



**Life University Publications,  
Advertising, and Web Page  
Policy and Procedures**

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The Department of Marketing, Communications & Publications is responsible for maintaining a consistent editorial and graphic identity in all official Life University publications, advertising, signage, and other visual communications. This identity upholds the image of the University as expressed in The Mission, Values, and Goals of Life University. All publications and advertising required by Colleges and departments of Life University must be produced by the Department of Marketing, Communications & Publications or approved by the director of marketing, communications & publications. The director of marketing, communications & publications will work with the president, administrators, vice presidents, deans, and department heads to determine design, approve content, and advise on distribution of all official university marketing communications. Recruitment and development publications have scheduling priority over others.

## **UNIVERSITY PUBLICATIONS AND ADVERTISEMENT POLICY**

The Department of Marketing, Communications & Publications manages and publishes numerous printed pieces annually for the university and its individual colleges and departments. These publications target various audiences including alumni and prospective students. Other audiences include students, faculty, staff, and friends of the university. Some publications include magazines, brochures, newsletters, flyers, posters, invitations, programs, and banners for special events. The publications division also manages the university's advertising program by placing and designing ads. The department provides photographs for publicity and publications purposes and manages graphic identity including letterhead, signage, and logo usage. The official university web site ([www.life.edu](http://www.life.edu)) is maintained by the Department of Marketing, Communications & Publications and is required to be printed on all publications and advertising.

### **UNIVERSITY PUBLICATIONS**

All major official university publications such as bulletins and applications for admissions or employment should include Life's policy on nondiscrimination, which reads as follows:

Life University has fully supported and fostered in its educational programs, admissions, employment practices, and activities it operates the policy of not discriminating on the basis of age, color, disability, national origin, race, religion, sex/gender, or sexual orientation. This policy is in compliance with all applicable federal regulations and guidelines.

The Department of Marketing, Communications & Publications offers writing, editing, photography, design, and print production management services, at no cost to colleges or departments, to help create the best publications possible to meet specific needs. Departments pay for out-of-house prepress services, printing, and postage. As stated in the policy, the Department of Marketing, Communications & Publications is responsible for maintaining a consistent editorial and graphic identity in all official Life publications.

This is not to say that every publication will look the same. Rather, the university identification will allow Life's audiences to recognize each publication as part of the Life University family of publications. Visual consistency ensures that a publication or advertisement, from the very first glance, is identifiable as belonging to a particular organization. The official university web site is essentially an online publication and must also adhere to the university graphic identity.

## **DEPARTMENT OF MARKETING, COMMUNICATIONS & PUBLICATIONS SUMMARY OF SERVICES**

- Writing/editing
- Design consultation
- Design
- Print consultation
- Printing price estimates
- Print production management
- Photography (for publicity and publications needs)
- Placing of advertisements
- Design/production of ads
- University web page design and maintenance
- Departmental web page consulting

## **WHERE DO WE START? WHOM DO WE CALL? WHAT DO WE NEED?**

### **PUBLICATIONS SERVICES**

The best time to call us about a publication or advertisement is as soon as you've decided that you need one, regardless of how far in the future the deadline might be. Calling early allows us to work your project into our production schedule. Call the graphic designer to discuss your needs and establish a production schedule. Use the following checklist as your guide.

- **FORMAT:** Do you have one in mind? Do you need a brochure, newsletter, poster, flyer, ad, or direct mail piece? We can help you decide on the best format to reach your audience.
- **QUANTITY:** How many pieces do you want to print? We will need to know your estimates before determining a budget. Although you may specify several different quantities as options, we must have a quantity estimate at the beginning of the project.
- **BUDGET:** How much do you have to spend? If your project is new and you have no specified budget, we can help you estimate costs, and we can recommend formats that can fit into your department or college budget.
- **DEADLINE:** When do you need your publication or advertisement?
- **MAILING LISTS:** Do you need to order mailing lists? Lists for faculty/staff must be ordered from the human resource department. Lists for alumni must be

ordered from the Office OF Alumni Affairs. Labels and/or lists for bulk-rate mailings must be supplied in zip code order. Multiple lists can be coordinated by the commercial printer or direct mail house for a reasonable fee. A publications staff member can advise on the types of mailing lists.

- Have you consulted other individuals or departments involved in or affected by the project? Does your director, vice president, or dean know about the project? Internal communication is important to the success of the project.
- Have you determined who is your audience? What is the purpose of your publication? A successful publication should always have a specific marketing purpose or goal. What is the publication's or advertisement's desired effect? A good question to ask is what is the single message with which you want the reader to come away? What action do you want the reader to take? What specific facts must be included? Don't forget the obvious such as the exact, formal name of your department, an address, and especially a phone number and contact person to call for more information. If your piece is promoting an event, don't forget date, time, and place. Also, it is important to provide complete and accurate spellings of names, etc. If the project is to be coordinated with other pieces (enclosures, business return envelopes, reply cards, etc) has this been coordinated?
- Do you need writing or photography to support your project?

## **HOW LONG WILL IT TAKE?**

This may be the most frequently asked question the publications staff receives. It can be a difficult one because the answer depends on many things: How complex is the piece? Is it new or a reprint with few or minimal changes? Does it require writing and editing? Does it require photography? Does it require extensive creative design? Is it one, two, three, or four (full) colors? How many pieces do you need? Are there multiple pieces to the project? How many people are involved in the proofing/approval process? How many other publications are in production at the time?

