent use and accurate production of the logo to identify and reinforce public awareness of the university, its colleges, departments, centers, and programs.

The following pages detail the correct use of the university logo, colors, and fonts. If you need assistance, please contact the Publications Office at 508.999.8822 or by visiting our web site at www.umassd.edu/publications, where you will find links to logos ready to download and information about the university colors.

The UMass Dartmouth colors

The university colors are blue and gold.



The university colors of blue and gold represent our proximity to the ocean and the excellence of our programs and faculty respectively. The blue is represented by PMS 288 and the gold by PMS 1235. The university colors are reflected in the campus signage, official publications, athletic uniforms, and items sold in the campus store; they are part of the campaign to make the university brand immediately recognizable.

The UMass Dartmouth logo

The logo consists of two parts: the icon which is the combined “UM” representing the UMass System, and the word mark which consists of “UMass Dartmouth,” offset and separated by a vertical rule. The word mark visually represents the cantilevered architecture of the campus buildings.



For some formal occasions, the state seal with the “University of Massachusetts Dartmouth 1895” can be used. These are the only acceptable university logos.



Using the UMass Dartmouth logo

The colleges or divisions of the university should be listed underneath the university logo as indicated in the example below. Exceptions to this are found on page 7 of this style guide.



Misuse of the UMass Dartmouth logos

The logos should not be altered in any way, either intentionally or unintentionally (as in stretching or shrinking it disproportionately to fit a space). If you are inserting the logo into a document, always hold down the shift key to maintain the same proportions. Do not use older versions of the University of Massachusetts logo, some of which are shown below.



Official logos can be easily downloaded at www.umassd.edu/publications

Typography

UMass Dartmouth

The university word mark above is composed of two fonts from the Frutiger family, black and light, which emphasize the relationship of the Dartmouth campus to the UMass system as a whole.

The university fonts are Sabon, a serif font generally used for text, and Frutiger, a sans serif font used for either text or display headlines. While CITS has a limited number of font licences available, Times and Arial are acceptable substitutes for those who do not have access to the university fonts. If you have questions about font usage, please contact the Publications Office. Below are examples of each font family:

Examples of Sabon Family of fonts

UMass Dartmouth — Sabon Roman

UMass Dartmouth — Sabon Italic

UMass Dartmouth — Sabon Bold

1970, 1980, 1990, and 2000-2007 — Sabon roman numbers

umass dartmouth — sabon small caps

1970, 1980, 1990, and 2000-2007 — sabon old style numbers

Examples of Frutiger Family of fonts

UMass Dartmouth — Frutiger light

UMass Dartmouth — Frutiger light Italic

UMass Dartmouth — Frutiger Roman

UMass Dartmouth — Frutiger Italic

UMass Dartmouth — Frutiger bold

UMass Dartmouth — Frutiger bold Italic

UMass Dartmouth — Frutiger black

UMass Dartmouth — Frutiger black Italic

UMass Dartmouth — Frutiger ultrablack

UMass Dartmouth — Frutiger light condensed

UMass Dartmouth — Frutiger condensed

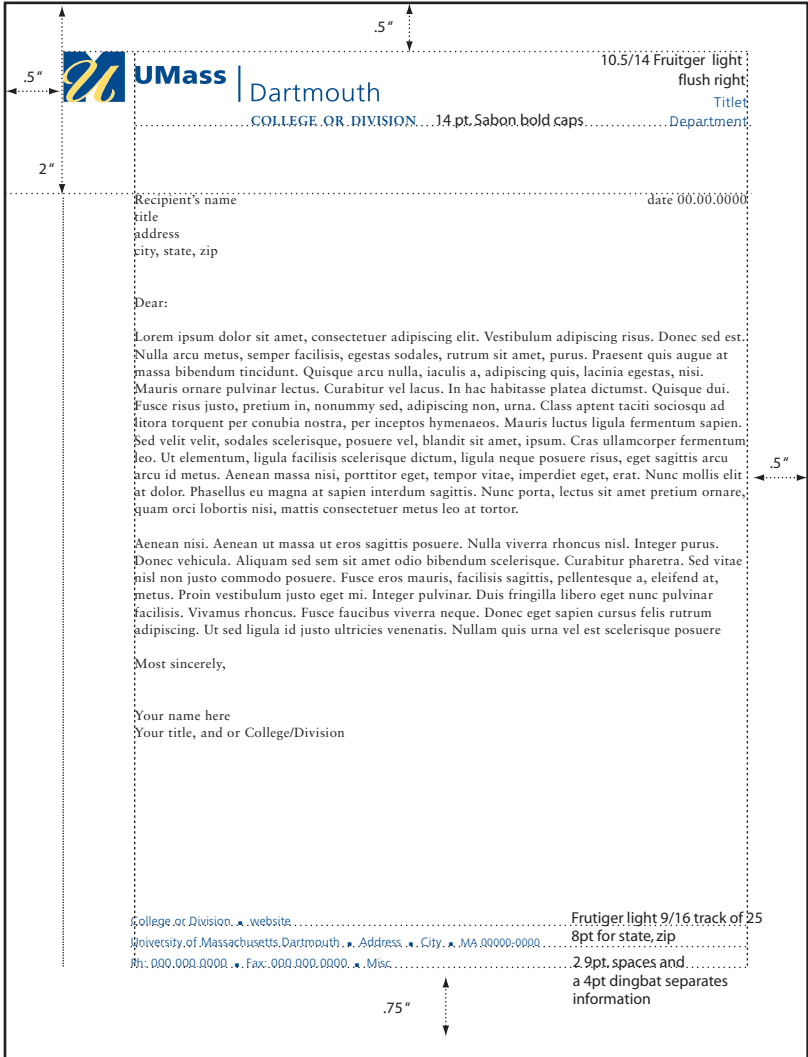
UMass Dartmouth — Frutiger bold condensed

UMass Dartmouth — Frutiger black condensed

UMass Dartmouth — Frutiger extra black condensed

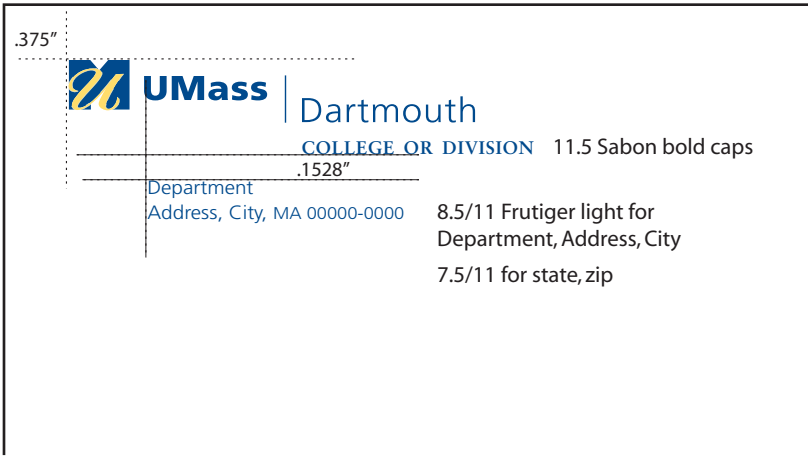
Stationery

All university letterhead should be printed with the university colors of blue and gold, or if necessary, black only. The hierarchy of the letterhead should be: the university first; followed by the college or division underneath; and lastly, the department information flush right as shown below.



