

# Publications

# GUIDE

*Printing and Branding Standards Updated March 2011*

The *Publications Guide* for UW-La Crosse is a tool to help you produce quality, effective and efficient promotional pieces.

The following information describes procedures and policies used by the UW-L Publications Office, including its role and services provided to campus. University personnel planning any kind of printed piece for on- or off-campus publication have access to the services offered by the Publications Office.

Visual identity standards are also outlined in this guide. These standards govern the use of the official university logo, wordmark and other official emblems. The standards were created for a simple reason — to provide clear, consistent graphic and editorial representation of UW-L. Consistency enhances our message and helps us tell the UW-L story.

Be sure to adhere to these standards.

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# The Publications Office

**The Publications Office**, a unit of University Communications, provides creative services and coordinates off-campus printing for all UW-La Crosse departments as well as the UW-L Alumni Association and UW-L Foundation.

In cooperation with other departments and Media Relations, a unit in the Office of University Communications, the Publications Office coordinates production and publication of:

- all major catalogs and bulletins
- the *Student & Staff Directory*
- departmental brochures, posters, flyers, cards, forms, programs, envelopes
- the *Alumnus* magazine
- major components of the university's communications effort

The Publications Office also serves as a clearinghouse for publications with an off-campus audience, ensuring consistent, quality publications.

## For help with **DESIGN OF PUBLICATIONS AND TO PLACE PRINT ORDERS**



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# The Publications Office

## Why go through the Publications Office for off-campus printing?

### It is legally mandated

(by Article IV, Section 25 of the Wis. Constitution and Chapter 35.01 of the Wis. Stats.)  
**all off-campus printing using state funding be placed by UW-L's University Print Manager. \***

The University Print Manager serves as the liaison between UW-La Crosse and the Wisconsin Department of Administration's printing section to monitor compliance with state contracts and regulations.

**\*Individuals may not place an order directly with a commercial printer. It is also prohibited to purchase printing using a procurement card.**

## Artwork produced outside the Publications Office:

must follow the Style Guide in this book (see pp. 16-19) and Associated Press style, must be proof read and printer-ready *before being submitted to our office*. If the Publications Office feels critical changes are necessary, we will coordinate changes based on the most expedient and cost-efficient method. The Publications Office will proof corrected copy against our original copy of requested changes. The university client will be billed for any additional costs incurred for changes made to printer's proofs.

## Approval for all off-campus publications is required:

all art produced by graphic design freelancers that represent publications intended for an off-campus audience, must be reviewed by the Publications Office prior to their completion to ensure that the policies and graphic standards established in this booklet are followed.

## Types of Publications Subject to Review:

- **Major publications** including alumni newsletters, admissions recruitment materials, all university brochures, student handbooks, and all college publications.
- **Departmental or administrative brochures.** The Publications Office will work directly with representatives of each department or office to review these materials. Deans may also wish to be involved in the review to ensure that all publications from their unit reflect a consistent image.
- **Flyers, announcements, posters, calendars** and all other pieces used to promote an event, activity, program or course of study to an off-campus audience.
- **All university stationery** including letterhead, envelopes, note cards, pocket folders and postcards. A standard look for all university stationery is a necessary and required part of the visual identity standards outlined on page 6. University departments, offices and programs can personalize stationery per the established guidelines. **No exceptions to these guidelines are allowed.**
- **All other printed materials distributed to an off-campus audience purchased under a university account code.**

# Policy Statements & Regulations

## Publications for off-campus audiences must contain:

- 1. The name University of Wisconsin-La Crosse** must be printed on the piece, preferably on the front. The university wordmark/logo may be used in place of or in addition to the name of the university. See page 8 for proper placement of the university wordmark/logo.
- 2. An affirmative action statement**, either — “The University of Wisconsin-La Crosse is committed to providing equal educational and employment opportunity regardless of race, color, creed, religion, sex, national origin, disability, ancestry, age, sexual orientation, pregnancy, marital and parental status.”  
or  
“The University of Wisconsin-La Crosse is an affirmative action/equal opportunity employer and is in compliance with Title IX and Section 504.”  
**or, when space is at a premium, “AA/EOE”**
- 3. If the publication requests that an off-campus audience** come to campus to attend an event, the publication must contain the statement:  
“**To request disability accommodations, please contact (name, department, address, e-mail and phone number of event coordinator).**”
- 4. Funding statement on all publications.**  
UW-System has mandated the following statement be on any publications that *are not funded* by GPR funds (102, 104, 105, 107, 109, 114, 115, 119, 190, or 402):  
*“This publication was not produced at taxpayer expense.”*  
If the publication was funded by the UW-L Foundation or by the UW-L Alumni Association, the above same statement should be used.

Use the following paragraph if you need to inform your audience on general facts about UW-La Crosse:

“The University of Wisconsin-La Crosse, founded in 1909, is one of 13 four-year campuses in the University of Wisconsin System. It offers approximately 88 majors, minors and special programs for undergraduates in business, education, the sciences, the arts, health, recreation, physical education and liberal studies. Twenty-five graduate programs are available. More than 9,800 students attend classes on the compact, 119-acre campus. UW-L boasts a student to faculty ratio of 21:1 and an average class size of 28 students. Located on the banks of the scenic Mississippi River in western Wisconsin, the La Crosse metropolitan area with its 110,000 residents serves as a regional center for shopping, business and industry.”

**When creating a publication, do not use sexist or discriminatory remarks and images. All printed materials should demonstrate the racial, ethnic and social diversity of the University of Wisconsin-La Crosse.**

**Be sure to get the photo release form signed by all students and non-UW-L staff pictured in your publication. See page 21.**



# Policy Statements & Regulations

## Administration of the Identity Standards and Policies

The Publications Office is responsible for enforcing the identity standards and all other policies included in this manual and will serve as final authority if compliance is questioned.

We cannot anticipate all possible uses of the university's visual identity standards as well as policies governing the development of printed materials. Considering this, the Publications Office will review proposed changes to existing policies on a case-by-case basis.

The identity standards apply to all material printed or produced by the University of Wisconsin-La Crosse, regardless of funding source. The Publications Office is responsible for implementing the standards and enforcing compliance.

## Copyright Considerations

The University of Wisconsin-La Crosse follows all copyright restrictions. The copyright law (title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted materials. Under certain conditions specified in the law, universities may make copies of copyrighted materials for use in private study, scholarship, research and limited classroom distribution.

For more complete copyright information, contact the Copyright Clearinghouse to assist in registering copyrighted materials and obtaining required format and licenses.

Copyright Clearinghouse  
Director of Murphy Library  
1631 Pine St.  
La Crosse, WI 54601 USA  
608.785.8805

## Distribution to State Legislature

The State of Wisconsin has prohibited the distribution of university-printed materials to any member of the state legislature unless these procedures are followed:

- The university must notify all members of the legislature with a brief description of the materials to be distributed.
- The university may distribute materials to any member of the state legislature who requests a copy of specific materials.

## Disagreements With Policies

In the event of a disagreement between the Publications Office, the policies established in this booklet, and the desires of a department or office representative, the pertinent issues will be addressed and resolved in a meeting with the department representative, the appropriate dean or division head, the Director of Publications and the Assistant Chancellor for University Advancement.

# UW-L Identity Standards & Branding

## A Consistent Graphic Identity

To affirm UW-L's position as a world-class university and raise the relative position of our institution in the hearts and minds of our audience we must focus on the UW-L brand.

### What is a brand?

Simply stated, it's the image or personality we wish to project. Through consistent graphic elements and messages, an effective brand strategy projects the positive attributes of a company, a product, a service — and yes, a university. Branding illustrates value. A carefully applied branding strategy will enhance our effectiveness in promoting a favorable image and reaching our goals: attracting students, recruiting faculty and staff, soliciting financial support from donors, and promoting goodwill between the university and those upon whom our success depends.