As a general rule of thumb, simple one- or two-color, low quantity flyers, posters, and brochures take less time than three and four-color, large-quantity "slick" magazines, brochures, and newsletters. The director of marketing, communications & publications and/or the graphic designer can help you determine a time estimate for your project based on these variables. A very rough guideline follows:

- SIMPLE BROCHURE: 3 – 6 weeks
- BOOKLET: 4 – 6 weeks
- MAGAZINE, ANNUAL REPORT, or similar piece: 12 weeks
- NEWSLETTER: 4 – 8 weeks (depending upon size and complexity)
- POSTER: 3 – 4 weeks
- FLYER: 1 – 2 weeks
- COMPLEX PROJECT such as bulletins (course catalogs) and view books: 3 – 4 months
- ADS: 2 – 3 weeks

These estimates are based on having final, approved copy provided to the publications office on disk or via e-mail as well as photos selected. When substantial writing and editing are required, additional time is necessary. Changes on the blueline and color proofs create additional delays. A blueline is a type of contact proof where all color are shown. This is given by the printer as a final review before printing.

## **WHY DOES IT TAKE SO LONG?**

This is another commonly asked question. Individuals who have never been involved in a publications project find it difficult to understand why the process takes so long. Every publication requires the following steps:

- **WRITING/EDITING:** This can take several weeks to several months depending upon the complexity of the publication. Supplying copy on disk or by e-mail to the publications office often speeds the production schedule.
- **PHOTOGRAPHS:** It often takes several weeks to schedule, shoot, process, and choose photos to illustrate a particular publication, especially when many photos are needed.
- **DESIGN:** Two to three weeks is standard time on an average piece, longer if the job is more complex.
- **PROOFING:** Two to three weeks is often normal for proofing, corrections, and subsequent proofs, especially if several people are reviewing a piece. The Department of Marketing, Communications & Publications and representatives from the involved department or college participates in the proofing process. Usually, several individuals are responsible for proofing.
- **TIME AT THE PRINTER:** Standard commercial printer turnaround time is two to three weeks. A major job might take four weeks.

## **HOW CAN I EXPEDITE THE PROCESS?**

- Plan in advance and come to us early for scheduling.
- Come to us with answers to the questions in the section “Where do we start? Whom do we call? What do we need?” (See page 4.)
- Provide at least a rough draft of copy on disk or via e-mail, preferably in a PC, text-only file or in Microsoft Word, unformatted (i.e., single column only, no tabs, no bold face, no italics, etc.). Submit a hard copy as well.
- Do not submit any copy in all caps.
- Once we edit your copy for consistency and adherence to university style, we will ask you to proof it carefully and to make changes you need when it is in manuscript form.
- Changes to copy once design has begun can significantly delay your job.
- Review each subsequent proof carefully and quickly. Once your job has gone to the printer, we will receive a blueline proof for final review before the job goes on the press. Twenty-four hours is standard turnaround time for blueline review. This includes the time the blueline is in our office for approval and, if applicable, transit time to and from your office for approval. Sometimes the publications staff will approve the blueline.

## **THE DESIGN/PROOFING PROCESS**

Designing publications is a complex, specialized task that requires the graphic designer to bring many components—including copy, type, photos, illustration, paper stock, and format (size and number of pages)—together to deliver a publication that generates the desired effect. Just as owning a drawing table, mechanical pencil, and paper does not make one an architect, having a computer and desktop publishing software does not make one a designer. A designer learns specialized skills through formal education and professional practice.

When you meet with the graphic designer, bring your ideas on format, color, and paper but be prepared to rely on the expertise of our creative designers trained in the field. In the following basic production process outline, “client” refers to the department or college representative bringing the job to the publications office:

1. Client establishes a message. The director of marketing, communications & publications can help refine this message.
2. Client prepares copy. The director of marketing, communications & publications can assist.
3. Client calls the university graphic designer and/or director of marketing for a meeting to discuss budget, timeline, and needs so the publications office can establish a production schedule.
4. Client provides final approved copy.
5. Copy is edited by the Department of Marketing, Communications & Publications to ensure it adheres to university style.
6. The director of marketing, communications & publications assigns design to the university graphic designer depending on the nature of the job and individual schedules and workloads. The staff member may meet with the client to discuss concept, or the director of marketing, communications & publications may handle this function.
7. The university graphic designer or director of marketing, communications & publications may provide a rough layout to the recruiting director, director of enrollment services, provost, dean, vice president for university advancement, and/or coordinator for final proofing. (Depending on the complexity of the job, one or all may be involved in this process.)
8. The design is submitted to client for proofing and approval.
9. The in charge of the requested project approves design concept and returns first proof indicating “okay to print as is,” “okay to print with changes” (marketing, communications & publications staff will ensure that changes are made), or “new proof needed” on the attached approval form.
10. Often the proofing process will go through several stages.  
It is the responsibility of the department in charge of the requested project to:
  - Check for factual accuracy of the copy.
  - Check spelling.

It is the responsibility of the marketing, communications & publications staff to:

- Assist in correcting spelling and grammatical errors.

The director of marketing, communications & publications and the vice president of university advancement will review all jobs, at least once during production, before they are printed. A job cannot go to the printer without the signature (and approval) of the client and the director of marketing, communications & publications.

11. All materials are sent to the printer.
12. A blueline is the last proof produced by the printer before printing and will be sent to the marketing, communications & publications office. Type changes at this time are expensive and can cause delays in delivery. The department of marketing, communications & publications will normally approve the blueline for technical accuracy. On sensitive jobs, the department requesting the project may be asked to review the blueline as well. The blueline must be returned to the printer within 24 hours and anything other than minimal corrections will significantly delay the job.

