

Showing Your Pride

Branding

and

Communication

at

WVU





The West Virginia University Vision

WVU is a student-centered learning community
meeting the changing needs of
West Virginia and the nation through a
commitment to excellence in
teaching, research, service, and technology.

Members of the WVU Community:

People learn how to do things in many ways, such as by trial and error, study, or practice. As a result, we all have varied knowledge and skills. Because we are West Virginia's flagship higher education institution, WVU should model the expert use of language and images in print and electronic media. This expertise is evident in the tools provided here.

This guide has been designed to assist you in producing effective communications that enhance West Virginia University's identity. In order to communicate clearly about our efforts in teaching, research, service, and technology, WVU's identity must be focused and consistent, and it must reflect our institutional values of quality and success. The material presented here will enable all of us to help achieve this goal and maintain it.

By doing your part to keep West Virginia University sounding and looking great, you are helping ensure the continuing success of a proud and important educational enterprise.

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[1] ESTABLISHING AND PROTECTING WVU'S IDENTITY

A consistent, positive identity is difficult to establish and hard to protect.

We need to make it impossible for anyone to confuse WVU with another organization, or to be uncertain whether WVU is the source of information at hand.

When someone is looking at a WVU website, reading a brochure about a WVU program, or watching a presentation about a WVU research achievement, it has to be immediately obvious that this communication represents West Virginia University. Think of it as visual shorthand: gold and blue, plus the WVU logo-mark/logotype = West Virginia University.

Using these guidelines consistently and correctly helps make WVU's identity clear and strong. Not using them, or using them inconsistently or incorrectly, diminishes WVU's identity—and its reputation. All WVU communications must adhere to the standards given in this guide, whether the materials are created in-house or by outside vendors.

If you are creating or using a graphic identifier for your own department, program, or event, it must be created or approved by the Creative Design department. Please contact us at 293-6368, ext. 1333 (angela.caudill@mail.wvu.edu).

1.1 Trademark and Legal Issues

The following WVU identifiers are among those to which trademark law applies:

The words "West Virginia University" *

The abbreviation "WVU" *

The words "West Virginia" * (when used in reference to West Virginia University)

The words "Let's Go Mountaineers!" **

The word "Mountaineer" ** (when used in reference to West Virginia University)

The word "Mountaineers" *

The abbreviation "MDTV" *

The West Virginia University seal *

The West Virginia University "flying WV" logomark *

The West Virginia University logotype *

The West Virginia University Mountaineer *

The WVU Athletics Department "West Virginia" logotype **

The WVU Athletics Department interlocking WV logomark **

The WVU Robert C. Byrd Health Sciences Center logos *

* Denotes federally registered trademark and should be accompanied by ® trademark designation.

** Denotes state registered trademark or common law trademark and should be accompanied by the ™ trademark designation.

Unauthorized use of the University's trademarks is illegal. This includes their use by employees, students, or the public in any way that implies endorsement or support by the University of any non-WVU activity, program, or product.

WVU Trademark Licensing Services must approve any use of these identifiers in the manufacture, distribution, and sale of goods or services. Policies relating to use of these identifiers are interpreted by the director of WVU Trademark Licensing Services. All products bearing West Virginia University trademarks must be produced by a WVU-authorized licensee. For a list, contact Trademark Licensing Services at 293-8028 or trademarklicensing@mail.wvu.edu.

Visual applications. When they are used in any visual application—whether intended for commercial or noncommercial use, for an internal or external audience—the words “West Virginia University,” the University's logomark (the “flying WV”), the University seal, and the WVU Mountaineer graphic must be accompanied by the registered trademark ® symbol. All other WVU identifiers must be accompanied by the trademark ™ symbol. (See complete list on page 5.)

Statement option. In rare applications, when the symbols would be aesthetically unpleasing, the following statement may be used verbatim instead of the ® or ™ symbols:

The indicia depicted are registered trademarks of West Virginia University and may be used only with the express written permission of WVU Trademark Licensing Services.

