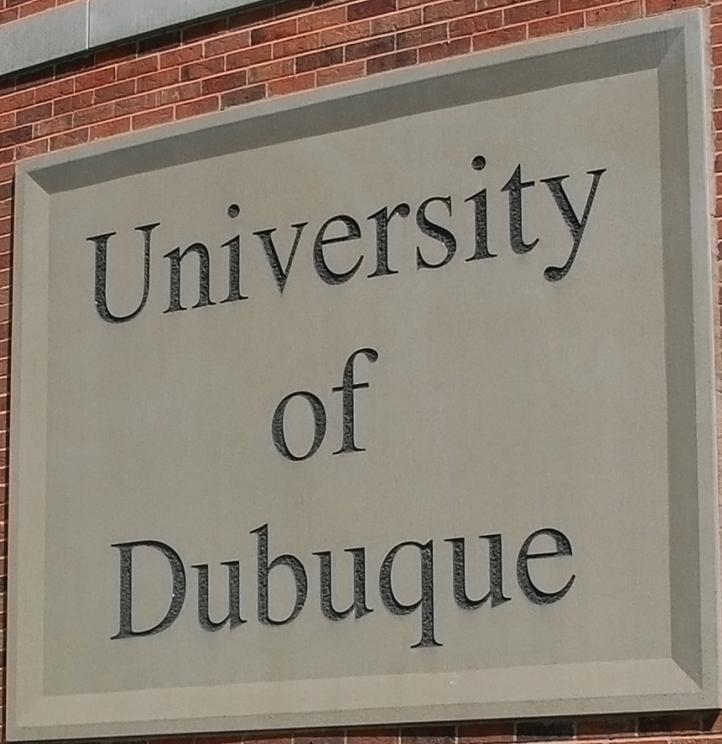
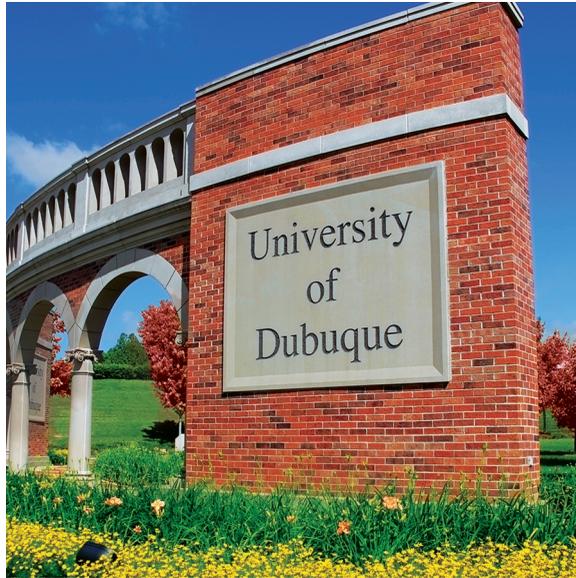


UNIVERSITY *of* DUBUQUE

UNIVERSITY RELATIONS
2014 IDENTITY AND STYLE GUIDE

A large, rectangular, light-colored stone or concrete sign is mounted on a red brick wall. The sign features the text "University of Dubuque" in a serif font, arranged in three lines: "University", "of", and "Dubuque". The sign is set against a background of a brick building with a balcony and arches. In the foreground, there are yellow and orange flowers.

University
of
Dubuque



UNIVERSITY *of* DUBUQUE

UNIVERSITY RELATIONS

2014 IDENTITY AND STYLE GUIDE

Introduction

With very few exceptions, we follow the *Chicago Manual of Style* for reference – they have an excellent online search available at www.chicagomanualofstyle.org

Unless otherwise noted, styles in this Guide follow the *Chicago Manual*.

In an effort to promote consistency and accuracy in all University of Dubuque communication efforts, the Office of University Relations has compiled an official *University of Dubuque Identity and Style Guide* to serve as a resource for all members of the University community. Entries are based on standard grammatical and journalistic usage – with the goal of providing a resource about writing that incorporates a common style between journalistic and descriptive prose writing. Design, photography, illustration, color palette, and congruence of message all unite to support the University’s identity – rooted in the *Mission* – and its brand. It is imperative that the University “speak with one voice” and present itself in a cohesive, cogent manner.

To compose this guide we consulted several resources. We consider this guide up to date while recognizing that, like the language it attempts to capture, its contents will continue to evolve. As such, the guide is labeled as “a work in progress” – and will be updated from time to time to reflect the latest information.

The guide includes information about punctuation, capitalization, and word choice. It defines University colors; appropriate institutional logos and their proper uses; procedures for production of external publicity; and proper identification of academic departments, administrative offices, and campus buildings.

Nothing undermines credibility more quickly, or with more devastating effect, than inaccurate content and visual references. When readers know a report to be wrong, and spot what they see as a trend of inaccurate reports from a source, they come to question all reports from that source.