## **THE PRODUCTION PROCESS**

### **CHANGES TO JOBS IN PROGRESS**

Corrections to copy during the proofing process are usually necessary. A proof is not a final product and should be expected to need typographic corrections and minor revisions. Copy and design changes to publications in progress will cost both time and money. It is best to make changes as early in the proofing process as possible. Changes at the blueline stage, which is the last proof submitted by the printing company before printing, can create significant delays and additional charges not originally specified in the printing estimate.

### **ESTIMATING PRINTING COSTS**

Based on your budget, we will develop a publication that you can afford. Once you have approved the design concept and all the specifications, we will bid the job. We utilize a large number of vendors and specialize in knowing which printers are best for a job based on the specifications. For all jobs, the department of marketing, communications & publications will obtain three bids from printers best suited for your job. We will then forward the estimate to for you to complete the requisition process. Changes to original specifications after the job is in progress will affect the final cost.

### **THE PURCHASE ORDER PROCESS**

The Department of Marketing, Communications & Publications initiates the requisition process by informing the appropriate person within the department or college to complete a requisition for approval and signature of the dean or department head. In order to complete the printing on time, it is important that the paperwork is expedited as soon as possible. Often, because of deadlines, the paperwork can take longer than the printing process. When you receive the estimate, please:

1. Complete the requisition.
2. Make sure there is enough money in the account to cover the amount of the purchase order.

3. Have the appropriate individuals sign the requisition. Keep a copy for your records.
4. Send the requisition to purchasing. Remember, vendors cannot print or deliver your publication until they receive the purchase order number issued by the finance department. Failure to complete these steps can result in serious delays in delivery of your job.

## **OTHER COSTS**

Costs other than printing include:

- Prepress production, which includes any alterations, corrections made by the printer to a blueline proof once a publication, has been submitted to the printing company.
- Special illustration or copywriting assistance
- Special bindery such as insertions
- Postage
- Labeling, sorting, and delivery to post office
- Federal Express and other courier services sometimes required for production.

## **DELIVERY OF PUBLICATIONS**

After your publications have been printed, they will be delivered to the mail center or to an outside mail fulfillment service for mailing. Many printers now have their own in-house mail fulfillment services. If your piece is to be mailed, it will be specified on the purchase order. For publications delivered on campus, arrangements must be made with the grounds/maintenance to have the boxes transported from the mail center to the appropriate department. We will need at least 10 samples of your publication for our files for internal distribution and future reference. We will generally instruct printers to deliver these samples directly to us so we can monitor quality. However, if we do not receive the samples, we will ask that you supply samples as well as check for quality immediately upon delivery. Please call any printing problems to our attention so we can have the printer make adjustments when necessary. We act as your agent to the printer to manage production, handle delivery problems, initiate purchase orders, and approve the invoice.

## **ADVERTISING**

All university advertising is placed through the Department of Marketing, Communications & Publications. The director of marketing, communications & publications maintains the files on rates of many local, regional and national publications and then places the ads which are designed by the publications design team.

The advertising proofing and production process is the same as that for publications. Copy and photos for all ads must be supplied weeks in advance. Exact deadlines vary from publication to publication. Contact the marketing director at ext. 2628 for more specific information.

## **PHOTOGRAPHY SERVICES**

The university photographer is available for your publications and publicity needs. Photography can also be scheduled through the university graphic designer at 770-426-2859 or through the online Photography Request form. Due to the tremendous volume, your photo request must be scheduled as far in advance as possible. Ten days notice is required for assignments outside the normal university hours; three week's notice is preferred for weekend photography assignments. Many photo assignments for specific publications will be art directed by a member of our publications design team. When making an appointment for photography, please be as detailed as possible regarding your specific publication requirements. All digital photos and originals are stored and may be reviewed in the Department of Marketing, Communications & Publications.

## **PUBLICATIONS EDITORIAL STYLE**

Life University e-mail newsletters, press releases and website as well as all other official university publications will follow primarily Webster's New World Dictionary and the Associated Press Stylebook. In general, publications style is slightly more formal than news release style. Because stylebooks sometimes vary, this official Life University Publications Policies and Procedures booklet outlines style practices specific to Life University. For style questions not specifically addressed in this style sheet, consult one of the references below.

## **UNIVERSITY STYLE**

**a versus an.** The choice of the article a or an depends on the sound with which the word or abbreviation begins. If it begins with a consonant sound, "a" is used. If it begins with a vowel sound, "an" is used.

- a historic building
- an honors program
- a novel idea
- an innovative program

**academic departments.** Use lowercase except for words that are proper nouns or adjectives.

- the department of history
- the history department
- the department of English
- the English department

**academic degrees.**

abbreviations—Use periods as follows:

- B.A. for bachelor of arts degree
- M.A. for master of arts degree
- M.B.A. for master of business administration degree
- Ed.D for doctorate of education
- Ph.D. for doctorate degree

- D.C. for doctor of chiropractic degree

capitalization—Lowercase degrees in a body of text.

- Mary Smith received a bachelor of science degree in nutrition from Life University.

apostrophe versus no apostrophe—Use as follows:

- master's degree in sports health science OR master of sports health science degree
  - bachelor's degree in secondary education OR bachelor of secondary education degree
- (See also degree programs on page 15.)

**academic titles.** On first reference to an individual with an academic title, use the academic title after the name. Do not refer to him/her as Dr. in subsequent references. Use his/her last name only.

- David M. Barnett, Ph.D., is giving the commencement speech this year. Barnett will discuss world peace.

**accent marks.** See diacritics on page 15.

**accept/except.** Accept means to receive, except means to exclude.

**addresses.** Spell out and capitalize street, avenue, alley, lane, etc., when using the complete name of the thoroughfare.