The statement should not be used in applications where space is limited, such as advertisements, invitations, flyers, or postcards. It may appear on packaging inserts accompanying licensed WVU products.

Text applications. Within the running text of documents, use of the ® or ™ symbols is not required with the trademarked words “West Virginia University,” “WVU,” “West Virginia,” “Let's Go Mountaineers,” or “Mountaineers.” (See list on page 5.)

WVU Trademark Licensing Services can supply examples of correct placement of the trademark symbols in conjunction with any of WVU's identifiers. See page 48 of this guide for more information.

1.2 Official Typefaces: Goudy and Helvetica

Primary. Goudy is WVU's official typeface. Using Goudy helps ensure a consistent appearance for all WVU communications. Other typefaces may be used, however. Times or (Times Roman) makes a good substitute.

Secondary. Helvetica works well with Goudy as a secondary typeface, and in applications where Goudy may not be desirable. Arial is a good substitute for Helvetica.

Goudy

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890.,;:'&!?\$

Helvetica

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890.,;:'&!?\$

Note that the Goudy typeface is not included among the basic fonts supplied with the Windows or Macintosh operating systems. Helvetica is supplied with the Macintosh operating system; Arial is available in Windows. If you are involved in creating documents and publications on a regular basis, you may need to purchase the official typefaces from a vendor of your choice. Adobe Systems Inc. includes them among a vast library of typefaces available for purchase through its website, www.adobe.com.







1.3 Official Colors: Gold and Blue

For most printing purposes, use Pantone Matching System (PMS) 124 gold and PMS 286 blue. For four-color process printing, WVU gold is a mix of 100% yellow, 30% magenta, and 5% black. WVU blue is a mix of 100% cyan, 70% magenta, and 10% black. All printers are familiar with this terminology, and care should be taken to specify these colors when placing a printing order.

You may use PMS 873 metallic gold and PMS 295 navy blue when a darker shade is desired. These work well in more formal applications, such as certificates and awards.

These four PMS colors are suitable for printing on both coated and uncoated papers. Results will vary depending on what type of paper is used and on the source of the imaging. Color laser printers, for example, will produce different results than offset printing presses. Contact WVU Printing Services if you need help. See page 48 of this guide for more information.

WVU COLOR PALETTES

PRINTING INKS / WEB SAFE COLORS						
Primary Colors						
	Gold	PMS 124	HTML - FFCC00	RGB - 255	204	0
	Blue	PMS 286	HTML - 003366	RGB - 0	51	102
Alternate Primary Colors						
	Gold	PMS 873	Not recommended for Web			
	Blue	PMS 295	Not recommended for Web			
Secondary Light Colors						
	Light Gold	PMS 127	HTML - FFFFCC	RGB - 255	204	102
	Light Blue	PMS 551	HTML - 99CCFF	RGB - 153	204	255

Keep in mind that gold and blue are WVU's official colors and are a basic part of our visual identity. **They must be the dominant colors used in all WVU communications.**

The official colors for West Virginia University licensed products are PMS 295 and PMS 124.

1.4 University Logomark and Logotype

*The logomark and logotype are the only symbols generally used to represent the University and must appear prominently in **all** WVU visual communications (print, online, and multimedia). All advertisements must be branded with the University logotype.*

These symbols are key to achieving a consistent graphic identity for WVU. Every application must establish clearly the WVU logomark and/or logotype in standard form: 100% density, unscreened. Please contact Creative Design with any questions.

1.5 Logomark: The Flying WV

The University logomark is commonly referred to as the “flying WV logo.”

Logomark A (standard)



Logomark B (alternate)



Logomark C (alternate)



You can find the logomarks and logotypes online at:
http://creativeservices.wvu.edu/graphics/wvu_logos

Logomark A is the standard form. Logomarks B and C are shown here to illustrate their correct form for applications where their use may be appropriate. Parts of the logomark must not be visually separated by altering their size, shape, spacing, alignment, or color relationship. Use Logomark A only in a single color or in white (reversed). Preferred single colors are blue, gold, or black.