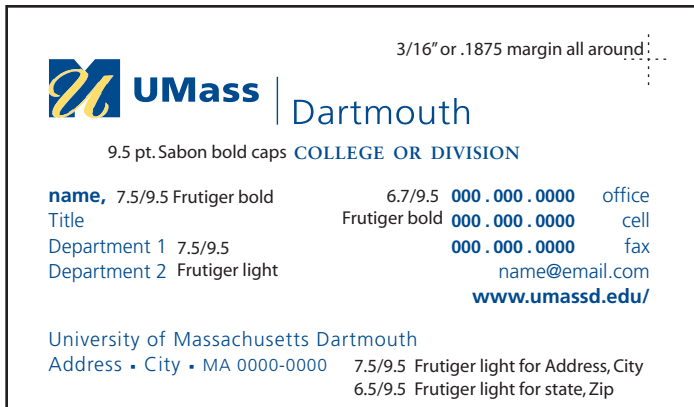
Envelopes

All university envelopes should be printed with the university colors of blue and gold. The hierarchy of the envelopes should be: the university first, followed by the college or division, and then the address.



Business cards

All university business cards are printed with the university colors of blue and gold (by AlphaGraphics). The hierarchy of the business card is: university first, college or division, followed by personal information as shown below.





Acceptable alternative logos within the university

Presently, The Charlton College of Business, SMAST, ATMC, and the Athletic Department use variations of the UMass Dartmouth logo. Secondary logos, however, are not encouraged. The university is in the process of re-examining secondary logos and colleges and divisions of the university should contact the Publications Office to determine how best to handle secondary logos. The university brand is UMass Dartmouth and all divisions are a subset.

In its publications, UMass Dartmouth strives to present editorial content that is grammatically correct, adheres to commonly accepted stylistic practices, and is of the quality one would expect of a university. This section sets forth the usages and rules the university follows so that what we write satisfies high standards of punctuation, clarity, and consistency.

The Publications Office relies on the *Chicago Manual of Style* as a reference and guide on general questions of usage, grammar, and style, and recommends it as a valuable resource if you are preparing copy. It can be accessed online at www.chicomanualofstyle.org/contents

Please feel free to contact Diane Hartnett if you have any questions or concerns: dhartnett@umassd.edu, 508.999.8014.

University identification

- Use "UMass Dartmouth" in all situations, with the exception of formal situations where "University of Massachusetts Dartmouth" is appropriate.
- There is no hyphen, comma, or "at" between University of Massachusetts and Dartmouth (or with the names of the other campuses).
- Lower-case the "u" when using "the university" as a synonym for UMass Dartmouth.
- Do not use "UMASS;" use "UMD" sparingly. "UMass Dartmouth" or the more formal "University of Massachusetts Dartmouth" are the preferred forms.
- "UMass" or the "University of Massachusetts" is the proper term when speaking of the overall system; these terms are not synonyms for the UMass Amherst campus.
- It is usually unnecessary to repeat UMass Dartmouth once you have established you are referring to a university event, course, professor, etc.

Titles & capitalization

- Do not use Mr., Mrs., Ms., or Miss on first or subsequent references. (Exceptions are sometimes made for obituaries or formal usages.)

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- In most cases, UMass Dartmouth uses only the last name of adults upon second reference in an article. However, for persons under 18, use the first name upon second reference. This rule should be bent when clarity demands it. For example, if discussing two brothers, use first names on second and subsequent references.
- In titles, upper case the first letter when the title precedes the name. When the title follows a name, lower-case the first letter.
Chancellor Kim Smith; Kim Smith, chancellor
- Spell out “Professor” when it precedes a name. Do not use professor and doctor together. Using “Dr.” is acceptable, generally upon second reference, to indicate an individual’s degree level. However, do not use “doctor” with a person’s name in a list unless all listed have doctorates.
- Capitalize administrative entities, i.e., Department of Chemistry, Office of the Provost, Campus Center, when they are used as titles. When making a second reference, without the title, switch to lower-case—the department or the center.
- Unless they are drawn from proper nouns, do not capitalize majors, minors, and the like. For example, English and French will always be capitalized. In virtually all other instances, use the lower-case, i.e., She will major in electrical engineering while taking some management courses.
- In headlines, capitalize only the first letter of the first word and use the lower case for subsequent letters and words (unless they are proper nouns). “Chancellor Smith announces new doctoral degree program.” (This style is occasionally modified for design purposes.)