- Fifth Avenue is often heavily congested.
- Many beautiful homes are on St. Charles Avenue.

Abbreviate compass points in an address, but spell them out when there is no address number.

- McGrath's Bar is located at 2525 S. Carrollton Avenue.
- Wendy Jones lives on South Carrollton Avenue.

Lowercase and spell out the word street when used with more than one street name.

- Meet me at the corner of Barclay and Cobb streets at noon.

Do not put a comma between the state and zip code. Follow post office requirements for specific mailings, e.g., business reply envelopes (BRE).

**adviser.** Not advisor.

**alumna.** One female graduate.

**alumnae.** More than one female graduate.

**alumni.** More than one graduate—all males or males and females collectively.

**alumnus.** One male graduate.

**apostrophe.** Make certain a true apostrophe (') is used and not a foot mark ('). The computer keyboard command is: shift/option + right bracket. For the possessive form of words that end in s, use the apostrophe after the s.

- The Hardy boys' dog is in our yard.
- Dr. Jones is Lars' supervisor.

**avenue.** See addresses.

**Barclay campus.** Uppercase Barclay only because it is the name of the street.

**board members.** Lowercase.

**Board of Trustees.** Uppercase when referring to a specific board.

- The Board of Trustees will be meeting downstairs this afternoon.
- The board will be meeting downstairs this afternoon.

**book titles.** Capitalize the initial letter of each word (except articles and conjunctions if three letters or less) and italicize.

**bullets.** Use bullets of some sort when listing items. Do not use an asterisk (\*) or a hyphen; these are appropriate on the typewriter only because there are no other alternatives. (For most fonts, the computer keyboard command is: option key + 8.)

**bylaws.** Not by-laws.

**capitalization.** In publications, be careful not to use capitalization in excess. When used for emphasis, too many capitalizations can have the same effect as having none. In more formal, non-publication documents (e.g., honorary degree citations) and in The Mission, Values, and Goals of Life University exceptions are allowed.

capitalization of hyphenated compound words. Capitalize only the first letter, unless the second element of the compound is a proper noun.

- I must return *Homes in Post-Victorian England* to the library today.
- Jack is taking classes through the Off-campus Learning Program.

**century.**

numerals vs. spelling out—Spell out those less than 10. Lowercase unless in a title or the first word of a sentence. For those 10 and over, it is correct either to use numerals or to spell out the century. Do not use numerals if the word is first in a sentence.

- I find eighteenth-century architecture inspiring.
- I find 18th-century architecture inspiring.
- Eighteenth-century furniture fills her house.

hyphenation—When the word century is used as a noun with a preceding numeric designation, no hyphen is used. When the century is used as an adjective, a hyphen is used.

- Hairstyles in Europe became larger as the 16th century progressed.
- Professor Jenkins finds 20th-century fiction to be the most interesting.

**CEO.** Spell out chief executive officer on first reference, then use CEO (with no periods) on further references.

**chair.** Use chair instead of chairman, chairwoman, or chairperson, unless specifically requested otherwise by the individual holding the position.

**city.** Capitalize initial letter only when part of the city's name. Lowercase in other instances.

- Fordham University is located in New York City.
- The city was presented with a grant for a new zoo.
- The city of Atlanta is filled with history.

**city, country.** When in text, a comma should follow both the city and country.

- While on vacation in London, England, I attended a banquet at Buckingham Palace.

**city, state.** When used in text, a comma should follow both the city and state.

- Jane Beck, a dentist from Jackson, Mississippi, opened her new office on St. Charles Avenue.

**Class of...**

- The Class of 1950 will be celebrating its golden anniversary this year.
- The 1950 class will be celebrating its golden anniversary this year.

**co-chair.** Hyphenate the word. In instances where the word should be capitalized—at the beginning of a sentence or preceding the proper name of the co-chair—only the first c is capitalized.

- Ben Hoffman is a co-chair of the committee.
- Co-chair Ben Hoffman will be speaking at today's committee meeting.
- Today's speaker will be Co-chair Ben Hoffman.

**college acronyms.** On first reference, spell out the name. On subsequent references, use the acronym. When using acronyms, do not use periods unless the school officially uses them.

- LSU
- SMU

**College of Arts and Sciences.** Use the College of Arts and Sciences on all references.

**college names.** The official or formal names of colleges should be capitalized. Shortened or informal versions should be lowercase except for clarity. The formal name should be used in most instances on first reference.

- College of Chiropractic

- College of Arts and Sciences
- Pick up the papers from Arts and Sciences (clarity).

**colon.** Use only one space after a colon.

- The following is a list of students and the color of the flag each student will carry tonight in the parade: Benny—blue, Sarah—green, Rachel—yellow, Jack—red.

**commas between clauses.** Use a comma plus a conjunction between two independent clauses.

- Professor Brown testified before Congress on the dangers of smoking, and it is agreed he presented a strong case.

The following sentence is NOT composed of two independent clauses and SHOULD NOT include a comma. Sentences such as this commonly, and incorrectly, include a comma before and. This mistake should be avoided. The following sentence is correct:

- Professor Brown testified before Congress on the dangers of smoking and was invited to lecture at Oxford on the same subject.

**commas in a series.** Use a comma between all items in a series, including before and for clarity. Exception: news releases follow AP style which excludes the comma before and.

- red, white, and blue
- red with black stripes, white with orange circles, and blue with green spots
- red, white, purple, green, and gold

**commencement.** Lowercase within text.

**committee.** When the entire official name of the committee is used, the first letter of each word should be capitalized.

Otherwise, it should all be in lowercase letters.