Avoid encroaching on the logomark’s graphic integrity. Do not apply type or graphic elements directly to the logomark.

The logomark is available in various sizes. If you do not have the logomark in an appropriate size for your application, you may reduce it from a larger size—but do not enlarge it.

1.6 Logotype: The Flying WV with Signature

The University logotype consists of two elements: the University logomark and the name, or signature, “West Virginia University.” The logotype is always treated as a single unit. *The signature is never used without the WVU logomark,* and their relationship is always as demonstrated here.

Logotype A (standard)



Logotype B (alternate)



Sample Logotype of School/College



You can find the logomarks and logotypes online at:
http://creativeservices.wvu.edu/graphics/wvu_logos

Parts of the logotype must not be visually separated by altering their size, shape, spacing, alignment, or color relationship.



Avoid encroaching on the logotype's graphic integrity. Do not apply type or graphic elements directly to the logotype, and do not replace the signature in the logotype with any other words. Allow enough space around the logotype to avoid “crowding” it—the dotted lines above represent an invisible border separating the logotype from type and other graphics.

The logotype should not be used as a heading.

The signature used in the logotype is rendered in stylized type that cannot be purchased or accurately recreated. Do not substitute another typeface for the custom type used in the signature. Do not use the signature without the WVU logomark.

The logotype may not be boxed or otherwise enclosed by rules, outlines, shapes, or a tight color field.

The logotype is available in various sizes. If you do not have the logotype in an appropriate size for your application, you may reduce it from a larger size—being careful to preserve legibility—*but do not enlarge it*.

When using the logotype in a two-color publication where the colors gold and blue are not used, the logotype is presented in a single color, not both. All versions of the logotype may appear in white (reversed).

The logotype with the phrase “Where Greatness is Learned” should no longer be used. Please remove it online and replace with logotype A, shown in section 1.6. For new print pieces, please use either the standard, alternate, and/or your school/college version.

1.7 WVU Hospitals and Athletics

Two WVU Hospitals and their affiliates, and Athletics, may use graphic identifiers that are specific to their communication environments.

The WVU Hospitals and affiliates use the logomark below, and is the only entity within WVU that may use it. Note that the shade of blue used in this logo is PMS 286—the University’s standard. Some Health Sciences Center units may use logotypes consisting of the logomark below and custom-designed signatures. For assistance in using the Health Sciences Center identifiers, contact WVU Health Sciences Communications. See page 48 of this guide for more information.

WVU Hospitals and affiliates logomark



The WVU Department of Intercollegiate Athletics uses the logotype and logomark below, and is the only entity within WVU that may use them. The Athletics Department uses the standard WVU colors described in 1.3. For assistance in using the Athletics Department identifiers, contact WVU Trademark Licensing Services. See page 48 of this guide for more information.

WVU Athletics Department “West Virginia” logotype



WVU Athletics Department interlocking WV logomark



1.8 Regional Campus Logotypes

Each WVU regional campus has its own official logotype. They are shown below. Their use is subject to the same guidelines provided for the WVU logotype in 1.5 and 1.6.



1.9 Potomac State College Logotype

Below is the official logotype for Potomac State College. Its use is subject to the same guidelines provided for the WVU logotype in 1.5 and 1.6.



1.12 Affiliate Logos

Three affiliated organizations use their own logos: the WVU Foundation, the WVU Alumni Association, and the Mountaineer Parents Club. These logos should be used only as shown here, and only in gold and blue, or, for the Alumni Association and Foundation logotypes only, in a single solid color. The Mountaineer Parents Club logomark may be screened in a single color. The Foundation and Alumni Association logotypes may also appear in white (reversed).