Appendices to the guide, yet to be published, will define University Relations operations, sports style, and web standards.

If questions arise or you would like to suggest an addition to the guide, please contact the Director of Public Information at ext. 3267.

The Identity and Style Guide can be found online on the campus portal at:
www.dbq.edu/media/campusportal/styleguide.pdf

Who Do I Contact For What?

In an effort to partner with you, we supply the following contact information. Please contact the appropriate person in the Office of University Relations for assistance. Media services often go hand-in-hand with event planning and promotion. Contact information for the Office of Media Services has also been provided.

University Relations Staff

Tom Hogan, senior director
for University Relations
ext. 3505

Kristi Lynch, director of
public information
ext. 3267

Tracy Less, director of
scheduling and events
planning
ext. 3868

Sherry Steinback,
office manager
ext. 3164

Paul Misner, director of
sports information
ext. 3618

Maxwell Nguyen, assistant
to the director of sports
information
ext. 3618

Jason Crane, University
web editor
ext. 3600

Jac Tilton, website –
of counsel
ext. 3600

UNIVERSITY EVENTS AND MARKETING

Planning and Space ReservationTracy Less
Advertising, Design, and MailingsTom Hogan
News Releases and Media ContactKristi Lynch
Office OperationsSherry Steinback

MEDIA SERVICES

Recording and Video Production.....Nathan Ripperger (ext. 3442)
Event Streaming.....Nathan Ripperger
Special Event Technical Support.....Mike Willis (ext. 3350)
(Requested via Event Reservation Form – see University Events)

NEWS AND INFORMATION

News Releases and Media InterviewsKristi Lynch

PHOTOGRAPHY

Event PhotographyKristi Lynch
Directory and Individual PhotosSherry Steinback
Sports Photography (Event and Headshots).....Paul Misner

ROOM RESERVATIONS AND EVENT SCHEULING

Room Reservations.....Tracy Less

STATIONERY

Letterhead and Business CardsSherry Steinback

SPORTS INFORMATION

Athletic News Releases and Media InterviewsPaul Misner,
Maxwell Nguyen

WEBSITE INFORMATION

Website Content.....Jason Crane
Portal (intranet) Content IssuesJason Crane
Directory InformationSherry Steinback
Portal AnnouncementsKristi Lynch

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Written Identity Guidelines

Our institution's name is the University of Dubuque. The University of Dubuque Theological Seminary is a part of the umbrella organization, not separate from it. In first reference, the full name should be used. Depending on the document, subsequent references of the University (UD) can be used in text form but should always be uppercase. The same holds true for the University of Dubuque Theological Seminary (UDTS).

- *Correct:* University of Dubuque; UD; University of Dubuque Theological Seminary; UDTS
- *Incorrect:* The U; U of Dubuque; U of D; Univ of Dub; Dubuque University; U.D.; The UD; U.D.T.S.; University of Dubuque Seminary

The University of Dubuque had a succession of official institutional names between its founding in 1852, and final naming in 1920.

- Van Vliet School (1852-1864)
- German Theological School of the Northwest (1864-1870)
- German Theological School of the Presbyterian Church of the Northwest (1870-1891)
- German Presbyterian Theological School of the Northwest (1891-1911) and German Presbyterian College (1905-1911)
- Dubuque German College and Seminary (1911-1916)
- Dubuque College and Seminary (1916-1920)
- University of Dubuque (1920-Present)

In 1916, when the word "German" was omitted from "Dubuque German College and Seminary," St. Joseph's College, a Catholic college in Dubuque, began calling itself "Dubuque College," and confusion ensued. Both institutions laid claim to the title, and neither would relinquish it. The case was taken to the Iowa Supreme Court in 1916, and the court ruled that both institutions were entitled to use the name "Dubuque College," just as two men with the same name were entitled to their name. Obviously, this ruling in no way resolved the issue.

The case was again taken to the Iowa Supreme Court in 1919. This time, the case was dropped when both colleges agreed not to use the name "Dubuque College." "Dubuque College" (i.e. St. Joseph's College) became "Columbia College," and eventually "Loras College," in honor of Mathias Loras, who founded the school in 1839. "Dubuque College and Seminary" legally became the "University of Dubuque."

(History information adapted from Child of the Church.)

Abbreviations

A few universally recognized abbreviations are required in some circumstances. Some others are acceptable depending on the context. But in general, avoid alphabet soup. Do not use abbreviations or acronyms that the reader would not quickly recognize.

Titles

Do not use periods for abbreviations that appear in full capitals (even when lower case letters appear within): CEO, PhD

If a title is used before a name, it should be abbreviated (Dr., Rev., etc.). Titles should be used only once, the first time a name is mentioned in writing.

Dates/Numerals

In designating time of day, a.m. and p.m. should be listed as shown – lower case, with periods. Avoid redundant phrasing (7:00 p.m. in the evening).