- Carol Jackson is a member of the Library Visiting Committee.
- Carol Jackson is a member of the library committee.

**Common Curriculum.** Uppercase.

**course names.** Uppercase the names of courses because they are, in effect, titles. Lowercase the names of subjects unless they are proper nouns or adjectives.

- Jesse has enrolled in Introduction to Psychology.
- Sandy has been studying nutrition, psychology, dietetics, and biology at Life University.

**dashes.**

en dash—An en dash is approximately the width of a capital N and surrounded by a space on both sides. It is used between words indicating duration and in compound adjectives when one of the elements is made of two words or two hyphenated words. (The computer keyboard command is: option key + hyphen key.)

- January 26 – March 3

- 7:30 – 9:30 p.m.
- 8 – 10 years of age
- Minneapolis – St. Paul
- white-collar – blue-collar contrast

em dash—An em dash is approximately the width of a capital M and has no space on either side. It is used in substitution of a colon or parenthesis, or in indicating an abrupt change in thought, or in a space where a period is too strong or a comma too weak. An em dash is also used before an author’s or composer’s name at the end of a quotation. (The computer keyboard command is: shift key + option key + hyphen key.)

- “Who steals my purse steals trash.” —Shakespeare
- We will fly to Paris in June—if I get a raise.

**dates.** Spell out dates (months and days of the week)

**days of the week with date.** Spell out. Use a comma after the day of the week and the date with or without the year following.

- We will meet on Tuesday, March 11, to discuss next week’s fundraising event.
- We will meet on March 11 to discuss...
- We will meet on Tuesday to discuss...
- We met on March 11, 2004, to...

decades—numeric. Do not use apostrophes when all four digits are used.

- 1930s
- the ’30s

**degree programs.** Lowercase.

- Roger Alexander is working towards his master’s degree in sports health science.
  - Roger Alexander received a master of sports health science degree from Life University.
- (See also academic degrees.)

**departments.** Lowercase when used informally; uppercase when used formally or when needed for clarity. NOTE: Official department name is listed as Department of Xxx; informal name is xxx department.

- Jane is now working in the Department of Biology (formal).
- Jane is now working in the biology department (informal).
- I am going over to Nutrition to see my professor (clarity).
- The Department of Psychology (formal) is located on the first floor.
- The psychology department (informal) is located on the first floor.
- Pick up the papers from Psychology (clarity).

**diacritics.** Do not use an apostrophe or foot mark as an accent. Use the correct accents. First type in the computer keyboard command for the desired accent and then the letter over which the accent is to be placed. (You will not see the accent until the letter has been typed.)

- ´ (acute) = option + e
- ` (grave) = option + ~
- ¨ (dieresis) = option + u
- ^ (circumflex) = option + i
- ~ (tilde) = option + n
- ¸ (cedilla) = option + c
- ˘ = shift + option + .
- ˙ = shift + option + ,

**divisions.** Lowercase when used informally; uppercase when used formally or when needed for clarity. NOTE: Official division name is listed as Division of Xxx; informal name is xxx division.

- Pick up the form from the Division of Business and Finance (formal).
- Pick up the form from the business and finance office (informal).
- Pick up the form from Business and Finance (clarity).
- Fundraising is handled by the Office of University Advancement (formal).
- Fundraising is handled by the university advancement office (informal).
- Fundraising is handled by University Advancement (clarity).

**ellipsis.** Use the ellipsis (...) keyboard command (option + :) rather than typing three periods in a row. This gives you evenly spaced periods that cannot be separated if they fall at the end of a line. Do not include a space before or after the ellipse. Follow with a period at the end of sentences.

**e-mail.** Single, hyphenated word. Lowercase when used in text.

**emphasis.** Do not use double emphasis. A word that is bold or italicized will stand out. It need not be bold, italicized, and underlined to be seen.

**extension.** See telephone extension on page 21.

**faculty.** Use with a singular verb.

- The faculty numbers 200.
- The faculty is meeting today.
- The faculty members are meeting today.

**fall semester.** Lowercase.

**fax.** Lowercase.

**follow up/follow-up.** Single, hyphenated word when used as a noun or adjective. Two, separate words when used as a verb transitive or verb intransitive.

- I must go to the chiropractor for a followup adjustment.
- This examination is a follow-up to my knee surgery.
- Make sure you follow up that lead I gave you for the new job.

**fundraiser, fundraising.** Do not hyphenate.

**gender reference.** Avoid sexist or sex-specific language whenever possible.

**home page.**

**hyphen.** A hyphen is used strictly for hyphenating words or line breaks. (See dashes.)

**Internet.** Always capitalize.

**intranet.**

**italics.** Italicize words instead of underlining them.

**junior/senior.** When using junior, senior, or roman numerals in titles, place a comma after the last name.

- John Smith, Jr., is not here.
- David Simpson, III, was present.

**library.** Lowercase.

**Life University.** The name of the university is Life University.

**magazine titles.** Capitalize the initial letters of each word (except articles and conjunctions of three letters or less) and italicize.

- *Today's Chiropractic Lifestyle*

**majors.** Lowercase.

- biology major
- nutrition major
- business administration major

**main campus.** Lowercase.

**main library.** Lowercase.

**McMillian Administration Building.** Initial capital letters as it is the proper name of the building

**midnight.** Do not proceed with 12. Midnight is 12 a.m.

**money.** When including a numeric monetary amount in a body of text, include decimal numbers only if the decimal amount is not .00. Also, if the amount is above \$999, do use a comma for clarification.

- Jack's stereo cost \$4,863.
- Jack's monthly mortgage payments will be \$1,364.75.

