University of Massachusetts Dartmouth

STYLE GUIDE
To the University community:

This guide is intended to help UMass Dartmouth’s departments and divisions communicate in an effective, appropriate fashion with the University’s diverse constituencies.

Communications from UMass Dartmouth are critical in clearly defining our identity, reaching our goals, and fostering a reputation for excellence. The University must present itself in consistent, compelling fashion, always reflecting its position as an institution of higher education. This is true for both word and image, in print, online, and on mobile devices.

As programs, student base, and facilities expand, UMass Dartmouth remains firmly committed to its teaching, research, and service missions. Communications to students, alumni, established and potential supporters, and the general community should reflect that commitment, and bolster our growing reputation as “World Class. Within Reach.”

This guide sets forth the standards for both text and visual images that all segments of the University should follow. Doing so will help bring UMass Dartmouth increased recognition and respect among its many current and prospective constituencies.
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I. Developing a printed publication

The Publications Office team provides editing, and design services, assists in the printing and distributing process, and helps secure and select appropriate photographs.

There is no charge for the services.

It is important that all University publications adhere to University standards and styles. Printed material that does not meet University editorial and design standards should not be distributed. The Publications Office will review publications and assist clients who need help.

It is usually best to involve the publications staff at the start of a project, so that well-designed, well-written pieces that serve the interests of both the client and the University will be produced.

The office prioritizes client needs, but strives to complete every job well before the stated due date in order to avoid any unforeseen, last-minute complications.

To request a job:

- Complete the publication intake form available at [www.umassd.edu/publications/](http://www.umassd.edu/publications/)

- Our office will contact you to discuss among other things: your goals and desired message; the most effective type of publication for your stated goals; on or off campus printing options; distribution/mailng issues; and a timetable.

- We prepare the “Request For Quote” (RFQ). Once a printer has been determined, the client is notified of the winning bid and is responsible for securing the purchase order prior to printing.

- During the process, you will have ample opportunity to review a draft publication and request changes.

Helpful questions to consider:

Who is your audience?
What specific message do you want to send?
What response are you hoping to get?
What is your budget for printing/mailing?

- Consider that the most effective printed pieces drive the reader to your website, so make sure your website is attractive, well written, and most important, up-to-date.

- Contact the web team to discuss this as a new project.

- All copy must be submitted electronically after it has been thoroughly proofed by the client. Submitting text that has not been well thought out and vetted by all interested parties prior to submission is inefficient and may delay the project.

- The Publications Office requests that the contact person listed on the job intake form have the authority to be ultimately responsible for job approval. If your job involves a committee, the office requests that brainstorming be done prior to the submission of text and images.
II. Visual identity: logos, colors, type fonts

The University logos, official colors, and type fonts comprise a “visual identity,” and serve to give the University a recognizable, distinctive image or brand.

Consistent, correct use of the identifiers is a key part of the University’s initiatives on recruitment and advancement. All divisions within UMass Dartmouth are expected to adhere to University editorial and visual standards.

If you have questions or need information, please contact the Publications Office at 508.999.8822 or visit our website at umassd.edu/publications. At this website you’ll find links to the job intake form, logos ready to download as well as various useful templates.

Using the UMass Dartmouth logo

All materials should carry the UMass Dartmouth logo. The “World Class. Within Reach.” slogan should be used under the logo wherever feasible.

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 represents visually the cantilevered architecture of the campus buildings.

For formal occasions (such as commencement), the state seal with the “University of Massachusetts Dartmouth 1895” is appropriate.

There are a few secondary logos that are permitted, (see page 4) but generally speaking, the University logo is the logo for all entities associated with the University.

If the Chancellor or the Public Affairs Office authorizes the use of a secondary logo, the Publications Office will create or review the design.

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 placing the logo into a document, hold down the shift key to maintain the same proportions. Scale the logo by dragging the image box at the corners only.

Do not use older versions of the UMass Dartmouth logo.

In those few instances where another logo is allowed, the UMass Dartmouth logo should be the most prominent.

When private sponsors of an event request use of their logo on any material, those logos should appear to the right of, or below, the UMass Dartmouth logo. Again, sponsors’ logos should be less prominent than the University logo.

Primary University logos

![UMass Dartmouth Logo](image1)

The state seal with and without the World Class. Within Reach. slogan is used only for the most formal occasions, such as commencement exercises and must be requested to download.