## UW-L: Your distinct choice

In 2004, faculty and staff were asked to submit a list of attributes that describe UW-L. Many of them were involved in focus groups to help us identify what makes UW-L special and define our unique selling proposition.

We learned UW-L is known for: commitment to quality, reputation for academic excellence, an exceptional quality of life, the beauty of the 7 Rivers Region, the beauty of our campus, abundant recreational opportunities, commitment to fostering a diverse campus, the dedication of our faculty and staff. But the overarching premise of these conversations was that, together, these individual statements combine to make UW-L a distinct choice for students who attend our university — and for faculty and staff who work here.

Consult with the Publications Office for the proper use of the tagline on all printed materials.

## University Name

Our institution's name is University of Wisconsin-La Crosse. In most cases, the full name should be used in the first reference to the university. The word "the" may precede the full name to avoid awkward sentence structure. In subsequent written references it is permissible to use UW-La Crosse or UW-L.

The university's name must be written correctly whenever it appears. The phrase *University of Wisconsin-La Crosse* should have a hyphen (with no space preceding or following it) between the words *Wisconsin* and *La Crosse*. There should be one space between *La* and *Crosse* in the city name. The "C" in *Crosse* is always capitalized. *La Crosse* should not be broken into two lines (*La* at the end of one line and *Crosse* at the beginning of the next).

### Examples of correct and incorrect usage of the university name.

#### Correct —

University of Wisconsin-La Crosse  
UW-La Crosse  
UW-L

*(the above forms do not apply to e-mail and Web addresses)*

#### Incorrect —

University of Wisconsin - La Crosse  
University of Wisconsin—La Crosse  
University of Wisconsin La Crosse  
Univ. of Wisc.-La Crosse  
UW - La Crosse  
UW—La Crosse  
U.W.-La Crosse  
U. of W.-La Crosse  
U.W.L.  
UWL

# UW-L Identity Standards & Branding

## University Logo and Wordmark

### Colors:

When possible, the logo and wordmark should appear in two colors. In its reverse application, the logo can appear in black or maroon (PMS 208). In two-color use, the wordmark should appear with the University of Wisconsin affiliation in maroon (PMS 208) and the name La Crosse in black. When the logo or wordmark cannot be printed in two colors, it should appear in black or in the darkest color available.

The logo and wordmark may be reversed from a dark background or photograph. All elements should appear in white.

## UW-L Official Colors

The official colors of the UW-La Crosse are maroon (PMS 208) and gray (PMS 430 or 30% black).

## Download logos at:

[www.uwlax.edu/universityrelations/documents/logos.html](http://www.uwlax.edu/universityrelations/documents/logos.html)



TM



TM



TM



TM



TM



TM

## University Wordmark

UNIVERSITY *of* WISCONSIN  
LA CROSSE

UNIVERSITY *of* WISCONSIN  
LA CROSSE

### Legibility:

- To preserve legibility, the logo should appear large enough for all type to be readable.
- Designs should allow for a liberal amount of white space around the logo or wordmark.
- Do not print the UW-L logo against a heavily textured or patterned background.
- Do not reverse the UW-L logo out of a complex photograph or background.
- Do not print the UW-L logo in dark colors on a dark background.
- Do not print the UW-L logo in light colors on light background.
- Do not use colors other than those specified in the style manual to reproduce the logo.

The UW-L logo must be presented as clearly as possible. Backgrounds must be controlled to assure proper contrast and maximum visibility.

**Companion Typeface:** Font used should be Palatino and/or Times.

### Protecting Our Identity

The university's name, seal, wordmark and logo are registered marks of the Board of Regents of the University of Wisconsin System doing business as the University of Wisconsin-La Crosse. This provides protection against the manufacture, display or sale of these identifiers without the university's consent.

Protectability of the university seal, wordmark and logo is based on their unique designs; therefore, they should never be redrawn, repropotioned or otherwise modified for any special purposes.

Licensing of the name, seal, wordmark and logo will be administered by the university's director of publications in consultation with the director of University Communications.

### A note about specialty items:

Items upon which the UW-L logo or wordmark appears on a three-dimensional medium are known as specialty items. Coffee mugs, apparel, duffle bags, keychains, desk clocks and padded folders are among the myriad possibilities upon which the UW-L logo can be printed, embroidered, embossed or engraved.

It is strongly recommended you ask for product samples from the vendor — preferably with the UW-L logo in place — so an informed decision can be made before placing a quantity order.

# UW-L Identity Standards & Branding

## University Seal

The University of Wisconsin-La Crosse seal is the official symbol of the institution. It consists of a circle within a circle. The inner circle, with a lined background pattern, contains a shield showing the rivers and bluffs of the Coulee Region of Wisconsin, a scroll, and a figure in motion. The scroll and figure are visual representations of the Latin words “mens” and “corpusque” found on a banner below the shield. Mens, Latin for mind, and corpusque, Latin for body, express our belief in education for the whole person. The outer circle contains the name of the university.



*The seal may not be redrawn, reportioned, screened or modified in any manner.*

The primary usages for the university seal are for official documents, for ceremonial purposes, and for use by the Chancellor’s Office. The list at right covers appropriate and inappropriate uses. Use of the seal for any other purposes requires the approval of the Chancellor and the University Communications Office. Questions about using the seal? Contact the Publications Office staff.

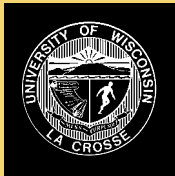
## Use of University Seal

### Appropriate uses:

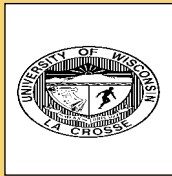
- diploma
- transcripts
- legal documents
- university-wide policy statements
- official UW-L certificates and plaques
- commencement materials
- inaugural materials
- regent visit materials
- lecterns (especially for official matters)
- official university reports (e.g., to regents, to accrediting bodies)

### Inappropriate uses:

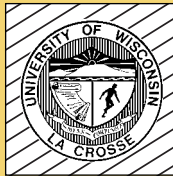
- promotional or informational brochures, flyers, posters, books, newsletters, etc.
- advertising
- stationery or business cards, specialty advertising items (e.g., clothing, glassware, ceramics, notebooks, folders, etc.)
- badges, nametags, buttons, vehicles



1



2



3

The University of Wisconsin-La Crosse seal depicts the history, mission and distinctive nature of the institution. It consists of a circle within a circle.

4

1. Reversing the university seal out of a dark background is permissible. Special versions are available from the University Communications Office.
2. Do not reportion or modify the seal in any manner.
3. Patterned, colored or tinted fields should be knocked out behind the seal.
4. Do not use the seal as tinted art behind typography or other art.

## Athletic Team Logo

The official name of the intercollegiate athletics teams at the University of Wisconsin-La Crosse is Eagles. Their official identifiers are the “Eagle in the L” emblem and the eagle caricature.

The athletics identifiers are registered marks of the University of Wisconsin System and the University of Wisconsin-La Crosse. Their use is obtained by permission of the Athletics Department and the licensing group at UW-L.

## Athletic Team Logos for Athletic Use Only



## Use of Athletic Team Logo

### Appropriate uses:

- uniforms
- athletics programs and brochures
- athletics posters
- other purposes related to the athletics program at UW-La Crosse

### Inappropriate uses:

- university stationery (except for stationery used by units within Intercollegiate Athletics)
- on publications describing specific academic programs
- any other pieces with a non-athletic focus

# UW-L Stationery

## Stationery Standards

UW-La Crosse stationery includes its letterhead, envelopes, mailing labels, business cards, note cards and pocket folders.