**month and year.** When used without referring to a specific date of the month, no comma is needed.

- Bob Harvey began working for the company in June 1993.
- Bob Harvey began working for the company on June 15, 1993.

**newspaper titles.** Capitalize and italicize, including the, when it is included in the name on the masthead.

- Barbara reads *The Atlanta Journal Constitution* from cover to cover every morning.
- Jack works for the *Marietta Daily Journal*.

**non-credit.** Hyphenate.

**nondiscrimination.** Do not hyphenate.

**nonprofit.** Do not hyphenate.

**noon.** Do not proceed with 12. Noon is 12 p.m.

**numbers.** in text—Spell out numbers from one through nine. Use numerals for those 10 or larger.

plural—fours, fives, 100s

**offices.** Lowercase when used informally; uppercase when used formally or when needed for clarity. NOTE:

Official office name is listed as Office of Xxx; informal name is xxx office.

- You must go to the Office of Student Life. (formal).
- You must go to the student life office (informal).
- You must go to Student Life (clarity).
- The Department of Marketing, Communications & Publications (formal) is located on the third floor.
- The marketing office is located on the third floor.
- Bring the proof back to Marketing (clarity).
- Life University produces numerous publications (not referring to the office itself) each year.

**online.** Both online and on-line are commonly used. However, university style follows online for consistency.

**percent.** Spell out when used in text. Use the % symbol when included in a chart.

**programs, academic.** Capitalize the names of formal academic programs. Lowercase generic names of academic programs.

- Off-campus Learning Program
- Honors Program

- graduate program
- Writing Across the Curriculum
- study abroad program

**president.** Lowercase unless it immediately precedes the name of the individual who holds the position.

- The president called an emergency meeting for this afternoon.
- When Mary toured the White House, President Bush was not in residence.

**question mark.**

with bracket, dash, parenthesis, quotation marks—The question mark is placed inside a closing bracket, dash, parenthesis, or pair of quotation marks when it punctuates only the material enclosed by that mark and not the sentence as a whole. It is placed outside that mark when it punctuates the entire sentence.

- What did Andrew Jackson mean when he called the project “a fiasco from the start”?
- “She thought about it for a moment,” Alice continued, “and she said, ‘Can you guarantee this will work?’ ”

**quotations.**

general—Make certain that true quotation marks are used (“,” ‘,’) and not inch (") and foot (') marks.

Computer keyboard commands are as follows:

- open double quote: option + left bracket
- close double quote: shift/option + left bracket
- open single quote: option + right bracket
- close single quote: shift/option + right bracket

running—If a full paragraph of quoted material is followed by a paragraph continuing the quotation, do not put closed quotation marks at the end of the first paragraph. Do, however, put open quotation marks at the start of the second paragraph. Continue in this fashion for any succeeding paragraphs, using closed quotation marks only at the end of the quoted material.

with other punctuation—When at the end of a quoted phrase or sentence, commas and periods are included inside quotation marks; colons and semicolons are outside quotation marks.

with question mark—A question mark is placed inside quotation marks when it punctuates only the material enclosed and not the sentence as a whole. It is placed outside when it punctuates the entire sentence.

**room numbers.** Use numerals and capitalize room when used with numerals.

- Dr. Beardsley’s class is held in Room C127.

rooms—specially designated.

Capitalize the names of specially designated rooms.

- Executive Conference Room
- Oval Office

**seasons.** Lowercase if they simply declare the time of the year; capitalize only if they are personified—as in some poetry.

- Janet will begin classes in the fall semester.
- The sweet breath of Spring filled the air.
- The winter formal will be held at the Fairmont.
- The book will be published this spring.

**South.** Capitalize when speaking of a specific region. Lowercase when speaking of direction.

- I love to spend my vacations in the South.
- My hometown is just south of Chicago.

**space between initials.** Do not use a space between initials. Do add a comma before and after initials of religious and professional societies and the like when included in text.

- The Rev. John P. Smith, S.J., will speak at the luncheon today.
- The meeting will be held in the Joseph A. Butt, S.J., College of Business Administration.
- The special guest at tonight’s dinner will be D.J. Jefferson.

**space between sentences.** Use only one space. Typewriters are monospaced and, therefore, two spaces are necessary to visually separate sentences. Typeset copy (computer-generated) is proportional, making the extra space unnecessary and the copy more difficult to read.

**state of Georgia.** Do not capitalize the initial letter in state.

states. city and state or state alone in a body of text—Spell out entire name.

- Life University is located in Marietta, Georgia.
- Many Life University alumni live in Florida.

full address set alone—Use U.S. postal service abbreviations.

- Life University  
1269 Barclay Circle  
Marietta, GA 30060

full address used in body copy—Use Associated Press style with postal abbreviations.

- Life University is located at 1269 Barclay Circle, Marietta, Ga., 30060.

in narrative—use nonpostal abbreviations.

in limited space such as calendars—Use non-postal abbreviations.

- La., Fla., Minn.

**telephone extension.** Abbreviate the word “extension” with “ext.” not “x.”

**timeline.** One word.

**time.** For news releases, invitations, calendars, and other listings with times, use numerals with colon to separate hours from minutes. Lowercase and use periods with a.m./p.m. (For times on the hour, use neither colon nor zeroes.) Within body copy of stories in newsletters, magazines, and brochures, spell out the time. Refer to etiquette books for very formal invitations.

news releases—The performance is at 8 p.m. (Lowercase p.m. and a.m. with periods and no zeros.)

**titles—academic.** See academic titles.

titles—personal for women.