Addresses

Abbreviate address terms such as St., Ave., and Blvd. only with numbered addresses. Address terms should be spelled out in text.

US states and territories – in running text, state names should be spelled out. When used in lists – such as student hometowns, etc., they should be abbreviated using the two letter US Postal abbreviations: IA, WI, IL.

For Academic Degrees, see Academic Degrees/Majors/Titles

Academic Degrees/Majors/Titles

Majors and Degrees

The names of most academic disciplines are not capitalized (nursing, environmental science, education); only program names of language or ethnic significance (which are proper nouns) are capitalized. The same applies when referring to academic degrees, majors, and honors.

Spell out and use lower case for academic degrees (bachelor's degree, bachelor of arts). When incorporating degree abbreviation in text, they do not require periods: BA, BS, MBA, DMin, etc.

Titles

Capitalize and spell out formal position titles (President, University Registrar, etc.) when they directly precede a name. Lowercase title and uppercase formal department designation when following a name or when appearing without a name.

President Bullock
Dr. Jeffrey Bullock, president of the University

In news releases and articles, an individual's full name and title are used only on first reference. On subsequent references, use only the last name.

Do not capitalize *first-year, sophomore, junior, or senior* student.

Board of Trustees – when referring to the University's governing body use capital letters: University of Dubuque Board of Trustees, UD Board of Trustees. When referring to individual trustees use:

Trustee John Butler
John Butler, a University trustee
John Butler, a member of the board.

For emeritus designations use emeritus/emeriti (masc.), emerita/emeritae (fem.). Capitalize if used as title before a name:

Professor Emeritus Howard Wallace
Howard Wallace, professor emeritus

Acronyms at UD

On first reference, spell out names of schools and colleges, government agencies, associations and other groups, followed by the acronym enclosed in parenthesis. Acronyms may be used on second reference. Don't use too many acronyms in a document or article, as they can clutter your text.

UD SPECIFIC ACRONYMS:

Academic

CGIM (Computer Graphics and Interactive Media)
COM (Communication)
DNAS (Department of Natural and Applied Sciences)
FAPA (Fine and Performing Arts)
HWS (Health, Wellness, and Sport)
LIFE (Learning Institute for Fulfillment and Engagement)
MAC (Master of Arts in Communication)
MBA (Master of Business Administration)
SOC (Sociology)

Buildings

CRWC (Chlapaty Recreation and Wellness Center)
HC (Heritage Center)
MTAC (Myers Teaching and Administrative Center)
PC (Peters Commons)
PV (Park Village)

Miscellaneous

AD (Athletic Director)
ASC (Academic Success Center)
CIC (Council of Independent Colleges)
DAYLC (Dubuque Area Youth Leadership Council)
DCP (Dubuque Community Partnership)
FAFSA (Free Application for Federal Student Aid)
HCL/NCA (Higher Learning Commission of the North Central Association)
IAICU (Iowa Association of Independent Colleges and Universities)
IIAC (Iowa Intercollegiate Athletic Conference)
IPCW (Iowa Private College Week)
NCAA (National Collegiate Athletic Association)
RA (Resident Advisor)
ROTC (Reserve Officer Training Corps)
SID (Sports Information Director)

Students Organizations

ASU (Asian Student Union)
BSU (Black Student Union)
D20 (Tabletop Gaming Club)
FCA (Fellowship of Christian Athletes)
FYP (Future Young Professionals of Dubuque)
IFC (International Friendship Club)
IMG (Interactive Media Group)
SAAC (Student Athlete Advisory Council)
SGA (Student Government Association)
SST (Spartan Spirit Team)
TESO (Teacher Education Student Organization)
UDSNA (UD Student Nursing Association)
UPC (University Program Council)

Grammar and Miscellaneous

A, An

The choice of **a** or **an** depends on the word it precedes. **A** comes before words with a consonant sound. **An** comes before words with a vowel sound. Use **a** before a pronounced h, long u, and o as pronounced in one. Use **an** when the h is not pronounced.

Adviser, Advisor

Adviser is preferred although both are correct.

Affect, Effect

Do not confuse – *affect* means to influence, *effect* means to bring about or accomplish. Use affect as a verb, effect as a noun.

- Weather affects outdoor athletic contests.
- The marketing plan had the desired effect.

Afterward

Not afterwards

And/Or

Always avoid: You and/or me means you or me or both; it's either or.

Annual

An event cannot be annual until it has been held in at least two successive years. There is no such thing as first annual picnic, first annual concert. Note instead that the sponsors plan to hold the event annually.

Baccalaureate

Note spelling and capitalize when referring to the event (Baccalaureate Service).

Bias-free language

Avoid reference to gender, race, age, sexual orientation, ethnic background, or debilitating physical condition if it is not pertinent to the story.

Bible

Capitalize, no italics. Also capitalize related terms (books of the Bible, etc.)

Campuswide

One word. Also: citywide, countywide, statewide, nationwide, and worldwide. An exception is if a word becomes long and cumbersome, as in university-wide. Another exception is World Wide Web.