Letterhead and envelopes may display the name of a division, college, department, unit, center or program. Already established department or unit symbols and logos are permitted on university stationery in a specified size and location. Contact the Publications Office for more information.

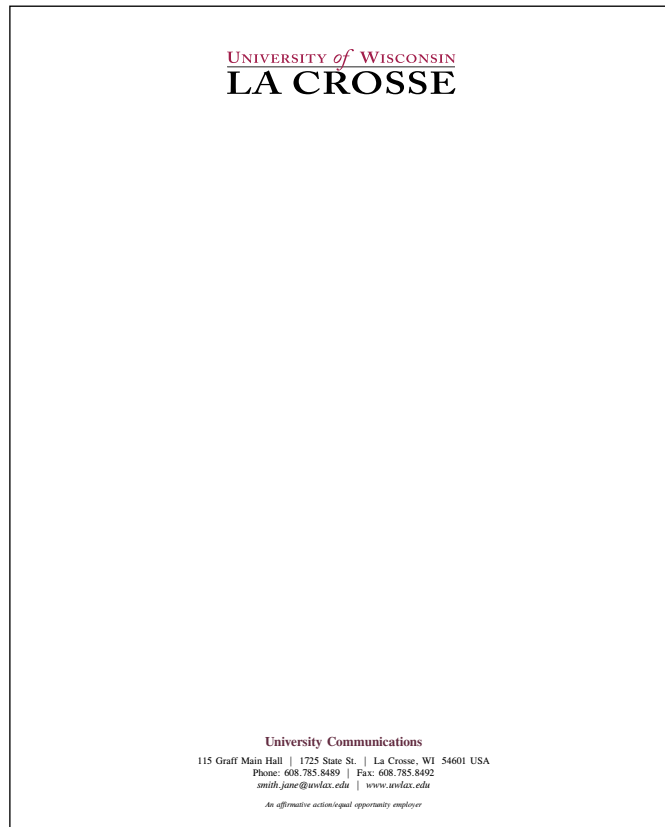
**All UW-L stationery must contain at least one telephone number where the agency may be contacted, one fax number, and if available, one e-mail address and Web site. Add "USA" after ZIP code.**

Use of the university's stationery is for official business conducted by persons under contract in officially recognized university units. Letterhead and envelopes must never be used for correspondence of a personal nature.

Units or programs with contracted partnerships outside the university may note this cooperative arrangement on standard university letterhead. No symbols and logos from these outside organizations will be used on letterhead purchased on a university account. Organizations affiliated with UW-L, such as the UW-L Foundation Inc. and the UW-L Alumni Association, may use the university logo and wordmark as long as all the policies and procedures listed here are followed.

## University Letterhead

Acceptable UW-La Crosse letterhead



## Letterhead

The standard letterhead format is the 8<sup>1</sup>/<sub>2</sub>"x11" size. It features the UW-La Crosse wordmark centered at the top with unit, address, phone and other information centered at the bottom.

All letterhead will be printed in two inks (black and PMS 208 maroon) on 24 lb. white bond recycled paper. Campus units will have two options for purchasing letterhead:

1. Basic letterhead can be purchased through Campus Stores and then personalized in black ink only at Document Services. The Publications Office will supply the camera-ready art required by Document Services.
2. Or units can purchase letterhead through an off-campus supplier which means that their personalized information can be printed in both black and maroon inks. All requests for letterhead printed off-campus should be addressed to the Publications Office.

### Cost of letterhead

500 = \$62.26	2,500 = \$174.72
1,000 = \$92.23	3,000 = \$202.31
1,500 = \$119	5,000 = \$303
2,000 = \$150.88	7,500 = \$405.80

When requesting more than 7,500 the state contract is used for calculating cost.

# UW-L Identity Stationery

## Envelopes

Business and catalog envelopes which complement the letterhead are available from Campus Stores. All envelopes are printed in maroon and black inks on a white wove stock. Envelopes cannot be personalized for departments and units when purchased from Campus Stores. Departments or units which desire personalized envelopes should contact the Publications Office to have these specially ordered.

Envelopes are available in the following sizes:

- No.10 business envelope (regular and window)

### Cost of No. 10 Envelopes

500 = \$73.53	2,500 = \$148
1,000 = \$102.85	3,000 = \$166
1,500 = \$122	4,000 = \$186
2,000 = \$134	

When requesting more than 5,000 the state contract is used for calculating cost.

### Cost of No. 10 Window Envelopes

500 = \$76.08	2,500 = \$152
1,000 = \$110.71	3,000 = \$172
1,500 = \$126	4,000 = \$192
2,000 = \$138	

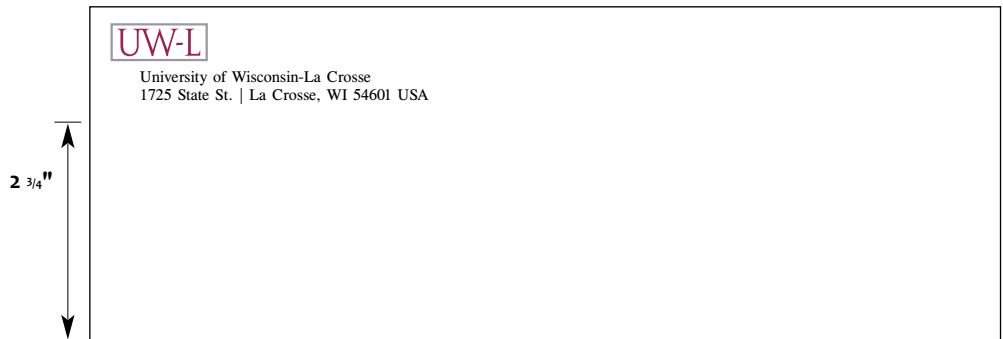
When requesting more than 5,000 the state contract is used for calculating cost.

- catalog envelopes in sizes: 7 1/2"x10 1/2", 9"x12", and 10"x13"  
State contract is used for calculating cost.

### The Publications Office processes requests for letterhead and envelopes twice a month

(approximately every 15 days). Submit a copy via fax (785.8492) or campus mail (115 Graff Main Hall) of your existing letterhead with changes clearly marked to the Publications Office. Specify the account number to charge, exact quantity needed, requested delivery site, contact person and phone number. We recommend ordering at least a year's supply in order to get the most competitive price.

No. 10 business envelope



## BUSINESS CARD ORDERS

Business cards are ordered online at

[www.uwlax.edu/budgetandfinance/purchasing/BusinessCardForms.htm](http://www.uwlax.edu/budgetandfinance/purchasing/BusinessCardForms.htm)

note card



## Note Cards and Pocket Folders

For note card orders, contact the Publications Office. A pocket folder is available for purchase through Campus Stores.

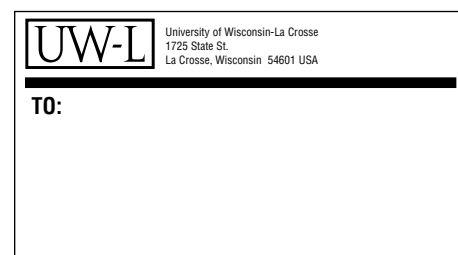
## Shipping Labels

For a template for mailing labels visit the Campus Stores Web site:

[www.uwlax.edu/store](http://www.uwlax.edu/store)

The label is designed to print on 3-1/3"x4" labels (equivalent to Avery 5164 labels).