According to etiquette books, use:

- Ms.—when using her first name;
- Mrs.—when using her husband’s first name;
- Ms. or Mrs.—if she is divorced and using her first name;
- Mrs.—if widowed and using his first name.

titles—professional. Confine capitalization to formal titles used directly before an individual’s name. Lowercase and spell out titles when they are not used with an individual’s name.

- The president issued a statement this morning on the matter we discussed yesterday.

Titles used immediately before an individual’s name are capitalized.

- University President Guy F. Riekeman, D.C., will be the guest of honor at tomorrow’s luncheon.
- The opening remarks will be given by Professor Fran Michaels.

Titles used after an individual’s name are lowercase, including the name of the department, division, or college.

- Martin Farrell, director of alumni relations, will be starting his new job with the university next month.
- Malcolm W. Woodall, vice president for university advancement, will be attending the convention.
- Vice President for University Advancement Malcolm W. Woodall will be attending the convention.

Names and titles in a listing not in paragraph form are capitalized.

- Campus Beautification Committee: Jack McInnes, Director of Management Services  
Kathleen Howell, Vice President for Financial Planning

titles—works, books; movies; plays; operas, symphonies, and other major musical works; newspapers; and magazines should be italicized. Songs; television shows; and magazine and newspaper articles—should be set in quotation marks. Book chapters should be merely capitalized.

**trustee.** Lowercase.

**underlining.** Do not underline words. Italicize instead, unless font library does not offer italics. (See italics on page 17.)

**university.** In publications, unless it is used with the word Life, it is always lowercase—even when referring to Life University specifically. Possible exceptions are formal proposals and official documents such as the goals statement and honorary degree citations.

- Life University always strives for excellence. The university promotes this goal in every college and department.

University is also lowercase in multiple listings.

- Fred is an alumnus of both Life and Tulane universities.

**university library.** Lowercase.

**vice president.** Do not hyphenate.

**voicemail.** One word.

**web page.** Two words.

**Web site.** Two words.

**well-known.** Hyphenate when used as an adjective. No hyphen when used as an adverb.

- The well-known dancer performed. (compound adjective—hyphenate)
- The dancer was well known. (adverb—no hyphen)

## UNIVERSITY GRAPHIC IDENTITY

### **GENERAL STANDARDS**

All publications produced at the university must conform to the appropriate policies and regulations of the university and the U.S. Copyright Code. Official use of the university logo and seal must be approved by the Department of Marketing, Communications & Publications. Camera-ready logos are available through the publications office and online for approved usage.

For additional information on logo usage as well as specifications on and ordering directions for letterhead, business cards, etc., see the publication, *Graphic Identity Guide*

*for Life University*, which can be found in the Department of Marketing, Communications & Publications web site.

## **BUSINESS CARDS AND LETTERHEAD**

Business cards and letterhead can be ordered by colleges and departments through the Department of Marketing, Communications & Publications.

## **CHECKLIST FOR PROOFING PUBLICATIONS**

1. Spell check, spell check, spell check! Remember, however, that spell check will not catch all inconsistencies. Pay special attention to headlines, subheads, and photo captions. Verify the proper spelling of all names, titles, and middle initials when applicable. Double check dates, facts, and figures.
2. Make sure proper university, college, and program identification is clearly visible on the front, back, and inside covers as well as the contents page when used. Use the full name Life University on first reference and in prominent locations such as covers. Use the full or formal name of the college or department on first reference and on covers.
3. Make sure the correct address, phone number, fax number, e-mail address, and web page address are included in prominent locations.
4. On magazines, books, newsletters, and periodicals, check to make sure the proper volume, number, and date are used on the outside and inside covers or mast pages.
5. Look for proper folios—page numbers, section identification, etc.—on each page.
6. Verify that page numbers listed on the contents page correspond to the correct page number for each section included.
7. Check proper readability continuity between columns and pages.
8. Double check that all copy has been proofread against original copy or changes marked on the previous proof.
9. Read all articles word for word for total continuity (all paragraphs in proper order).
10. Make sure more than one person checks and initials the final proof.

## **RULES FOR GOOD WRITING**

- Use the active instead of the passive voice.
- Use the simple word over the fancy.
- Use the familiar word over the unfamiliar.
- Prefer action verbs not passive.
- Choose nouns and verbs over adjectives and adverbs.
- Never use a long word when a short one will do as well.
- Prefer the simple sentence to the complicated.
- Vary sentence length.
- Put statements in a positive form.
- Use short paragraphs.

- Cut needless words, sentences, and paragraphs.
- Use plain, conversational language.
- Avoid clichés.
- Avoid jargon.
- Write to be understood, not to impress.
- Revise and rewrite. Tighten the language.
- Improvement is always possible.
- Eschew obfuscation.

## **TIPS FOR SUCCESSFUL PUBLICATION PRODUCTION**

- Produce your publications using the team approach.
- Gather ideas while being open to others.
- Use testimonials.
- Plan ahead.
- Be accurate.
- Organize your message.
- Address your audience.
- Support your mission.
- Write or verbalize the purpose/goals of all major publications.
- Establish a consistent message and graphic identity.
- Make your publications readable.
- Be creative.
- Use color judiciously.
- Rely on the expertise of the publications team.
- Evaluate your publications.

## **THE DEPARTMENT OF MARKETING, COMMUNICATIONS & PUBLICATIONS**

### **COMMITMENT**

The Department of Marketing, Communications & Publications is committed to quality, teamwork, professionalism, and success in creating publications that are cost effective, consistent in graphic identity, and produced according to established guidelines.