WVU Foundation logotype



WVU Alumni Association logotype



Mountaineer Parents Club logomark



1.13 Where to Get Them

All University, Athletics, Health Sciences, and affiliate logos and other graphic identifiers may be obtained from WVU Creative Design via the Internet and the Intranet at http://creativeservices.wvu.edu/graphics/wvu_logos. See page 48 of this guide for more information.

1.14 Graphic Identifiers for Schools/Colleges, Departments, and Programs

As stated in section 1.4, the WVU logomark and logotype are the only symbols generally used to represent the University, and must appear prominently in **all** WVU visual communications (print, online, and multimedia).

If you are using a graphic identifier for your own school or college, department, or program, it must be created or approved by Creative Services.

It is important that the juxtaposition and size of the graphic and the West Virginia University logomark/logotype are never such that WVU appears to be subordinate to the graphic. In other words, no one looking at your ad, brochure, Web page, etc., should come away with the misconception that West Virginia University is contained by, or is a part of, your school/college, department, or program.

Here are some recommended ways the WVU logotype can be used with “secondary” elements:



Forensic and Investigative Science



Arts and Sciences

Using multiple logos can result in visual confusion. If you want to distinguish your department or program, consider developing a graphic “look” or style that can be used consistently across all of your communications.

[2] REQUIRED STATEMENTS/OTHER IMPORTANT STATEMENTS

The affirmative action and governance statements must be included verbatim in all publications (*print, online, and multimedia*). They are usually placed at the “end” of the piece, italicized, in a small yet legible font size.

2.1 Affirmative Action Statement

West Virginia University is an Equal Opportunity/Affirmative Action Institution. The University does not discriminate on the basis of race, sex, age, disability, veteran status, religion, sexual orientation, color, or national origin in the administration of any of its educational programs or activities, or with respect to admission or employment.

If space or context does not allow for the entire statement, the following abbreviated versions may be used:

West Virginia University is an Equal Opportunity/Affirmative Action Institution. The University does not discriminate on the basis of race, sex, age, disability, veteran status, religion, sexual orientation, color, or national origin.

or

West Virginia University is an Equal Opportunity/Affirmative Action Institution.

2.2 Governance Statement

West Virginia University is governed by the West Virginia University Board of Governors and the West Virginia Higher Education Policy Commission. James P. Clements is the 23rd president of West Virginia University.

2.3 Undergraduate Mission Statement

Please include the following (or at least the first paragraph and URL), if space permits, in materials for prospective students. It's available online at http://studentaffairs.wvu.edu/undergrad_mission.

WVU undergraduate students take advantage of the unique instructional,

research, and service opportunities at West Virginia's only land-grant research university. Choosing from among a great variety of academic and student-life experiences, they obtain the comprehensive education required to succeed in a changing and complex career environment, to achieve enriching personal lives, to respect individual differences, and to serve as responsible citizens.

While pursuing an undergraduate degree at WVU, students will

- Acquire the essential knowledge and skills in their majors to excel in their careers or to succeed in graduate or professional schools.
- Gain hands-on exposure to the latest technology in their areas of specialization.
- Obtain broad understanding of the arts, humanities, and natural and social sciences, which enhances their ability to solve problems through creative and critical thinking, express complex ideas in a variety of ways, including through the written and spoken word, and continue professional and personal growth with a spirit of inquiry and a zest for lifelong learning.
- Benefit from the uniqueness of the research university by partnering with faculty scholars engaged in advancing knowledge through scholarly activity.
- Take advantage of the land-grant university's direct and continuing contact with West Virginia's citizens and communities through Extension, continuing education, service-learning, and other outreach programs.
- Complement their academic experiences through structured out-of-classroom programs and services that clarify personal values and individual identities, support intellectual growth, and contribute to sound interpersonal relationships.
- Advance their understanding and respect for human dignity and appreciation of individual differences.
- Prepare to serve as leaders and responsible citizens, respectful of the environment and conscious of their impact on the local and global community.