In some instances a blue background necessitates the use of a gold icon with white text—please contact the Publications Office for assistance.
Accepted Secondary logos

| UNIVERSITY OF MASSACHUSETTS SCHOOL OF LAW · DARTMOUTH |
| ADVENT TECHNOLOGY & MANUFACTURING CENTER |
| UMass Dartmouth ALUMNI |
| CHARLTON COLLEGE OF BUSINESS |

Correct and incorrect logo usage

<table>
<thead>
<tr>
<th>Use the correct logo, placed properly</th>
<th>Do not shrink</th>
<th>Do not stretch</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="#" alt="Correct Logo" /></td>
<td><img src="#" alt="Shrunk Logo" /></td>
<td><img src="#" alt="Stretched Logo" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Do not use older versions of the logo</th>
<th>Do not apply a drop shadow or gradation</th>
<th>Do not alter University colors or replace University fonts</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="#" alt="Older Logo" /></td>
<td><img src="#" alt="Drop Shadow Logo" /></td>
<td><img src="#" alt="Wrong Colors Logo" /></td>
</tr>
</tbody>
</table>

Please note:
When any of the UMass Dartmouth University or Corsair sports logos are used commercially, they must be used with the registered trade mark. Please contact the Publications Office for assistance.
University primary and alternate sports logos

UMASS DARTMOUTH CORSAIRS LOGO STANDARDS

The colors for the UMass Dartmouth Corsair are as follows: when using a coated or gloss substrate, the “gold” is PMS 1235 or 0C, 29M, 91Y, 0K. When using an uncoated or matt substrate, the “gold” is PMS 121 or 0C, 11M, 69Y, 0K.

UMASS DARTMOUTH CORSAIRS Alternate LOGO STANDARDS

The colors for the UMass Dartmouth Corsair are as follows: when using a coated or gloss substrate, the “gold” is PMS 1235 or 0C, 29M, 91Y, 0K. When using an uncoated or matt substrate, the “gold” is PMS 121 or 0C, 11M, 69Y, 0K.
II. Visual identity: logos, colors, type fonts

University typography

The University word mark above is composed of two fonts (type styles) from the Frutiger family, black and light. They serve to delineate 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. If the University fonts are not available, Times and Arial respectively are acceptable substitutes.

Again, to maintain consistency, University divisions should use the official fonts or acceptable substitutes. Please contact the Publications Office with any questions.

Examples of Sabon Family of fonts

UMass Dartmouth — Sabon Roman
UMass Dartmouth — Sabon Italic
UMass Dartmouth — Sabon Bold
UMASS DARTMOUTH — SABON SMALL CAPS

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

University Colors

The logo should use the University’s official colors of blue and gold (see following section) or black and white. There are occasions when blue or gold background necessitates altering the blue and gold arrangement of the logo. In these instances, the Publications Office can create, and must approve, any modification.

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

PMS 288             PMS 1235

The UMass Dartmouth colors

The University colors are blue and gold, representing our proximity to the ocean and the excellence of our programs and faculty.

The blue is PMS (Pantone Matching System) 288 and the gold by PMS 1235. Using process colors, the color breakouts are 100C, 67M, 0Y, 23K and 0C, 29M, 91Y, 0K respectively. As with the logo, consistent use of the official colors is integral to efforts to foster UMass Dartmouth’s identity and strengthen recognition. Thus, the colors are to be used in campus signage, throughout publications, on athletic uniforms, and on items sold in the campus store.
University Letterhead

All University letterhead should be printed with the University colors of blue and gold, or, if necessary, black only. Letterhead hierarchy is: the University first; the college or division underneath; and finally, the department information flush right as shown below. Templates for letterhead may be downloaded at www.umassd.edu/publications/
II. Visual identity: logos, colors, type fonts

Envelopes

All University envelopes should be printed with the University colors of blue and gold. Hierarchy of information is:
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. The hierarchy of the business card is:
University first, college or division, followed by personal information.

Business cards are ordered from templates and printed by AlphaGraphics in New Bedford.

IV. Images

The University’s Photographics Department provides high-quality photos that play an important role in delivering the University’s message. To discuss photographic needs, contact the department at x8693. The department also has video production and digital multimedia capabilities.

Photos for a publication or website should be engaging, reflecting the subject, and relevant to the specific audience being addressed. Photos should reflect the diverse University population.

Images that are static, predictable, or lack interest should be avoided. Stock photography from an outside source and clip art should also be avoided.

The resolution for web images should be 72 DPI, resolution for print should be 300 DPI. Please contact the web team or the Publications Office for assistance.
Using images

This image is static and posed

Use close up candid images whenever possible.

An empty room is not interesting unless it’s being used to illustrate the architecture.

People relate to images of people.

This image could be improved by cropping it tightly to focus on the dancers.