Caps

As a general rule, don't use all caps unless something is an acronym.

Commencement

Do not capitalize unless the term is being used as the official title of the event.

Course titles

Capitalize when referring to a proper course name (Vertebrate Field Zoology). When a general discipline is addressed in running text, lowercase (education).

Days of the week

Capitalize, do not abbreviate.

e-mail

Lowercase, hyphenated

Ethnic groups/Nationalities/ Religions

Capitalize the names of religions, denominations, nationalities, and ethnic groups.

- African American (not hyphenated), Asian, French, Presbyterian, Catholic
- Capitalize the names of ethnic groups – (e.g. Black)

Faculty

A collective noun (group designation). Use in conjunction with the term *members* when referring to a group of individuals.

Fundraiser, fundraising

One word in all cases.

Gender sensitivities

Construct your sentences so you can avoid having to use gender-specific terms.

For example, by using plural pronouns (they, their); instead of chairman use chair; instead of waiter/waitress, use server; instead of mailman, use postal carrier; instead of actor/actress, actor for both men and women.

Hors d'oeuvre (note spelling)

An appetizer served before or as the first course of a meal

I/Me/Myself

When the subject of a sentence is *who* the rest of the sentence is talking about, use the subjective case – **I**.

- Joe and I want to thank you.
- Use **me** (objective case) when the pronoun is the object of the action and also when the pronoun is the object of a preposition.
 - They expect Joe and me to do the work.

Myself is often misused in place of me.

- *Incorrect:* They expect Joe and myself to do the work.

*A good test is to remove the other name(s) from the sentence – that will determine **I** or **me**.*

Literally/Figuratively

Literally means in an exact sense; *figuratively* means in a comparative sense.

Microphone

The correct alternative is mike – not mic.

Names – first/last in reference

For general use, a person's full name should be used upon first point of reference; upon second reference, the last name alone should be used.

Notoriety

Often misused as a term of praise. The definition of *notorious* reads: “well-known for some bad or unfavorable quality, deed, etc.”

- *Incorrect*: Albert Einstein gained notoriety for his work in quantum physics.

Regardless

The term *irregardless* is often misused in place of *regardless*.

Seasons or Semesters

Do not capitalize seasons (spring, summer, fall, winter) or semesters (fall, spring) unless they are a part of a formal name.

State names

Spell out the names of the 50 United States when they stand alone in text.

Street designations – (street, avenue, boulevard, road, court, drive, etc.)

Abbreviation is acceptable only with numbered addresses, but even then fully written out is preferred.

That

Used in restrictive, defining clauses (without a comma preceding); use **which** in other cases and with a comma. In references to people, always use **who** instead of that.

Theater, theatre

When referring to the performing arts, always use theatre. If referring to movies – theater.

Titled

The term entitled is often misused in place of titled. *Title* means the name of a book, poem, musical composition, etc. *Entitled* means having the right to do or have something.

- The book was titled *Gone With the Wind*.
- She was entitled to the promotion.

Who/Whom

In reference to people, always use **who** instead of that or which. The word **who** substitutes for the subjective pronouns *he*, *she*, or *they*, **whom** should be used in the sense of *him*, *her*, or *them*.

Numerals

Write out numbers of one digit; use numerals for numbers of two digits or more.

When a sentence begins with a number, the number is always spelled out.

Be consistent – if multiple numbers occur within a paragraph, maintain consistency – if you must use numerals for one of the numbers in a given category, use them for all in that category.

Dates/Times

For dates – use only the numerals: January 1, 2014 (do not use the ordinal suffix – *st*, *nd*, *th*, after the day). When listing date and time, date should come first. The day of the week should be listed when referring to a date that is within one week before or after the current date. In printed materials and news releases advertising special events the day of the week should always be used along with the date.

- Friday, July 4, 2014, 4:00 p.m.

When referring to times, always list the zeros...
8:00, 9:00, etc.

When referring to decades show plural by adding the letter “s” but don’t use an additional apostrophe: 1950s.

Age

When referring to age, always spell out:

- A three-year-old child
- Eighteen years of age

Telephone Numbers

Telephone numbers should be listed using periods between the area code, prefix, and last four digits. (Parentheses are not necessary for area codes.)

- 563.589.3000

Punctuation

Apostrophes

Use the apostrophe in the name of an academic degree: bachelor's degree.

Use the apostrophe to form plurals of lowercase and uppercase letters, but not in multiple letter combinations.

- Many students strive for all A's in their classes.
- The majority of students scored high on their SATs.

Colons

Use the colon at the end of a sentence to introduce a list, an explanation of the sentence, or an example.

- The University offers a number of popular majors including: aviation, business, education, nursing, and environmental science.
- There are a number of places for students to gather for a meal or a snack: Cybercafé, Mike & Betty's Ice Cream Shoppe, Sylvia's Common Ground, and the Chlapaty Center Snack Bar.