2.4 WVU Vision Statement

WVU is a student-centered learning community meeting the changing needs of West Virginia and the nation through a commitment to excellence in teaching, research, service, and technology.

2.5 WVU Mission Statement

West Virginia University was founded in 1867 as a land-grant university: the federal government gave the state of West Virginia land to establish a public university that would provide a broad segment of the population a practical education that had direct relevance to their daily lives. Over 100 years later, WVU remains true to that central land-grant mission. Today WVU also serves a unique role as the state's only doctoral degree-granting research university with comprehensive health science programs. Only eleven higher education institutions nationally are land-grant research universities with comprehensive Health Sciences.

Because of its land-grant tradition and research status, WVU has an obligation to:

- Provide high-quality programs at the undergraduate, graduate, and professional levels;
- Stimulate and foster both basic and applied research and scholarship;
- Engage in and encourage other creative and artistic work;
- Bring the resources of the University to all segments of society through continuing education, extension, and public service activities;
- Contribute to the development and enhancement of West Virginia's economic, educational, social, and health status through its programs of instruction and research and through its programs of outreach;
- Use technology as a vehicle to engage the student, empower the faculty, infuse the curriculum, enhance research capabilities, and fulfill the duty to serve the state;
- Promote diversity to enrich the institution and the society it serves and practice principles of social justice, equal opportunity, and affirmative action.

2.6 Other Important Information to Include

- Always include a URL in your communications. The main WVU website is at www.wvu.edu.
- Include credit for any photographs used.
- Always include contact information: phone, address, URL, fax, e-mail.

[3] OFFICIAL WVU STATIONERY

3.1 The WVU Stationery Program

These days, people have lots of options for creating stationery items. Laser printers can do a reasonably decent job of printing letterhead, business cards, and the like. Letters faxed directly from the desktop never even require printing. Even so, most members of the WVU community require professionally produced stationery items. The guidelines presented here will help ensure consistency and quality among the stationery items used within your unit and around the WVU campuses.

3.2 Official Stationery

Only stationery items printed by WVU Printing Services are approved for official use.

Each item in the official stationery program is designed to complement the others, creating a consistent visual identity for the user and for WVU.

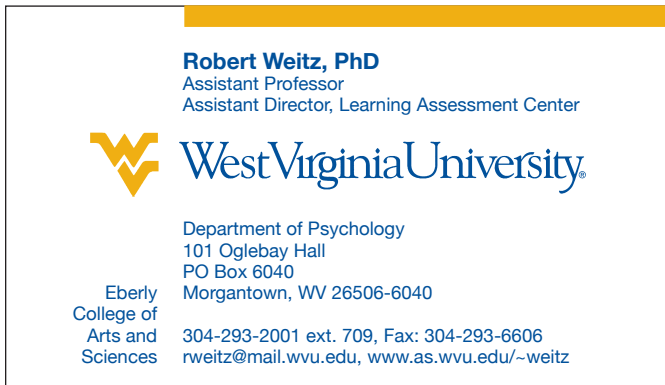
WVU Printing Services is the only source of the watermarked bond paper and matching laser printer-safe envelopes that are an integral part of the official stationery program. WVU stationery items—business cards, letterhead, envelopes, and mailing labels—are printed in the official PMS 124 gold and PMS 286 blue on white stock. They may also be printed in one color, either the official PMS 286 blue or black. Note that PMS 873 metallic gold and PMS 295 navy blue may not be used on stationery.

All official business cards, letterhead, envelopes, and mailing labels used by WVU-sponsored units and WVU personnel bear the WVU logotype only. *No other logos, graphics, statements, or slogans may appear on these items without permission from the WVU President's Office or its designee.* Embossing of the WVU logotype is not allowed.

Contact WVU Creative Design to order custom-designed business cards, letterhead, envelopes, and mailing labels for approved special uses such as anniversaries or capital campaigns. These will not reflect the official stationery items in any manner that makes them appear to be alterations of the standard design.