### Shipping label



# How To Plan a Publication

## Steps to Publication Completion:

### 1. Schedule a meeting with the Publications Office

115 Graff Main Hall, 785.8575/8499

Come prepared to discuss the following:

- purpose of the publication
- intended audience
- when delivery is required
- what type of publication you think is needed
- number of copies required (look at the size of your target audience and determine a realistic number in multiples of 100)
- how the piece will be distributed
- “shelf life” of the publication
- copy, art and photo needs
- budget for the publication (include account number you plan to use)

A planning worksheet is enclosed on the back cover of this guide. Please make a photocopy and complete it prior to meeting with our staff. By the close of the meeting we will have established:

- a feasible production schedule
- cost estimates for the project
- ideas for gathering and writing copy
- design ideas

### 2. Complete copy/manuscript

When possible, campus clients should provide copy via e-mail or disk. Copy should be saved as Microsoft Word text or as ASCII text. Submit a hard copy print out of copy as well. The Publications Office follows the UW-L Style Guide (see pp. 16-19 in this guide) and the *Associated Press Stylebook*. The UW-L Style Guide contains style elements specific to the university and should be consulted as a first reference.

### 3. Design/publication layout

Preliminary design considerations will be discussed at the initial meeting with the Publications Office. As copy is being completed, other design elements will fall into place. Primary responsibility for the “look” of a publication rests with the Publications Office to ensure consistency, readability and quality. Client suggestions on design will be incorporated when possible.

Clients will be given laser-print quality or PDF proofs to check. Positioning of photos and artwork will be shown on all proofs.

The Publications Office also maintains a limited library of computer clip art and photos for use in publications design. These may require a nominal fee.

### 4. Proof final copy

Campus clients will be asked to proof their publication before it is sent to the printer. Proofs will come as close to resembling the finished product as possible with the technology available to the Publications Office. Clients are expected to inspect their proof very carefully to ensure that all elements are in place and accurate.

All jobs sent off-campus for printing will also include a blackline or color proofs. Clients are required to proof and sign printer’s proof. Copy or design changes at this stage are expensive and may delay delivery.

### 5. Place with printer

Once you have signed off on the proof for your publication, coordination of off-campus printing will be done by the Publications Office.

## NOTE:

Off-campus printing orders cannot be processed during the month of June because of state purchasing regulations, so plan accordingly.

## MOST JOBS TAKE:

### At the Publications office

2 to 8 weeks

Careful planning is key to producing an effective publication. Complexity of design, amount of information, gathering and copy to be written, number of copies, size of a publication and current workload in the Publications Office all are factors when setting a schedule for completion.

### + At the printer (printing and binding)

2 to 4 weeks

### Total Production and Printing

4 to 12 weeks

(Depending on complexity of the job)

# Quick GUIDE...to other publishing questions

If you are designing your own project, the next four pages will guide you through the process. This guide does not cover every variable of the process, but will lead you in the right direction. If you have any questions regarding your project, call the Publications Office at 785.8575 or 785.8499.

## What program should I use?



Quark XPress or InDesign are the programs of choice for most printers.

If you do not have either of these ...



- Microsoft Publisher documents on a disk will not work for off-campus printing jobs. If you only have access to Microsoft Publisher, you will have to supply a PDF (including bleeds) to get a job printed.
- Work in a program that can create a pdf file and embed the fonts and images in the file.
- Consult with the Publications Office for other options.

## How long does it take to get something printed?

- The printer needs at least 15 working days for most jobs and 20 working days for larger and more detailed jobs.
- The Publications Office needs at least five days to process the job; this includes pricing and/or bidding the job, issuing the purchase order and ordering paper.
- It is very helpful if the Publications Office is notified prior to when the job is finished. This is especially important for larger quantity jobs, so we can schedule the press time and produce your job can get done in a more timely matter.

Timeline differs for jobs designed by Publicaitons Office. Refer to page 11.

You place camera-ready job with Publications Office

- PDF
- Account number
- Quantity
- Sample of printed piece

S	M	T	W	T	F	S
	1	2	3	4	5	
	6	7	8	9	10	
	11	12	13	14	15	

Publications Office places your print job with printer

Delivery of your print job to Campus Stores

## What does the printer need?

### A PDF

- When saving your document as a PDF be sure to include:
  - crop marks
  - embedded fonts
  - embedded images
  - have it CMYK
  - if art bleeds (make sure bleeds are 1/8"-1/4" beyond the edge of the document)

For high school students  
**English (ESL) Adventure Camp**  
La Crosse, Wisconsin, USA

Experience a fun-filled three weeks during the beautiful Wisconsin summer, while increasing your English skills! Our camp combines learning with summer fun!

UW-L  
International Education • Continuing Education/Extension  
For more information or questions:  
www.uwlax.edu/conted/eslcamp  
608.785.6508  
continuing@uwlax.edu

www.uwlax.edu/conted/eslcamp



## Setting up the document

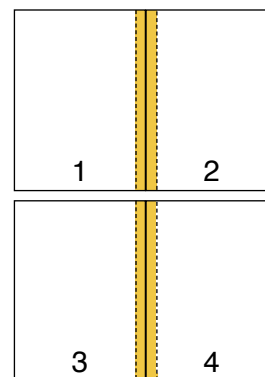
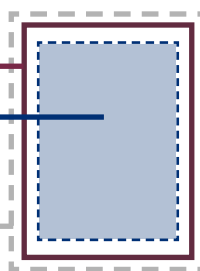
• **PAGE SIZE** is the physical size of the document.

• **IMAGE SIZE** is the area where the type and art are placed

— usually 1/2" in from the edge of the page.

Image can not be less 1/4".

• **BLEED** is when an image or element on a page touches the edge, extending beyond the page size. The printer needs at least 1/8" past the page size for trimming.

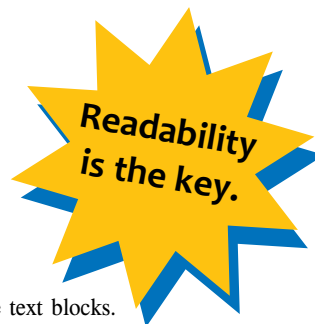


The **GUTTER**, the space between image areas on facing pages, should always be at least 1/2" on each page.

- The Publications Office recommends the page numbers be placed at the bottom in the center of the page. This is a time-saver.
- Set up your document as **SINGLE PAGES** in numerical order.
- Pages for books must be in multiples of four; for example, if you have a 20-page book and find out you have information for two more pages, you have to go to 24 pages.
- Design for your audience.

## Typefaces/Fonts

- There are many fonts on your computer; however, there is no need to use them all in your design. Using only two to three fonts gives variety to your design and makes it easier on the reader.
- **SERIF** type with the short crossline at the end of each main strokes. Typefaces without serifs are called **SANS SERIF** fonts.
- Italics are used to emphasize. They can be very hard to read if used in large text blocks.
- **POINT SIZE** is the size of the type. This is where you have to remember your target audience for readability.
- Spacing between lines is called **LEADING** and is measured from baseline to baseline. For most typefaces, recommended leading is two point sizes larger than the font size. (Example: 12 leading for 10-point type.)
- Spacing between letters is called **KERNING**. It is measured in negative or positive units.



10-point type with 12 leading. Just right.

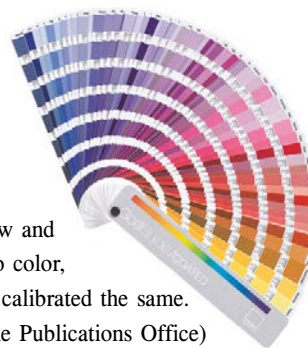
10-point type with 9 leading. This is too tight.

KERNING at 0  
KERNING at -10  
KERNING at 30

## Color

**ONE-COLOR** — black or one color ink chosen from the Pantone® Formula Guide.

**REMEMBER** your monitor is set to **RGB** (red, green, blue) illuminated color. Printers use **CMYK** (cyan, magenta, yellow and black) which is reflective color on paper. When it comes to color, what you see is not what you always get. Monitors are not calibrated the same. Please refer to the Pantone® Formula Guide (available at the Publications Office) to choose the correct color.