Commas

Items in a series are normally separated by commas. When a conjunction (and, but, or) joins the last two elements in a series of three or more, a comma should appear before the conjunction.

- She took a photograph of her parents, the president, and the vice president.
- The dinner menu included lasagna, salad, and bread and butter.
- Use a comma after both the day and the year when a date is written out in a sentence: Monday, July 4, 2014.

Ampersands

Use an ampersand (&) only when it is part of a company's formal name. The ampersand should not otherwise be used in place of the word *and*.

Hyphens and Dashes

Hyphens: used for compound words and as a separator for non-inclusive numbers (social security, ISBN). No space is needed on either side of a hyphen.

En Dashes: used most often to connect continuing numbers (dates, times, page numbers) also used to link a campus location to a University that has more than one campus (UW–Madison). No space is needed on either side of an en dash.

Em Dashes: used to set off an amplifying or explanatory element, often as an alternative to parentheses, commas, or a colon.

Italics

Italics are used to set off the titles of books, journals, movies, and paintings. Titles of articles and chapters within larger works are set in Roman type and enclosed in quotations.

Semicolons

Use a semicolon to separate two independent clauses containing related information. Do not use a coordinating conjunction with a semicolon.

- Presbyterians founded the University of Dubuque in 1852; to this day, the institution retains a strong Presbyterian influence.

Use a semicolon to separate elements when one or more element in the series contains a comma, with the final semicolon appearing before the conjunction.

- The athletes were from Dubuque, IA; Chicago, IL; Minneapolis, MN; and Kansas City, KS.
- Committee Members include Jeff Bullock, president; Clare Ferguson, associate vice president for advancement; Jim Gunn, Edwin B. Lindsay Undergraduate Campus Chaplain; and Craig Kloft, director of facilities.

Quotation Marks

Periods and commas are always placed inside quotation marks. The dash, colon, and semicolon are placed outside of quotation marks. The question mark and exclamation point follow closing quotation marks unless they belong within the quoted matter.

Single quotation marks are used only inside a sentence or phrase set off by double quotation marks.

University “Lingo”

GENERAL TERMINOLOGY

University of Dubuque – on first reference, always spell out the University name in any written document or publication. In subsequent references, University or UD may be used. Always capitalize the word “University” when it refers to the University of Dubuque specifically, or when it is preceded by the definite article (e.g. *the*).

University of Dubuque Theological Seminary – on first reference, always spell out the Seminary’s name in any written document or publication. In subsequent references, UDTS may be used.

Always capitalize the word “Seminary” when it refers to UDTS specifically, or when it is preceded by the definite article (e.g. *the*). Often times, the dimunitive, Dubuque Seminary, is used.

Academic department and administrative office names are capitalized – Business Department, Nursing Department – including the word “Department”... or “Program” (Nursing Program).

Official University events – such as Homecoming, Commencement, Honors Convocation, Opening Convocation, Baccalaureate Service, Service of Remembrance and Thanksgiving, etc., should be capitalized.

BUILDINGS AND FACILITIES

Campus – capitalize only when used as part of a formal name. Lowercase in all other uses.

Building and facility names – capitalize the proper names of buildings, including the word Building if it is part of the name. In outside media usage, use the complete name of the building in the first reference.

Facility Names

Aitchison Residence Hall

Alumni Hall

Blades Hall

Veterans Center

Cassat Residence Hall

Charles C. Myers Library

(Acceptable alternates: Myers Library)

Sylvia's Common Ground Coffee Shop

Charles and Romona Myers Center

(Acceptable alternates: Myers Center, Myers Teaching and Administrative Center, MTAC)

Steffens Hall

Chlapaty Recreation and Wellness Center

(Acceptable alternates: Chlapaty Center, CRWC (on second reference only))

A.Y. McDonald Indoor Track

Cottingham and Butler Fitness Center

Chlapaty Residence Hall

Conlon Colonnade

Donnell Residence Hall

Hans A. Chlapaty Athletic Complex

Baseball Field

Chalmers Field

Douglas J. Miller Track

Frank Farber Tennis Courts

Oyen Field

Softball Field

Heritage Center

Aitchison Welch Choral Rehearsal Room

A.Y. McDonald Performance Lobby

American Trust Lounge

Babka Theatre

Charles and Elizabeth Bisignano Gallery

DB&T Fine and Performing Arts Suite

John and Alice Butler Hall

Farber Box Office

Knapp Stage

Linda Chlapaty Music Education Center

Mark and Cheryl Falb Balcony

Mike and Betty's Ice Cream Shoppe

Palmer-Noone Lounge

Sparty's Convenience Store

Straatmeyer History Display and Rehearsal Room

Susan Magill Smith Student Engagement Suite

Jackaline Baldwin Dunlap Technology Center

(Acceptable alternates: Dunlap Technology Center, Tech Center)