3.3 Business Card

The official business card has been designed to ensure consistency with other items in the stationery program. WVU business cards are for the use of WVU employees only. The formats shown here are appropriate for all applications. Variations are not allowed except as explained in 3.2.



3.4 Letterhead

The official letterhead is printed on a special watermarked bond paper available only through WVU Printing Services. The official letterhead has been designed to ensure consistency with other items in the stationery program. Variations are not allowed except as explained in 3.2.

 West Virginia University Davis College of Agriculture, Forestry, and Consumer Sciences	
May 15, 2002	
Mr. Daniel Rogers 3427 Wrightsville Road Fairmont, WV 26554	
Dear Mr. Rogers:	
Thank you for your inquiry about the undergraduate programs here at the WVU Davis College of Agriculture, Forestry, and Consumer Sciences. We offer a wide array of exciting, challenging, and socially relevant opportunities for study and research.	
I have asked my assistant, A. Mitchell Palmer, to contact you personally and to assist you with any specific questions or concerns you may have. You should expect a telephone call from him within the next week.	
Best wishes for future success.	
Sincerely,	
Otis W. Kenobie Director of Undergraduate Programs	
Phone: 304-293-2941 Fax: 304-293-2441 www.wvu.edu/~forestry/	Division of Forestry Percival Hall PO Box 6125 Morgantown, WV 26506-6125 Equal Opportunity/Affirmative Action Institution

(not actual size)

The recommended typing format for the official letterhead is shown on page 23. To ensure readability, the Times or Times Roman typefaces are recommended for Macintosh and Windows users. These typefaces are included among the basic fonts supplied with their respective operating systems.

Times

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890.,;:'"&!?\$

3.5 Business Envelope

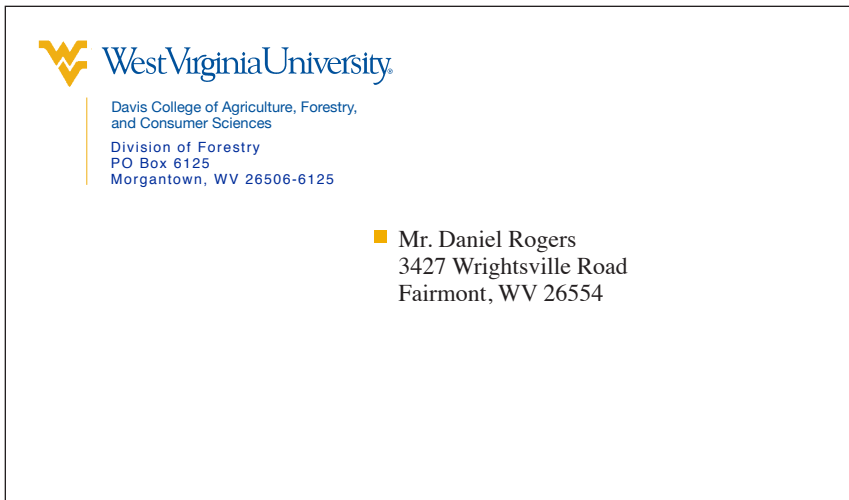
The official business envelope is made of paper matching or complementing the official letterhead. The official business envelope has been designed to ensure consistency with other items in the stationery program. Variations are not allowed except as explained in 3.2.



(not actual size)

3.6 Mailing Label

The official mailing label has been designed to ensure consistency with other items in the stationery program. Variations are not allowed except as explained in 3.2.



(not actual size)

3.7 Unofficial Stationery

Templates are available from WVU Creative Design for stationery items to be printed by desktop printers or other sources or those that will be transmitted electronically without being printed beforehand. Because the consistency and quality of such items cannot be guaranteed, these are considered unofficial stationery items.