When featuring an event, use an image that captures the essence of the event.

The empty space between the two students weakens the composition of this image.

This image benefits from dynamic interaction between the students.

Avoid using clip art and stock agency images. Ask for help from Photographics or Publications.

This image has energy, is candid and is specific to UMass Dartmouth.
V. Editorial content

Whether on the printed page or on our website, editorial content must meet University standards for grammar, clarity, organization, and adherence to recognized stylistic practices. It is vital that the text reflect the University’s stature and convey its mission.

The Publications Office provides writing assistance in various degrees. We can review copy you have produced to ensure accuracy (grammatically and stylistically) and to insure it meets University standards for quality content. We also can produce copy, in collaboration with the client.

In addition to reviewing work for accuracy and quality, the Publications office helps clients frame their message for their intended audience, be it prospective students, possible donors, graduates, or the community. The following section sets forth guidelines on punctuation, grammar, styles, etc., and addresses common issues. The Publications Office relies principally on the Chicago Manual of Style.

- Use “University of Massachusetts Dartmouth” or in less formal situations, “UMass Dartmouth.”
- There is no hyphen, comma, or “at” between University of Massachusetts and Dartmouth (or with the names of the other campuses).
- Use a capital “u” when using “the University” as a synonym for UMass Dartmouth.
- Do not use “UMASS.”
- “UMD” may be used when it is clear that the acronym references “UMass Dartmouth.”
- 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.
- In many articles, 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 in formal publications or obituaries.)

- 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 only when the title precedes the name; use lowercase if it follows a name.

  Chancellor Kim Smith; Kim Smith, chancellor
  Professor Henry Arne; Henry Arne, professor

In vertical lists, the titles may be capitalized even if they follow a name:

  Jane Smith
  Chancellor
  John Brown
  Vice 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 if some professors do not 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 entire title, switch to lowercase: “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 Rue announces new doctoral degree program.” (This style is occasionally modified for design purposes.)

- The seasons—fall, summer—generally are not capitalized.

**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 itself 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.

- 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 Lowell. (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. For 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.

- Omit commas before “Jr.,” “Sr.,” etc. in names.

- With a series of middle-name initials, don’t use spaces between periods: Anna M.R. Brown
V. Editorial content

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 may take four 3-credit courses.)

• Use the digit form for lists and data presentation.

• 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 thousand, as opposed to 11,000 dollars, or $11 thousand dollars.

• 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, boats, newspapers, journals, and television shows.

• 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.

Additionally

• Use only one space after periods and commas, not two.

• In most cases, “Massachusetts” is not necessary after a city or town in the Commonwealth. When referencing cities in other states, omit the state’s name if it is unnecessary, i.e., do not add MD after Baltimore. Break this rule to insure clarity and accuracy, i.e., Are you referring to Florence, MA, or Florence, Italy?

• Maintain gender equality as much as possible. For example, substitute “police officer” for “policeman.” In second references, use “him” and “her” equally.

• Do not hyphenate African American, Asian American, etc. when used as nouns. Do use the hyphen when such phrases are adjectives. UMass Dartmouth does not capitalize “black” in referring to race.

• 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”/“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” 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;

  “website” is the University style;

  “email,” without a hyphen, is the preferred form.

  Relying on the spell-check tool is risky. It does not distinguish between “here” and “hear.”
• 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. Try to 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.

A word about copyright infringement

Avoid using material from sources such as nationally-known, heavily-advertised businesses in developing slogans, promotional pieces, etc., unless you request and receive permission to do so.

Despite popular perceptions about “fair use” and “public domain,” universities are subject to complex copyright and infringement laws (which apply in different fashion to teaching and non-teaching situations). Non-profit educational institutions cannot simply claim “fair use,” and automatically assume the right to use materials, without permission, that others have created. Universities have been sued for doing so.

Furthermore, departments should adhere to the same standards we set for students: don’t represent as your own materials that others have developed.

Information on UMass Dartmouth’s policy is at umassd.edu/cits/policies/copyright.cfm. The Publications Office will assist you in resolving questions about use of materials that originated elsewhere.

The agent designated to receive notification of claimed infringement under the Digital Millennium Copyright Act is Joyce Rosinha, CITS system access and security manager, extension 8528.

NOTE: Writing for the web is different from writing for a print publication. We recommend that you do not try to simply repurpose your text for the web. For more information about writing specifically for the web: www.umassd.edu/webdevelopment/styleguide/

Images that are for print are too large to use on the web, so they must also be resized, conversely, images that are sized for the web can not them be used for print as they are too small.