Marge Kremer Little Spartans Childcare Center

McCormick Gymnasium

Mercer-Birmingham Hall

Peters Commons

Babka Bookstore

Advising and Career Center

Seminary Village

Severance Hall

Smith Hall

Steffens Colonnade

Stoltz Sports Center

Jon Davison Court

University Park Village

University Parkway

University Science Center

Goldthorp Hall

Mary Chlapaty Hall

Westminster Presbyterian Church

Van Vliet Hall

Veterans Memorial Training Center

William C. Laube Memorial Bell Tower

OFFICE & DEPARTMENT NAMES

Administrative and Service Offices

Office of Academic Affairs
Office of Admission
(note, there is no 's' on Admission)
Office of Advancement
Department of Athletics
Babka Bookstore
Charles C. Myers Library
Office of Finance, Business, and Auxiliary Services
Marge Kremer Childcare Center
Media Services
Physical Plant
Office of the President
Office of the Registrar
ROTC
Safety and Security
Office of Seminary Admission
Office of the Seminary Dean
Office of Student Accounts
Office of Student Financial Planning
Office of Student Life
Technology
UD for KIDS
Office of University Relations
Wendt Center for Character Education

Academic Departments

Academic Success Center
Aviation
Business
Communication (note, there is no 's' on Communication)
Computer Graphics and Interactive Media (CGIM)
Computer Science and Mathematics
English
Education
Fine and Performing Arts
Learning Institute for Fulfillment and Engagement (LIFE)

Natural and Applied Sciences
Philosophy and Religion
Nursing
Psychology
Health, Wellness, and Sport
Sports Marketing and Management
Sociology and Criminal Justice

ACADEMIC TERMS

GPA, grade-point average – when written out, use a hyphen between grade and point; GPA is acceptable on first reference; when using the numerals, use two numbers after the decimal (4.00, 3.25).

Honors – *cum laude*, *magna cum laude*, *summa cum laude* – to graduate with distinction – lower case, italicize.

TITLES

Freshman vs. First-year – Always use the term first-year (hyphenated) when referring to our newest members of the student body. The term freshman is widely seen as an antiquated term and we should make a concerted effort to no longer use it.

- Joe Brown is a first-year student from East Dubuque, IL.

Endowed chairs and professorships – capitalize full title

Alumna, alumnae, alumnus, alumni
Alum/alumni refers to any group of graduates – both men and women or just men. Alumna refers to one woman. Alumnae refers to a group of women. Alumnus refers to one man.

Communication and Visual Identity Policy

The following information on our written and visual identity supports our brand and is comprised of names, logos, typography, color palettes, and their proper use. These elements serve to support, communicate, and leverage the institution in a consistent and immediately recognizable way to both inside and outside audiences.

While each senior administrator shares in the responsibility for the University's brand as it is represented properly through their area's work, the Office of University Relations is charged with the primary responsibility to care for the University's brand and to communicate efforts of this to our constituents. As such, all campus departments, student organizations, and external entities wanting to present the College or Seminary in any visual way, or communicate with constituents on behalf of the institution – whether it be a visual mark or a contractual communication agreement – should work with the Office of University Relations.

It is the University's policy that the official logos – and information related to their use – are the only supported marks for use in representing the College and Seminary. Use and implementation of these marks must be a process that begins within the Office of University Relations. No other marks or symbols may be used in conjunction with, or in replace of, the official visual identity.

The University recognizes that in certain situations there may be the need to establish a unique visual mark to bring attention to, or emphasize an event or effort. In this particular instance, the decision and effort to establish this visual mark would fall under the guidance and direction of the Office of University Relations.

THE IMPORTANCE OF COMMUNICATING A VISUAL IDENTITY

Since our founding in 1852, like most educational institutions, the University has gone through a number of visual identity transformations in an effort to identify, further clarify, communicate, and support its visual brand. While the overall brand is much more than a logo, typeface, or house style, the institution is represented by a visual identity and a series of facts that underpin its overall brand and communicate a visual message. A high quality, and consistently presented visual message reaches out to our constituents to bring greater recognition, clarity, and an aesthetic unity to the presentation of the University and the Seminary.

Since the adoption of the *Mission, Vision, and Action Plan* in 1998, and subsequent update in 2009, the University has made a concerted effort to refocus and refine its brand, and improve its communication and overall marketing strategies. These strategies are an effort to increase prospective student awareness of the University and its *Mission*, support and increase financial support for the University's *Mission*, and share the University's *Mission*, stories, and traditions, with current and prospective students and families, as well as donors.

One critical aspect to this integrated effort of refinement is that all marketing and communication in the form of print, electronic, news, and information to off-campus audiences is administered through one central clearing house. This is to ensure that the institution "speak with one voice" and presentations reflect the overall institutional commitment to quality.