**FOUR-COLOR** — this process uses CMYK to create any color from the color wheel using different percentages of those four colors.

- The color palette in your document program: the colors you choose must be set up for CMYK.

## Paper

- White paper is preferred for four-color work.
- White, natural and ivory papers work well for all print jobs.
- Paper can be a very expensive part of your publication; know your budget when you are placing the job with the Publications Office.

# Quick GUIDE...to other publishing questions

## Art



**GRAYSCALE ART** is photographs or art with a continuous tone.



**LINE ART** has no gray variations, just black and white.



## Color photos/art

- Color photos must be converted to CMYK in Photoshop prior to using them in your publication



**Clients must submit printer-ready files. Files not meeting printer specifications will not be accepted. Prior to placing order consultant with Publications Office for file specifications.**

**IMPORTANT:** Scan photographs for all off-campus printing at 300 DPI (dots per inch).

Also scan art at the size you plan on using it. If you have an 8 1/2" x 11" piece of art and you will use it at 4 1/4" x 5 1/2", scan it at 50 percent. You want to place scanned art in your document as close to 100 percent as possible, it provides better quality and saves time at the printer.

## Saving scanned art:

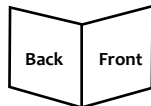
Save art as a EPS or TIFF file.

- **TIFF** is the most reliable for storing grayscale art.
- **EPS** is better for line art and color art/photos.
- High resolution **JPEG** files are acceptable.
- **GIF** files do not have enough data for the printing process — they are meant for Web design, not for print.

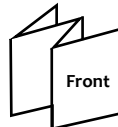
## Bindery

### TYPES OF FOLDS

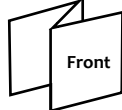
**4-PANEL BOOKLET HALF FOLD**



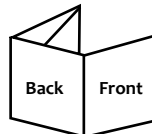
**8-PANEL ACCORDIAN FOLD**



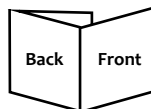
**6-PANEL ACCORDIAN FOLD**



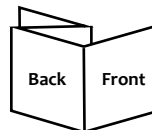
**8-PANEL BARREL FOLD**



**6-PANEL BARREL FOLD**



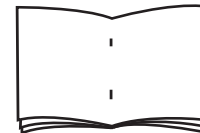
**8-PANEL DOUBLE PARALLEL FOLD**



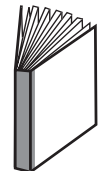
**SCORING** — a crease in heavier paper is made for a cleaner fold.

**DIE-CUTTING** — sharp steel rules are used to cut special shapes (like for folders with slits for business cards). Die-cutting is an expensive process.

### OPTIONS FOR FINISHING BOOKS



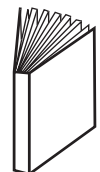
**SADDLE STITCHED**  
Stapled in the center of the book. For projects 8-72 pages.



**TAPE**  
Taped on the outside of the spine. No more than 100 pages including cover.



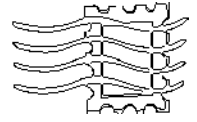
**SPIRAL**  
Plastic or wire. Document Services can only do plastic.



**PERFECT**  
Glued on the inside of the spine like a phone book.

# Postal Regulations

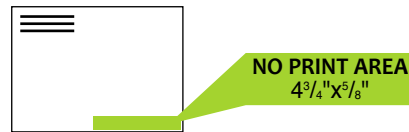
The Publications Office, campus client and Mail Room will work together to ensure that U.S. Postal Service regulations are followed when designing and printing publications. Size of the publication, paper weight and other variables can affect the ability to mail a piece as well as the cost to distribute it via the U.S. Mail. **It is the campus client's responsibility to work with the Mail Room and Document Services to determine the budget for distribution of any and all printed materials.** Campus Mail Room staff can provide labeling, bundling and mailing services for bulk rate mailings of 200-2,000 pieces. Campus clients can arrange to have large mailings prepared by an outside vendor. Pricing out mailing services and postage is the campus client's responsibility.



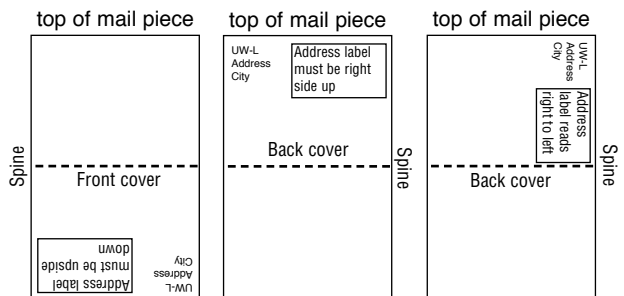
## Mailing

- The weight of the paper is very important for mail pieces. Postcards should be on minimum of 100 lb. cover stock.
- The lower right hand corner of a postcard (4<sup>3</sup>/<sub>4</sub>" x 5<sup>5</sup>/<sub>8</sub>" area) is not to be printed. This is where the post office puts the bar code. This rule also applies for envelopes. See Example No. 1.
- Beginning March 29, 2009 the U.S. Postal Service will be implementing new standards for positioning of delivery addresses on flat-size mail pieces. See Example No. 2 for placement.
- If the 8 1/2" x 11" piece is folded in half use the same format as in Example No. 2 using the dotted line as the fold. The fold is always at the bottom.
- For tabbing on folded pieces visit: <http://pe.usps.com/text/dmm300/201.htm#wp1042477> and scroll down to 3.14 and 3.15 for information.

Example No. 1



Example No. 2



If address label placed on the front cover; must be upside down at the bottom of the page.

If address label placed on the back cover; must be at the top of the top half.

Address label can be placed side ways on the back side; must be in the top half of the mail piece.

## Brochures (one sheet of paper folded)

Sealing the Top Edge With Fold at the Bottom



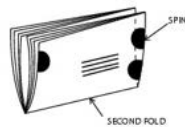
## Brochures/booklets (using multiple sheets of paper)

Simple Spine - Wallet Style



Spine on the bottom (longer) edge. 4" height only. Maximum Weight 2.5 ounces. 5.2" to 8" long

Folded



Final fold on the bottom (longer) edge, with the folded spine on the leading or trailing (shorter) edge. 5" to 10.5" long

Oblong



Spine on the leading (shorter) edge. 5" to 9" long. Over 9", up to 10.5" long

# Style Guide

The UW-La Crosse University Communications Office has prepared this style guide to supplement the Associated Stylebook as a reference for common UW-L specific style questions. By using this guide, along with the *AP Stylebook* and *Webster's New World Dictionary, Third College Edition*, as second and third references, the university can promote consistency and accuracy in writing. (Copies of the dictionary can be viewed in the University Communications Office, 115 Graff Main Hall.) The UW-La Crosse Style Guide supersedes the *AP Stylebook* on questions of style pertinent to UW-La Crosse. If no entry is found in the UW-La Crosse Style Guide, the *AP Stylebook* should be considered the reference choice. Refer questions to UW-La Crosse University Communications, 785.8572.

**academic degrees and titles** Readers are commonly unfamiliar with academic degrees. Avoid abbreviations and use instead a phrase such as: *John Jones, who has a doctorate in psychology; not John Jones, Ph.D.*

Write out names of degrees, such as: *She holds a master of science degree in teaching; not. She holds an MST.*

Use an apostrophe in bachelor's degree, master's degree, etc.

Use B.A., B.S., M.A., M.S. and Ph.D. only when needed to identify many individuals by degree on first reference or if usage would make the preferred form cumbersome. Spell out all others. Use these only after a full name, never just a last name, and set the abbreviation off by commas.

Avoid referring to someone who holds a doctoral degree as Dr. The public associates the title Dr. with a physician.