Punctuation

- Commas should be used to separate all of the components within a list; there should be one more component than there are commas, i.e., Please list your name, address, and phone number.
- For clarity, use a semi-colon rather than a comma when each component is lengthy or includes a comma. For example: The college will add a master’s program, open only to our alumni; a doctoral program, open to all candidates; and a post-master’s certificate program.

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- A semi-colon, not a comma, separates two complete thoughts, i.e., She was pursuing her master's degree here; she received her undergraduate degree from UMass Dartmouth. (Or use two sentences.)
- When continuing a quote from the same source into a new paragraph, do not use quotation marks at the end of the first paragraph. Example:
"We are receiving a grant of \$200,000.
"It will be used to hire additional staff."
- Do not use an apostrophe in plurals of numbers, i.e., in the 1950s.
- "Its" has an apostrophe only when it is used in contraction form for "it is."
- Omit commas in dates with only the month and year, i.e., June 2007. Use them otherwise: Tuesday, June 26, 2007.
- Omit commas before "Jr.," "Sr.," etc. in names.

Numbers, digits, and time

- Use the digit form if a number is 10 or higher; if it is less than 10, write out. However, several numbers within a sentence or short paragraph should be in the same form, with clarity as the guiding principle. "When John turned 20, his youngest brother was 5." (Even here, there can be an exception for the sake of the reader, i.e., You should take four 3-credit courses each semester.)
- Use the digit form for lists and data.
- In most cases, refrain from using ":00" with time, and write only the hour, i.e., 7 am, not 7:00 am Use digits rather than spelling out the hour. (In programs, schedules, etc., the designer will often eliminate the periods from a.m. and p.m.)
- Do not place parentheses around area codes in phone numbers. Use periods rather than hyphens to separate the digits of phone numbers, i.e., 508.999.0000.
- For sums of money, write as follows: \$11,000, as opposed to 11,000 dollars, or \$11 thousand dollars (for tabular forms use digits.)

- Avoid beginning sentences with digits—spell out the number or, preferably, rewrite the sentence. “Twenty-five years ago, Ramona moved to America” should be “Ramona moved to America 25 years ago.”

Italics & quote marks

- Italicize the titles of books, films, plays, newspapers, journals, television shows, and boats.
- Use quotation marks around names of articles, chapters, lecture titles, and titles of television show episodes.
- Use italics for a foreign word or phrase. She graduated *magna cum laude*.

Common errors to avoid

- In most cases, “Massachusetts” is not necessary after a city or town in the Commonwealth. You can also omit the state’s name if it is unnecessary (i.e., Baltimore, MD). Break this rule to insure clarity and accuracy, i.e., Are you referring to Florence, MA, or Florence, Italy?
- Words that are often misused include:
 - principle* vs. *principal*
the latter is used as an adjective for *main* or *major*, or as a noun for the individual overseeing a school;
 - irregardless* vs. *regardless*
there is no such word as the first;
 - comprised of*
there is no such phrase; use “comprises” or “composed of;”
 - aggravated*
is not a synonym for *irritated*.
Aggravated means the irritation has increased;
 - few* vs. *less*
few is used in discussing more than one of something;
use *less* when the subject matter is singular and you are discussing its weight or substance, i.e, *fewer* opponents, *less* support
- Use only one space after all periods, not two.
- Remember, the spell-check tool doesn’t distinguish between, for example, *here* and *hear*. Do not rely on spell-check exclusively for accuracy.

- Avoid acronyms as much as possible. On first reference to an organization, spell out the complete name, and do not add the acronym in parentheses. In subsequent references, try to use a synonym for the organization. There are some notable exceptions—such as MIT or NAACP—where the acronym version has become the most acceptable one. Avoid “alphabet soup,” with a number of acronyms within one or several paragraphs.
- Avoid “backing in” when writing. Begin your piece with the event, development, or news that is of the most significance and/or interest for the reader. Do not begin with past developments.
- When referring to dates, be conscious of the time when your audience will actually receive material.