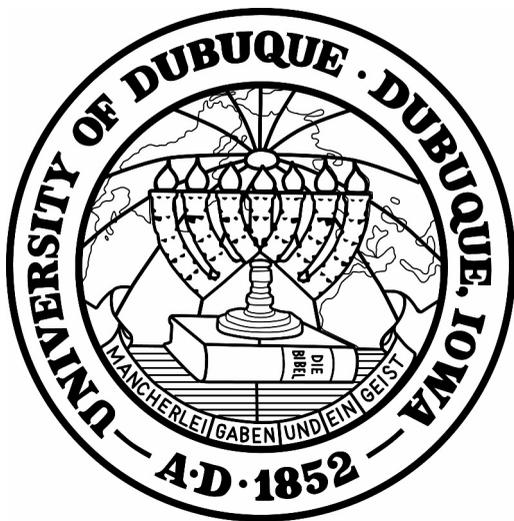
VISUAL IDENTITY GUIDELINES/LOGOS

The visual identity of the University logo consists of two parts, the University seal and the word mark. Each part has its primary uses.

Primary Visual Mark – University Seal

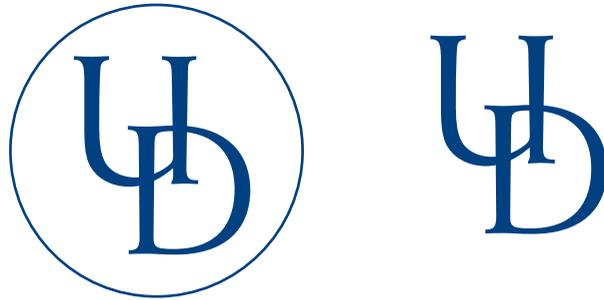
The University seal first appeared in 1911 and contained within it “Dubuque German College and Seminary – A.D. 1852”. Use of this seal was discontinued in 1918 and was replaced with another seal in 1925. The University re-adopted the original seal in 1964 as the official seal of the University. In 2004, portions of the seal were updated and simplified so that it could be rendered more easily for use in official documents such as Commencement programs.

The seal is limited in visual use to official University events in documents or other visual identifiers – events such as Opening Convocation, Baccalaureate Service, Honors Convocation, ROTC Commissioning, Nurses Pinning Ceremonies, as well as Commencement. Other uses may include special presidential events, special award ceremonies, or other events as deemed appropriate.



Secondary Visual Mark – UD Coin

A secondary University symbol is the UD coin, or the intertwined U and D, which can be seen on building facades around campus. While this symbol is most commonly seen on campus buildings, its use is not limited to this application.



Primary Wordmarks

There are two versions of the word mark for the University: the linear and stacked version. These two logos are the most widely used and very often, the primary visual identity for the University. They can typically be found in, but are not limited to: stationary, catalogs, banners, bookstore apparel and gift items, fundraising, admission, and special event promotion. The official font that is used for these logos is Weiss.

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Secondary/Departmental logos

A number of secondary logos are utilized by departments for identification. These logos typically incorporate some element that is representative of their area of expertise or focus. In most cases they contain an element from the primary institutional emblem. Departments which have been granted the use of a secondary logo include: University of Dubuque Theological Seminary, Athletics, Aviation, UD Army ROTC, and the University's Heritage Center.



What not to use for University logos

It is important to note that in instances where the University needs to be identified, no other secondary logo or other symbol should be used. On occasion, the use of both primary and secondary marks are used, but only when approved by the Office of University Relations. Common mistakes include the use of the Athletic logo in place of the primary University of Dubuque logo, and the use of a single Spartan helmet to represent the Athletic Department and/or various athletic teams.



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Mascot Logos

The University of Dubuque athletic teams are known as the Spartans. The official mascot of the University is the Spartan – commonly referred to as “Sparty”. There are two graphic elements that represent the Spartans: the athletic logo, commonly seen on athletic apparel and equipment; and the “Little Sparty,” seen in four variations and used in a number of applications.



Primary Color Palette

The primary color palette should always be used in print, and in most cases with electronic communications. The primary color palette for the University falls within a range of three PMS colors, Pantone 287, 288, and 289 – depending on the application. For more information, contact the Office of University Relations.



Pantone 287



Pantone 288



Pantone 289

Beyond these selections, secondary colors for type and icons are on a situational basis. For example, the logo for Heritage Center – specifically the building icon – contains three additional Pantone colors with the type appearing in black. However, in certain applications where a one-color version is required, other colors can be considered.



Careful consideration is given to every single color application in an attempt to present the University and its subsidiary parts in a consistent and unified manner. Should you have questions regarding alternate color applications, please contact the Office of University Relations.

In most circumstances, University of Dubuque logos are printed in either four color or one-color applications.

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Other Applications and Usage

The following information pertains to the use of approved University logos on specialty items, clothing, and athletic apparel.

Advertising items, clothing, and athletic apparel have a wide distribution. Maintaining a consistent and high-quality look for the various items ensures that the University is cast in a favorable light.