## abbreviations, acronyms

In general, avoid alphabet soup. Do not use abbreviations or acronyms which the reader would not quickly recognize. Never abbreviate the words university, department, or association. Spell out on first reference:

*University of Wisconsin-La Crosse, Wisconsin Intercollegiate Athletic Conference.* Second reference: *UW-L, WIAC.*

## academic departments

Use lowercase except for words that are proper nouns or adjectives: the department of chemistry, the chemistry department, the department of English, the English department.

An abbreviation is acceptable for a department on second reference only: ESS for the department of exercise and sport science.

## academic staff

### academic titles

Lowercase and spell out titles when not used with an individual's name: *The dean provided a list of students. The professor taught a class. The chancellor will speak today at noon.*

Capitalize and spell out when they precede a name: *Chancellor Joe Gow, Dean John Doe, history Chair Jane Doe.*

## addresses

Use the abbreviations Ave., Blvd. and St. only with a numbered address: *1725 State St., 105 West Ave.* Spell out and capitalize when part of a formal street name without a number: *State Street, La Crosse Street.* Lowercase and spell out when used alone or with more than one street name: *Vine and 16th streets.*

Format for punctuation: Office of the Chancellor, UW-La Crosse, 1725 State St., La Crosse WI 54601 USA.

Postal state abbreviations: (*Use only with addresses*) — AL, AK, AZ, AR, CA, CO, CT, DE, FL, GA, HI, ID, IL, IN, IA, KS, KY, LA, ME, MD, MA, MI, MN, MS, MO, MT, NE, NV, NH, NJ, NM, NY, NC, ND, OH, OK, OR, PA, RI, SC, SD, TN, TX, UT, VT, VA, WA, WV, WI, WY.

## adviser

NOT advisor.

## ages

Always use figures: *a 20-year-old student, but the student is 20 years old. The student, 19, has a brother. The student is in his 20s* (no apostrophe).

## All-America, All-American

Use All-America when referring to a team, All-American when referring to a player or individual.

## alumnus, alumni, alumna, alumnae

Use *alumnus* (*alumni* in the plural) when referring to a man who has attended a school. Use *alumna* (*alumnae* in the plural) for similar references to a woman. Use *alumni* when referring to group of men and women.

When referring to UW-La Crosse alumni, on first or second reference, follow the person's name with year graduated: John Doe, '85.

## Alumnus

Capitalize and italicize, but do not put in quotes, when referring to the publication for UW-La Crosse alumni.

## ampersand (&)

Spell out the word "and" unless the ampersand is part of a proper name: Cleary Alumni & Friends Center, Barnes & Noble, etc.

## annual

An event cannot be described as annual until it has been held in at least two successive years. Do not use the term first annual. Instead, note that sponsors plan to hold an event annually.

## Bookstore

The complete and correct name is University Bookstore.

## building names

Use the following names when referring to buildings on campus:

### Academic and administrative buildings:

Archaeology Center Lab  
Cartwright Center  
Cartwright Center-Gunning Addition  
(when referring to Port O' Call and Valhalla)  
Centennial Hall  
Center for the Arts  
Child Care Center  
Cleary Alumni & Friends Center  
Cowley Hall  
Graff Main Hall  
Heating Plant  
Health Science Center  
Information Center  
Mitchell Hall  
Morris Hall  
Murphy Library Resource Center  
North Campus Field Equipment Building  
Recreational Eagle Center (*REC* ok on second reference, but never REC Center, which would be redundant.)  
Whitney Center  
Wimberly Hall  
Wing Technology Center  
Wittich Hall

### Residence halls:

Angell Hall	Hutchison Hall	Sanford Hall
Coate Hall	Laux Hall	Wentz Hall
Drake Hall	Reuter Hall	White Hall

### Other:

Annett Recital Hall  
Hoeschler Tower  
Mitchell Hall Gymnasium (*basketball, volleyball, gymnastics, wrestling*)  
Mitchell Hall Fieldhouse (*track and field*)  
Mitchell Hall Pool (*swimming, diving*)  
North Campus Field (*baseball, softball*)  
Roger Harring Stadium at Veterans Memorial Field  
Sports Complex (*football*)  
Roger Harring Stadium Track at Veterans Memorial Field Sports Complex (*track & field*)  
Soccer Field at Veterans Memorial Field Sports Complex (*soccer*)  
Strelczyk Great Hall  
Toland Theatre  
University Gallery  
Veterans Memorial Stadium Hall of Honor

# Style Guide

## Campus Master Plan

The University of Wisconsin-La Crosse Master Plan is a guide for both short-term and long-term physical growth and development opportunities within the campus. With a 20-year time horizon, the plan establishes a framework within which campus administrators can prepare for future needs of the physical campus setting in order to meet the goals of the University of Wisconsin System, UW-L and the needs of its colleges, departments and the entire student population.

## Campuswide

One word

## cancel, canceled,

canceling, cancellation

## capitalization

Academic writing has a tendency to over-capitalize.

Use capitalization sparingly. Check these stylebook entries and others: academic titles, college, university names, committees, majors, organizations.

## catalog

UW-La Crosse publishes the *University of Wisconsin-La Crosse Undergraduate Catalog* biennially.

## chair

Not chairman, chairwoman, chairperson. Capitalize before a name.

## class rankings

In common text, use: *Jane Doe, a freshman from Onalaska*. In sports, use: *Jane Doe (Fr., La Crescent, Minn.)* Other abbreviations for the sports format: So., Jr., Sr. for classes and Ill., Wis., etc., for states — see state names entry. Note: freshman/freshmen is used for males and females.

## coach

Capitalize only when used before the name: John Doe is the men's basketball coach; UW-L men's basketball Coach John Doe.

## collective pronouns

The Eagles are a group of players. Use collective pronouns, such as they and their: *The Eagles won their fourth consecutive game last night*. A team is a singular unit: *The team ended its season last night*. Also, a class referring to a group of people is singular. Faculty is singular.

## college, university names

Capitalize colleges and schools within the university: *The program is sponsored by the College of Science and Health. The student is in the School of Arts and Communication*.

On first reference use: *University of Wisconsin-La Crosse*, thereafter *UW-La Crosse* (regionally) or *UW-L* (locally). For other campuses in the UW System use: for example, *UW-River Falls*.

Always lowercase when referring to UW-La Crosse as an entity and generically: *The university (meaning UW-La Crosse) has many accredited programs. She has a university education*. Lowercase college, school, etc., when not used in the formal context: *The college held an information fair to promote its programs*.

*Other UWs— Do not use University of Wisconsin when referring to UW-Madison. For the University of Wisconsin-Extension use UW-Extension (include the hyphen). University of Wisconsin System, the abbreviated version is UW System. Note there is no hyphen before "System." The current president's name is Kevin Reilly.*

For colleges and universities outside the UW System, spell out complete name of college and follow with state if not Wisconsin: *Wartburg College, Iowa; Gustavus Adolphus College, Minn.* Second references: *Wartburg, Gustavus Adolphus*. References for spellings are in the back of the recommended *Webster's New World Dictionary, Third College Edition*.

## colon, semicolon

Use AP Style outlined in punctuation chapter. Use a colon at the end of a sentence to introduce lists. Capitalize the first word after a colon only if it is a proper noun or the start of a complete sentence.

Use a colon to introduce a longer quotation within a paragraph and to end all paragraphs that introduce a paragraph of quoted material.

A semicolon is used to indicate a greater separation of thought and information than a comma can convey, but less than the separation than a period implies.

Use a semicolon to separate lists: *The following students were in the play: John Doe, Mondovi, Wis.; Jane Doe, Winona, Minn.; and Mary Smith, Waverly, Iowa.*

## comma usage

Do not set off Jr., Sr., Inc. and Ltd. with commas: Sammy Davis Jr. will perform, The UW-La Crosse Foundation Inc. will award the scholarship.