Recommended reading that is both informative and entertaining:

- *The Mac is Not a Typewriter, or, The PC is Not a Typewriter*
Robin Williams, Peachpit Press

Note: the books listed above are short, easy to read, and give excellent advice on basic desktop publishing dos and don'ts. The books below are grammar reference books.

- *Eats, Shoots, and Leaves*, Lynn Truss, The Penguin Group
- *The Elements of Style*, Strunk & White

How do I order business cards and stationery?

The Publications website (umassd.edu/publications) has templates you can download for stationery, note pads, powerpoint presentations, etc. There are also links to providers like AlphaGraphics (for business cards) and to the university print shop. Please let us know of other templates you would like.

What assistance is available for producing high-quality publications?

To produce attractive, effective, and economical publications, or to receive guidance in developing such materials, contact the Publications Office, whose staff designs, writes and edits, and produces a wide range of publications, from brochures and posters, to fund-raising materials and magazines.

To start a job, first go to the publications website (umassd.edu/publications) and complete the online publications intake form, under the heading "tool."

There is no charge for the assistance. The office exists to reflect the university's programs, goals, and image to prospective and current students, parents, public and private supporters, donors and prospective donors, legislators, alumni, faculty, administrators, and staff.

The Publications Office handles as many requests for assistance as possible. Priorities for projects are set by the Office of Public Affairs.

What steps are involved in completing a project?

- Client foresees a need for a publication and submits an online job intake form found at www.umassd.edu/publications.
- Publications Office discusses needs, purposes, and strategies during a planning session with client.
- Publications prepares production schedule and begins specifications.
- Copy is generated; copy is edited and approvals obtained.
- Photographs and images are collected.
- Bid specifications are written by Publications and sent out through Purchasing Office if job is to be printed commercially, off-campus.
- If project can be printed economically and effectively at campus print shop, it will be.
- Client coordinates with the university mailroom if necessary to provide Excell address files and money for postage.

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- Publication is designed; design is approved; final copy edits made.
- Client signs off on the copy and design.
- Bid is awarded; client obtains purchasing order number; job is sent to printer.
- Printer proofs returned to Publications Office for approval.
- Printer begins printing; Publications Office checks press proof if needed.
- Job is delivered to power plant, and then to client or mailroom.

How important is it to plan ahead?

The extent and quality of planning will determine, to a large extent, the success of any publication. The process begins with a planning session to determine the purpose of the printed piece, the intended audience, the desired results, and the best strategy for reaching that audience.

In many cases, the Publications Office will recommend that clients use the web—either exclusively or in combination with print—for their project.

The planning session also covers: the best way to assure effective copy and design, UMass Dartmouth styles and protocols, acquiring high quality photographs and images, and coordinating with the web team. Discussion will include quantity, cost, a timeline, and delivery and distribution details, such as mailing preference.

With this number of areas to consider, ample planning time is critical. It enables an effective collaboration between the client and the Publications Office so that a quality product can be delivered in a timely, cost-effective manner.

How much lead time is needed to produce a job?

Most publications require between four to six weeks from conception to delivery. Projects such as posters or invitations may take less time, while a catalog, for example, would take more time. The Publications Office can craft a schedule to meet most needs, but we strongly encourage clients to plan ahead.

Rush orders open the door to mistakes, generally are of inferior quality, and often mean more printing costs. Extra time should be built into every schedule.

A job's priority is determined by how it fits into the schedule of university "core publications," the date of any events associated with the publication, and, sometimes, the complexity of the project.

How long does it take to produce a typical three-panel, two-fold, full color brochure?

We find it easiest to count backwards from delivery. Therefore, if it has been determined that the job requires the services of a commercial printer, and we assume a typical press run of 1,000 to 10,000 copies, then we should allow for 10 working days (two working weeks) at the printer. The designer requires 5-7 working days once final copy and images have been received. If the client requests writing or editing assistance, that would be another 2 weeks.