Keep in mind that the University of Dubuque's name and logos are trademarked. Any intended use of these, including the athletic and various University logos, whether it is to be sold, given away, or used on apparel – must be approved by the Office of University Relations. This includes, but is not limited to, promotional items such as coffee mugs or key chains, all clothing apparel such as sweatshirts, hats, or jackets, and college athletic uniforms worn by student-athletes.



Approval Process

Any use of the University of Dubuque logos should be approved at the proof stage or sooner by the Office of University Relations. Should alterations be required to the specific application, the Office of University Relations will work with all campus departments during this process to ensure the logos are in keeping with identity standards.

Sports Style

AP Style

As a general rule, University of Dubuque sports reporting should employ AP style.

Apostrophes

No apostrophes are needed when “Spartans” is an adjective.

- He was a Spartans football player for three seasons.
- She is a Spartans volleyball stand out.

Apostrophes are needed in men’s and women’s sports names.

- *Incorrect:* About 100 fans were on hand when the mens soccer team played Coe.
- *Correct:* Women’s track boasts several returning student-athletes this year.

Athletics

Athletics is a collective noun and therefore takes a singular or plural verb form, depending on the context.

- Varsity athletics offers experience to individuals who wish to prepare seriously for competitive intercollegiate challenges. (athletics is singular)
- University of Dubuque believes that competitive intercollegiate athletics make a great impact in a student’s life. (athletics is plural)
- Because athletics are not the only thing in students’ lives, time management skills are critical. (athletics is plural)

Class Year Designation

Although University of Dubuque refers to entering students as *first-years*, sports writing uses *freshman*, *sophomore*, *junior* and *senior*.

- Freshmen Mason Matesevic and Larry Harleston will add their skills to the team.

Occasionally we may refer to a “first-year” student-athlete when writing for the campus.

Conference and Honors

University of Dubuque teams compete in the Iowa Intercollegiate Athletic Conference (IIAC)/College Conference of Illinois and Wisconsin (CCIW) in men’s and women’s lacrosse and/or the National Collegiate Athletic Association (NCAA) Division III.

“Athletics Hall of Fame” is always capitalized. So is “Hall of Famer.”

- He was honored to have been chosen as a member of the University of Dubuque Athletics Hall of Fame.

Scores

Use figures exclusively, placing a hyphen between the totals of the winning and losing teams with the winning team’s score preceding the losing team’s score.

- The University of Dubuque football team defeated Loras, 60-0.

Spartans

We are the Spartans, or are we? (There are no Lady Spartans)

Sports Nomenclature

Sport and contest should agree: football game, tennis match, track meet. Alternate references: baseball doubleheader, cross country invitational.

Sport and venue must agree, i.e. football field (sometimes gridiron), baseball field (sometimes diamond), soccer field (sometimes pitch), tennis court, cross country course.

Especially at University of Dubuque: Always try to identify on-campus athletic venues precisely: Jon Davison Court in Stoltz Sports Center, Chlapaty Recreation and Wellness Center, Veterans Memorial Training Center, Frank Farber Tennis Courts, etc. For off-campus audiences, provide additional clarification.

Example: The track meet with the visiting team from China is scheduled to compete in the Solomon Butler Classic at 7:00 p.m. on A.Y. McDonald Track in the Chlapaty Recreation and Wellness Center.

Sport and athlete must agree, i.e., cross country runners (sometimes harriers); football, basketball, soccer and field hockey players.

It's "All-America" when referring to the team, but "All-American" when referring to an individual member of that team.

- Sara Fassbinder C'10 was an All-American in soccer.
- Several of Coach Brad Johnson's players have been elected to All-America teams.

Note: As the number of organizations naming All-America teams has multiplied over the years, it is always a good idea to specify the organization granting the award.

- Michael Zweifel C'11 was named to the Football Coaches Association Academic All-America team.

It's "All-IIAC" and "All-Iowa Conference."

- *Correct:* It was an honor to have five athletes on the All-Iowa Conference teams.

Student-Athlete

Always use *student-athlete* never just *athlete*.

Terminology

Varying word choice is important in sports prose.

- football field, gridiron
- soccer field, pitch, green
- baseball field, diamond
- period, quarter, half, stanza
- halftime, intermission, break, "going to the locker room"
- basketball players, cagers
- tennis players, netters
- cross country runners, harriers
- match, match up, game, meet, contest, competition, tilt, twin bill, recorded, netted, garnered, collected, tallied, notched, posted, totaled
- tip-off
- versus, against
- opponent, rival, adversary, challenger(s)
- letter winner
- sprinter, distance runner, miler, quarter-miler, half-miler, high jumper, triple-jumper, pole vaulter
- season(s), years
- rebounds, boards
- lineup, roster
- starter, backup, sub(stitute), reserve, walk-on

Titles

The title of a coach is always capitalized when it is placed before the name.

- Coach Mark Noll hesitated before arguing with the referee.

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