### **OUR STAFF**

- Vice President for University Advancement: Barry Nickelsberg, [barry.nickelsberg@life.edu](mailto:barry.nickelsberg@life.edu), 770-426-2836
- Director, Marketing and Communications: Stacy Rutter, [stacy.rutter@life.edu](mailto:stacy.rutter@life.edu), 770-426-2628
- Graphics Designer: Shelly Batcher, [shelly.batcher@life.edu](mailto:shelly.batcher@life.edu), 770-426-2653
- University Photographer: Guy D’Alema, [guy.dalema@life.edu](mailto:guy.dalema@life.edu), 770-426-2859
- Webmaster: Fred Balangue, [fred.balangue@life.edu](mailto:fred.balangue@life.edu), 770-426-2652

# LIFE UNIVERSITY OFFICIAL WEB PAGE POLICIES

## INTRODUCTION

Life University's web site is maintained by the Department of Marketing, Communications & Publications. The address is *www.life.edu*.

The primary audience of the official website is prospective students. Secondary audiences include current students, faculty, staff, alumni, the media, and the general public searching for information about the university. Official web pages for academic and administrative units must be created by the Department of Marketing, Communications & Publications' webmaster, in adherence to the official university web page policies and utilizing the standard first page template provided by the Department of Marketing, Communications & Publications.

Departmental, student organizations, and faculty web pages must adhere to U.S. and international copyright law (including guidelines for fair use); comply with local, state, and federal laws; and comply with university web page policies and all other university policies.

For more information on university policy, please refer to the Faculty Handbook, the Student Handbook; and the *Graphic Identity Guide for Life University*, which is located on the Department of Marketing, Communications & Publications web site.

## OFFICIAL UNIVERSITY WEB PAGES PROCEDURES

### A. College, Department, Professional Organization, and Program

Campus groups wishing to create their own departmental web page should contact Stacy Rutter, director of marketing, communications & publications, at 770-426-2628 or [stacy.rutter@life.edu](mailto:stacy.rutter@life.edu). Templates for the standard page will be made available by the webmaster who will initially design the new page. Once designed, the webmaster will be responsible to update information to an existing page. Requests should be submitted by e-mail to Fred Balangue, [fred.balangue@life.edu](mailto:fred.balangue@life.edu), and Stacy Rutter, [stacy.rutter@life.edu](mailto:stacy.rutter@life.edu).

### B. Student Organizations

Student organizations must have the webmaster design their own web pages. Content is subject to approval of the Department of Student Affairs and the Office of the Provost.

Student organization web pages must adhere to all rules of the university as stated in the Student Handbook and other official statements of university policy. Web page space is available to all members of the Life University community. Once designed, the webmaster will be responsible for updating information on an existing page. Student organizations are responsible for designating an individual from the organization, informing the Department of Marketing, Communications & Publications of that individual by the organization's president, and to submit requests by e-mail to Fred Balangue, fred.balangue@life.edu, and Stacy Rutter, stacy.rutter@life.edu.

### **C. Faculty/Staff Web Pages**

Faculty must have the webmaster design their web pages on the university website and should include only professional information such as that related to teaching and research and must adhere to university web page policies and guidelines. Content is subject to approval of the Dean of the College and/or the Office of the Provost.

Faculty/staff web pages must include the following:

- name and e-mail address of the individual responsible for maintaining the pages
- credentials
- brief biography
- professional address
- date of last update
- link to the departmental web page which is linked to the official university web site

Faculty/staff web pages must be structured for academic use, such as course assignments, publication of syllabi, e-mail communications, and research. Faculty/staff web pages cannot be used for commercial use or private business. Faculty/staff organization web pages must adhere to all rules of the university as stated in the Faculty Handbook, and other official statements of university policy. The following disclaimer must be posted on faculty/staff web pages: "The contents of this communication are the sole responsibility of (faculty or staff member name) and do not necessarily represent the opinions or policies of Life University."

Web page space is available to all faculty members of the Life University community. Submit requests by e-mail to Fred Balangue, fred.balangue@life.edu, and Stacy Rutter, stacy.rutter@life.edu.

## **GRAPHIC AND EDITORIAL STANDARDS**

Because information on Life University's website is available to the worldwide Internet community, all information should be presented according to high standards of clarity, accuracy, and organization. The content and appearance of the website should be consistent with other official university communications. Information should be factual (verified), spell checked, and updated frequently. All college, department, division,

professional organization, and program web pages are part of the official university web site which is a recruitment/marketing tool for prospective students. Because of this potential audience, these pages should be consistent with standards of design used in admissions print materials, as well as in all university print materials which the Department of Marketing, Communications & Publications must approve for public view.

Design standards include the following criteria:

- Limit the use of too many graphics or graphics that are too large (images not resized with image-editing software) and create delays in loading pages.
- Use the chosen color palate designated by the department of marketing, communications & publications, which coincides with the two official colors green and gold for consistent graphic identity.
- Use standard web fonts. i.e.: Trajan Pro, Times, and Arial
- Avoid the use of background images that can be distracting or increase the loading time of pages. Policies for use of the name “Life University” and the official logo are outlined in this document, as well as the *Graphic Identity Guide for Life University*. Editorial style is also outlined in this document. All web pages for a college, department, student organization, and/or faculty must comply with these guidelines and must be responsible for ensuring the accuracy of editorial style and content. The logo cannot be used on individual student web pages.

## **WHAT TYPES OF INFORMATION SHOULD NOT BE PLACED ON WEB PAGES?**

- Information or graphics, music, or video that violates copyright;
- Information that violates federal, state, or local laws;
- Information that violates or does not adhere to university policy;
- Information that is for commercial use or for private business purposes;
- Information or graphics that are pornographic, obscene, injurious, harassing, or defamatory; and
- Rumors, hearsay, or unverified reports.