Units and employees that use unofficial stationery in more than occasional instances must provide samples of these items to WVU Creative Design. All unofficial stationery items are subject to review and revision.

[4] COMMUNICATING ON THE WEB

4.1 Official Web Pages

Web pages produced in direct support of and sponsored by WVU colleges, schools, offices, departments, and programs are considered official WVU Web pages and are subject to review and approval by the WVU Web department. Please note that the designs for the WVU home page, college pages, recruiting portal, and other Web pages are reserved for those specific groups and may not be reused, copied, or duplicated in part without permission from the WVU Web department.

The information in sections 4.3 through 4.6 is provided if you wish to work on your Web page before consulting WVU Web. Please note that the designs for the WVU home page, college pages, recruiting portal, and other Web pages are reserved for those specific groups and may not be reused, copied, or duplicated in part without permission from WVU Web. Please contact the Web department at Web_Services@mail.wvu.edu or call 293-5305 before starting any designs.

4.2 Unofficial Web Pages

Pages developed for personal communication by WVU employees and students are considered unofficial Web pages. If you are working on a personal Web page, you should not imply that you are sponsored by or are speaking on behalf of the University. Also, you should not include the WVU logomark, logotype, seal, Mountaineer, or any other WVU trademark on a personal Web page without receiving approval from WVU Trademark Licensing Services. Do not link your Web page to inappropriate sites. Unofficial Web pages should be hosted at community.wvu.edu.

4.3 Use of WVU Logos on the Web

The WVU Web department provides official graphics for use on official WVU Web pages. You may download these at www.wvu.edu/webservices/. If you would like one of the logos in a different color, or on a different color background, e-mail webservices@mail.wvu.edu. The official flying WV logos produced by WVU Web have a slight drop shadow for Web page creation.

Use the following guidelines when using the official WVU logos on the Web:

- The “flying WV” should not be animated.
- Use the official logos with the ® or registered trademark symbol for the flying WV and the words “West Virginia University.”
- Do not create your own designs using the text “West Virginia University.”
- Since nothing can be imposed on top of the “flying WV,” it cannot be used as a watermark in the background with text over it.

4.4 Common Elements

All official WVU Web pages must have the following common elements:

- Official WVU logo in the top left (see 4.3 for proper use of the WVU logo on the Web).
- Standard navigation that includes links to the WVU home page, WVU site index, WVU directory, and WVU search.

Standard navigation from the Dept. of Philosophy home page (<http://www.wvu.edu/~philosophy/>).

[A-Z Site Index](#) • [Campus Map](#) • [Directory](#) • [WVU Calendar](#) • [WVU Home](#)

- Contact information, including physical address, e-mail address, phone number, and, if available, fax number, must appear on every page.
- A footer that includes copyright information, the e-mail address of the person who maintains the site, and the date of the page’s last update.

Footer from the Dept. of Philosophy website (<http://www.wvu.edu/~philosophy/>)

This page maintained by the Department of Philosophy
Questions and/or comments: kenneth.enoch@mail.wvu.edu

Last Modified: October 4, 2005
© 2005 West Virginia University

- The official WVU colors, gold (#FFCC00) and blue (#003366) hexadecimal values, should be used in bars, buttons, and lettering. Variations and complementary colors can be used for backgrounds or large tables, but they should coordinate with the official colors. (see section 1.3)

Optional common elements are links to the WVU campus map, the WVU calendar, and the college with which your department or program is affiliated.

4.5 Accessibility

As a state entity, WVU is required to have web pages that are accessible to the disabled according to Section 508 of the Americans with Disabilities Act. Use the following techniques to help make your website accessible:

- Use alt text for images and graphics.
- Provide alternative presentations of elements that are Java, Flash, or JavaScript-based.
- Provide transcripts of all video and audio content.
- Avoid using frames in your Web design.

For more information on Web accessibility guidelines, see www.w3.org/wai/guid-tech.html or contact WVU Web Services at web_services@mail.wvu.edu.