Place inside quotation marks at all times: "UW-La Crosse is highly ranked in USNews," said Chancellor Gow.

Do not use a comma after a question mark or exclamation point as in the following example: "How many national championships does UW-L hold?" asked the reporter.

Do not put the comma before the conjunction in a simple series: The flag is red, white and blue. But, use the serial comma if a part of the series includes a comma or if an integral element of the series requires a conjunction: Breakfast will include cereal; ham and eggs; and toast.

## committees

Capitalize full name of committee: *Budget Committee, University Services Committee*, but lowercase second references: *The committee met yesterday*. Also: *Faculty Senate, Academic Staff Council, Student Association*.

## compact disc

Use CD.

## company, companies

Use *Co.* or *Cos.* when a business uses either word at the end of its proper name: *Trane Co., American Broadcasting Cos.* But: *Aluminum Company of America*. If company or companies appears alone in second reference, spell the word out in lowercase.

Theatrical: Spell out company in the name of theatrical organizations: *The La Crosse Dance Company*.

## course titles

Lowercase all course titles that do not include proper nouns: *She took a course in history; freshman English is required*. Capitalize when the course title is used with a numeral: *History 101 begins at 7:45 a.m.*

## courtesy titles

Do not use Mr., Mrs., Miss, Ms. except to avoid confusion, such as when both a husband and wife are quoted in a story. Often it is better to repeat first and last names when quoting people with the same last name whether male or female.

## dash

Use a dash to show an abrupt change, a series within a series, attribution before an author's name at the end of the quotation, in datelines, and to introduce sections of lists. Put a space on both sides of a dash in all uses except the start of a paragraph and sports agate summaries. *I will fly home for the holidays — if I get a raise.*

## dates

Always use Arabic figures, without st, nd, rd or th. See months for examples.

## daylight-saving time

Not *savings*. Note the hyphen. Lowercase in all uses.

# Style Guide

## days of the week

Capitalize them; do not abbreviate, except when needed in a tabular format: *Sun, Mon, Tue, Wed, Thu, Fri, Sat* (three letters, without period, to facilitate tabular composition).

## department names

Capitalize department names: Communication Studies Department, Biology Department, etc.

## disabled, handicapped, impaired

In general, do not describe an individual with a disability or handicapped unless it is clearly pertinent to a story. See the *AP Stylebook* **disabled, handicapped, impaired** entry.

## division

Abbreviate in NCAA Div. III and similar uses.

## dorm

Always use residence hall rather than “dorm” or “dormitory.”

## Eagles

The nickname for UW-La Crosse men’s and women’s athletic teams. Do not refer to the team without attaching an “s” to the word. Eagle (no “s”) may be used to refer to an individual. Be careful in use of possessives and plurals. Examples: *The Eagles’ home field. Eagles Coach Barb Gibson. Eagles defense.*

Do not use the term “lady Eagles.” They are the women’s team, the women, or better yet, the Eagles.

## ellipsis ( ... )

Use the ellipsis to show missing words. In general, treat the ellipsis like a three-letter word with a space on both sides. For more details, see the *AP Stylebook*.

## email

Not Email

## emeritus, emeriti

The word emeritus is added to formal titles to denote individuals who have retired and retain their rank or title. When used, place the word emeritus after the formal title: *Vice Chancellor Emeritus W. Carl Wimberly, Professor Emeritus John Cleveland.* Emeriti is the plural.

## employee

Not employe.

## entitled

You are entitled to title your book or paper, but you aren’t entitled to entitle it. Use entitle to mean a right to do or have something. Do not use it to mean titled. He was entitled to a promotion. Her book was titled “The History of La Crosse.”

## essential and non-essential clauses

An essential clause cannot be eliminated without changing the meaning of a sentence. It must not be set off from the rest of the sentence by commas.

A non-essential clause can be eliminated without altering the basic meaning of the sentence. It must be set off by commas. When an essential or non-essential clause refers to a human being or animal with a name, it should be introduced by the words “who” or “whom.” “That” is the preferred pronoun to introduce clauses that refer to an inanimate object or an animal without a name. “Which” is the only acceptable pronoun to introduce a non-essential clause that refers to an inanimate object or an animal without a name.

## event happenings

State in order of time, day, date: The group will meet at 5 p.m. Wednesday, Nov. 6, in the Ward Room, Cartwright Center. Remember, “Nov. 6” is another way of saying “Wednesday” and should be set off by commas. Do not include the word “on” before the day.

## faculty

### Festivities

Capitalize Family, Friends & Alumni Weekend, Oktoberfest, Riverfest.

### Foundation

The University of Wisconsin-La Crosse Foundation Inc. grants scholarship aid to students, awards grants to faculty and provides monetary awards to staff and projects. It raises money through gifts, which may be referred to as donations.

## game time

Always two words.

## grade-point average

Note hyphen and no capital letters. Use GPA on second reference.

## gray

Not grey; but, *greyhound*. Gray is one of UW-L’s school colors. Maroon is the other. But, usually phrased “*maroon and gray.*”

## handicapped

See **disabled** entry.

## his, her

Do not presume maleness in constructing a sentence, but use the pronoun his when an indefinite antecedent may be male or female: *A reporter attempts to protect his sources.* (Not *his* or *her* sources, but note the use of the word reporter rather than newsman.)

Frequently, however, the best choice is a slight revision: *Reporters attempt to protect their sources.*

## Hoeschler Tower

Not Hoeschler Clock Tower.

## home page

Two words.

## hometown

In general news releases note hometown as part of the sentence: *Jane Doe of Onalaska was awarded a \$1,000 scholarship.* Wisconsin is not used unless the city name is correlative to one in Minnesota or Iowa: *Osseo, Wis.; Osseo, Minn.; Altoona, Wis.; Altoona, Iowa.* Exception: *Madison; Madison, Minn.* Do not use Minnesota following *Minneapolis*.

In sports: Use state abbreviation after each city, including *La Crosse, Wis.*

## hyphens

Use a hyphen whenever ambiguity would result if it were omitted. When a compound modifier — two or more words that express a single concept — proceeds a noun, use hyphens to link all the words in the compound except the adverb very and all adverbs that end in *ly*. Examples: *A full-time job; a well-known professor; a very good game; an easily remembered rule.* See the *AP Stylebook* **hyphen** entry.

## incorporated

Abbreviate and capitalize as Inc. when used as part of a corporate name. It usually is not needed, but when it is used, do not set off with commas: *UW-L Foundation Inc., J.C. Penny Co. Inc. announced ...*

## instructional academic staff

## Internet

Note the capitalization.

## La Crosse

Note the space between *La* and *Crosse* and keep on one typed line. When referring to the sport, however, lacrosse.

## letterwinner, letterwinners

Not *letterman* or *letterwoman/lettermen* or *letterwomen*.

## majors

A student can major in a program; or, he/she can, for example, be an English major. Do not capitalize the title of a program unless it is a proper noun.

## maroon

One of UW-L’s school colors. Gray is the other. See **gray** entry.

## minorities

See **nationalities and races** entry.

## months

Capitalize the names of months in all uses. When a month is used with a specific date, abbreviate only *Jan., Feb., Aug., Sept., Oct., Nov.* and *Dec.* Spell out when using alone or with a year alone.

When a phrase lists only a month and a year, do not separate the year with commas. When a phrase refers to a month, day and year, set off the year with commas.

Examples: *January 2008 was a cold month. Jan. 21 was the coldest day of the year. His birthday is May 6. Feb. 14, 2000, was the target date.*

# Style Guide

## names

There is no excuse for misspelling a name. A complete interview includes asking those interviewed how to spell their names. Ask if they have a preference for a shortened or full-length reference to their names. For instance, don't assume a woman named Deborah is a Debra, Debbie, Debby or Deb; or a Stephen is Steven or Steve. Verify spellings of last names; for instance, is it Gundersen or Gunderson. In general, ask people to spell their names even if they appear to be common spellings.