Altogether, 4-6 working weeks from concept to delivery is a workable time frame.

- writing/editing 1-2 weeks
- design 1-2 weeks
- printing 2 weeks
- Total 4-6 weeks

If you are planning to mail the piece, either first class or bulk rate, you should contact our mailroom as soon as possible to review the requirements for your mailing list and scheduling. Add whatever time the mailroom needs onto the end of our schedule to determine when your audience will have your brochure in hand.

How is copy prepared and what is the process for editing?

In many cases, the client prepares the copy and submits it—always in electronic form, never printed—to the Publications Office, which will review it for grammar, punctuation, appropriate style, etc. Clients should thoroughly review the copy prior to submission, so that it is as 'clean' and clear as possible. Other clients ask the Publications staff to do the bulk of the writing, and we work closely with them on the information to be presented, the intended audience, and appropriate style and tone. In all instances, clients have ample opportunity to make sure that the copy is accurate and grammatically correct.

Catching mistakes early in the process is clearly to everyone's advantage; mistakes caught late in the process create delays and can be expensive. We urge the client, and every person with a stake in the publication, to review the copy early in the process before it goes to the designer.

What do I do if I need photographs or illustrations?

Sometimes specific photographs must be taken for a printed piece; consult first with the Publications Office before making any arrangements. The PhotoGraphics Department and Publications maintain files of stock university photographs. (PhotoGraphics is at ext. 8693 or www.umassd.edu/photo-graphics/slideshow)

Most photographs on websites are low resolution images (72 dots per inch), which work fine onscreen, but are unsuitable for printing. Therefore, if you want to use a web photo for a particular publication, try to find a high resolution (300 dpi) original if possible. Many images on the web are copyrighted and, like printed images, cannot be used without permission.

Clients who submit photos for publication must provide professional quality high-resolution digital images, 35mm slides, or 5" x 7" color prints that reflect the mission of the university. Final determination of suitability rests with the Publications Office.

While the Publications Office does not have a full-time illustrator on staff, it has several sources to draw on to provide illustrations for a publication.

Should I design my job myself?

You don't have to. The Publications Office has two full-time designers who, after consultation with the client, will create material that communicates effectively, attractively, and appropriately. For visual representations of a message, the designer uses graphic elements that support and reflect that message with the right "tone."

Achieving goals involves decisions about format, size, number of pages, typeface and type size, kind of paper, and color of paper and ink. In making decisions, factors of time, cost, and practicality are weighed. Special attention is paid to acquiring a "family look" so that the pieces within a series of publications complement and reinforce one another.

Once the editor and the originating department approve the design, the designer completes the bid specifications. The designer also works closely with the printer to make sure that the finished piece conforms to the bid specifications. Any work handled by the Publications Office must be coordinated effectively with the printer. To avoid confusion or duplication of effort, all communication with the printer should be channeled through the Publications Office.

What printing options are available?

For the most part, printing costs are based on quantity, paper selection, and number of colors to be printed. The Publications Office deals with off-campus as well as on-campus printers and can assist you in choosing the most cost-effective alternative for your project.

The Print Shop requires Portable Document Format (PDF) files of the publication to be printed. Paper stock, binding, finished size, and folding are available only in standard formats. Therefore, a consultation, early in the planning cycle, with the Publications Office is recommended to secure the most from what is available.

Who pays, and how?

The Publications Office does not charge for its services. Printing and postage incur expenses. The campus maintains an automated mail addressing/sorting service and the print shop; payment is on a charge-back basis, using your department's speed type number.

If a commercial printer is used, Publications will write bid specifications according to your needs, and, working with the Purchasing Office, select a printer based on the lowest bid. Then, using this information, the client is responsible for obtaining a Purchase Order, to be drawn on funds from your department.

Do I need a purchase order number?

It is university policy that no commercial printing proceed without a Purchase Order number. Therefore, when the number is issued, you should quickly forward it to your contact in the Publications Office. This will expedite your job, ensuring the earliest delivery time possible.