## nationalities and races

Capitalize Asian, Native American, Hispanic, Pacific Islander, Alaskan Native, Eskimo or Intuit. Lower case black and white. American Indian is the AP preferred term for Native American. Use person's preference, especially if you plan to use the term African-American. See the *AP Stylebook* **nationalities and races** entry.

## No.

Use as the abbreviation for number in conjunction with a figure to indicate position or rank: *No. 1 choice*, *UW-L is ranked No. 2 in the Midwest by USNews & World Report*.

## Numerals

See AP Stylebook entry. Briefly, follow these examples: *No. 1 team*; *20th century*; *1st Ward*; *first in line*; *first base*; *5-year-old boy*; *the 1990s*; *12 credits*; *eight credits*. Spell out numbers one through nine; use numerals beginning with 10.

## obscenities

The use of profane language in print should be avoided, but sometimes an offensive word is part of an important quote. You may use "damn" or "god" if it adds significantly to the story. Do not use racial or ethnic slurs. Avoid offensive words rather than replace letters of offensive words with hyphens. See *AP Stylebook* **obscenities** entry.

## one space versus two spaces after punctuation

With today's typesetting capabilities, one space after all punctuation is the preferred spacing for all copy that will be printed by a commercial printer. All copy submitted to the Publications Office should have one space only after all punctuation (after periods, semi-colons, colons, etc.).

## office

Capitalize *office* when it is used as part of a formal title: *University Communications Office*, *Chancellor's Office*.

Note: All campus offices should be referred to by their specific area followed by the word office. For example, not, the Office of University Communications; rather *University Communications Office*.

Lowercase all other uses, including phrases such as: the office which promotes the university.

## OK OK'd, OK'ing OKs

Do not use okay.

## online

One word; no capitalization.

## organizations

Use complete title of an organization according to the list published by Student Activities and Centers. Second references may be made to "the organization," "the club," "the council," "the board," etc.

## percent

One word. Spell out in all instances, except tabular form when % is appropriate.

## phone numbers

Here is the format for an on-campus extension: 58888 (for 785.8888). Here is the format for off-campus numbers: 608.555.5555. Always use the area code. Use periods not dashes.

## plays

Put quotes around the title. Use "theater," not "theatre," except in proper names that use that spelling: *She will be in the theater production. The play is in Toland Theatre. The musical is performed by University Theatre.*

**political parties, office holders** Capitalize Democrat and Republican. If an elected official holds national office, note state: Rep. Ron Kind, D-Wis. If the person holds state office, list city of resident, i.e., Sen. Dan Kapanke-French Island.

## Port O' Call

Not Port O' Call Lounge when referring to room in Cartwright Center-Gunning Addition.

## possessives

See *AP Stylebook* entry.

## pounds

Spell out, do not abbreviate with lbs. except in tabular form.

## powwow

One word.

## quotes

Quotes should be used to convey unique information; do not overuse quotes. Take every opportunity to reduce ordinary quotes to para-phrases. "Said" or "says" are perfectly fine attributive verbs.

When using quote marks, use straight quotes only to convey measurements as in inches or feet. Use curly quotes for attribution. For example:

*The 5' 4" brunette said, "That's a fantastic idea."*

## Roger Harring Stadium

The formal name of the stadium located at Veterans Memorial Field Sports Complex.

## rooms

Generally, do not use the term when referring to a room number in a building. Instead use: The meeting is in 222 Cartwright Center. However, use the term and capitalize it when used with a name: Ward Room.

## state names

Spell out the names of states when they stand alone. Eight states are never abbreviated: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah. When used in conjunction with the name of a city, town or village, use this list of state abbreviations:

Ala.	Ind.	Mont.	Pa.
Ariz.	Kan.	Neb.	R.I.
Ark.	Ky.	Nev.	S.C.
Calif.	La.	N.H.	S.D.
Colo.	Md.	N.J.	Tenn.
Conn.	Mass.	N.M.	Vt.
Del.	Mich.	N.Y.	Va.
Fla.	Minn.	N.C.	Wash.
Ga.	Miss.	N.D.	W.Va.
Ill.	Mo.	Okla.	Wis.
		Ore.	Wyo.

Exception: For addresses, use postal state abbreviations — see address entry.

## tenure-track

### that, which, who, whom

Use who and whom in referring to people and to animals with a name: *John Doe is the man who helped*. Use that and which in referring to inanimate objects and to animals without a name. See **essential, non-essential clauses** entry in *AP Stylebook*.

## times

Use figures except for noon and midnight. Use a colon to separate hours from minutes: 11 a.m., 1 p.m., 3:30 p.m.

Avoid such redundancies as: 10 a.m. tomorrow morning, 10 p.m. Monday night, 12 noon Wednesday.

## Timetable

The official name of the class schedule produced by the Records and Registration Office each semester, published online.

## toward

Not towards.

## travel, traveled, traveling, traveler

## university

See college, university names entry.

## University Police

Not protective services

## Valhalla

Not Valhalla Hall when referring to the room in Cartwright Center-Gunning Addition.

## Vanguards

The name of the student volunteer organization that gives campus tours to prospective students. The group is based in the Admissions Office.

## Veterans Memorial Field Sports Complex

The formal name of the new athletic multiplex that includes the concourse and grandstand, running track, football and intramural fields, lighting and Veterans Hall of Honor.

## website

# Style Guide

**A** ATLANTA (AP) — The organization  
 said Thursday. It was the first  
 the last attempts.   
 With this the president tried  
 the company is not  
 over a period of or more years  
 there were in the group.  
 Ada, is the hometown  
 The man was the guest of  
 prince edward said it was his  
 as a result This will be  
 the ac user pointed to them  
 In these times it is necessary  
 the order for the <sup>stet</sup> ~~later~~ devices  
 The ruling a fine example  
 according to the <sup>is</sup> ~~this~~ source

- indent for paragraph
- paragraph
- no paragraph
- transpose
- use figures
- spell it out
- abbreviate
- don't abbreviate
- uppercase
- lowercase
- remove space
- insert space
- retain
- insert word
- delete

**BF** By DONALD AMES

J. R. Thomas

J. R. Thomas

or

=

- bold face, center
- flush right
- flush left
- insert comma
- insert apostrophe
- insert quotation marks
- insert period
- hyphen
- dash

This guide has been prepared by the UW-L Publications Office.

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 (Subject's name and signature) Phone Number (Date)

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 (Subject's name and signature) Phone Number (Date)

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 (Subject's name and signature) Phone Number (Date)

\_\_\_\_\_  
 (Subject's name and signature) Phone Number (Date)

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\_\_\_\_\_  
 (Parent or Guardian Signature) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

\_\_\_\_\_  
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printer vendor \_\_\_\_\_  
  
quantity required \_\_\_\_\_  
printing budget \_\_\_\_\_  
full account number \_\_\_\_\_  
(11-digit)  
delivery address \_\_\_\_\_  
requested delivery date \_\_\_\_\_

**Reorder with changes**  
(attach sample with changes indicated)

P.O. number \_\_\_\_\_  
dated \_\_\_\_\_  
vendor who printed job \_\_\_\_\_  
  
quantity required \_\_\_\_\_  
printing budget \_\_\_\_\_  
full account number \_\_\_\_\_  
(11-digit)  
delivery address \_\_\_\_\_  
requested delivery date \_\_\_\_\_

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\_\_\_\_\_  
\_\_\_\_\_

Suggested themes for publication: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Intended audience: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

quantity required \_\_\_\_\_

printing budget \_\_\_\_\_

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