4.6 Topics to Consider When Building Your Web Page

For more topics, see www.usability.gov/.

- Emphasize the highest priority tasks so that users have a clear starting point on the home page.
- Use user-focused language. Label sections and categories according to the value they hold for the user.
- Avoid clever phrases and marketing language that require users to work too hard to figure out what you're saying.
- On first use, spell out abbreviations and acronyms, and immediately follow them by the abbreviation.

- Begin links with the information-carrying word and keep links as specific and brief as possible. Don't use "Click Here" as your link text.
- If linking to anything other than another Web page (e.g., PDF file, e-mail message, or audio or video file), make sure the link indicates what will happen when the user clicks on the link.
- Locate the primary navigation in a highly noticeable place, preferably directly adjacent to the main body of the page.
- Edit photos and diagrams appropriately for the display size. Images with picture elements should be saved as .jpg. Images with flat color elements should be saved in .gif format. Both image types should adhere to the RGB color specification. Image resolution for the Web should be 72 dpi. The image editors' "Save for Web" or similar feature should be used if available.
- Don't use animation solely to draw attention to an item. Never animate critical elements of the page, such as the logo, tag line, or main headline.
- Use high-contrast text and background colors so that type is as legible as possible.
- Take users to your "real" home page when they type your main URL or click a link to your site; don't use splash screens.

Adapted from "Homepage Usability: 50 Websites Deconstructed" by Jakob Nielsen and Marie Tahir (New Riders, 2001).

4.7 Additional Resources

If you need help with advanced Web technologies or would like a professional design for your site, contact web_services@mail.wvu.edu.

[5] GENERAL GUIDELINES

Good writing is clear, specific, and concise.

Anyone who is writing something has to make choices. On which side of the period do I put the quotation marks? Do I capitalize the job titles of the people in my office? How do I refer to the departments within my school? Hundreds of reference books are available to help writers answer these kinds of questions, but there are three books you'll need to have so that you and everyone else writing about WVU are speaking the same language.

Merriam-Webster's Collegiate Dictionary

Refer to for questions related to words and their meanings. There's a very handy online version at www.merriam-webster.com, but only the printed edition is authoritative. Get the version you can use as a doorstop. Language is a living thing, so make sure that you use the latest edition

The Chicago Manual of Style (15th edition)

Use for questions related to the organization of information in most kinds of written communications. This is the industry standard for professional editors and publishers, so it gets pretty detailed. For a portable version of this information, get a copy of *A Manual for Writers* by Kate Turabian. It's not as comprehensive, but it's a lot easier to carry in a briefcase.

The Elements of Style, by William Strunk Jr. and E.B. White.

The classic guide for a broad range of useful information on writing with clarity and style.

Other writing tools. Many professional and scholarly organizations, such as the Associated Press and the Modern Language Association, have their own guidebooks.

5.1 The University's Name

Use “West Virginia University” in the first reference, and “WVU” after that. The phrase “the University” may be used for variation. Note that “University” is always capitalized in a direct reference to WVU. In some cases—sports, for example—it is appropriate to use “West Virginia” when referring to WVU.

Examples:

Many WVU students work part-time, but the University also offers financial aid.

The West Virginia basketball team played well against Syracuse.

5.2 Regional Campus and Division Names

Include “West Virginia University” or “WVU” with the name of the campus or division, as shown below.

Note: Potomac State College is a fully integrated unit of WVU. West Virginia University is comprised of 15 schools and colleges.

Examples:

Potomac State College of West Virginia University

Potomac State College of WVU

WVU Potomac State College

Potomac State College (only after using one of the first three forms)

Potomac State (only after using one of the first three forms)

never Pot State, PSC

West Virginia University Institute of Technology

WVU Institute of Technology

WVU Tech

Tech (only after using one of the first three forms)

never WVUIT

WVU Robert C. Byrd Health Sciences Center, Charleston Division

WVU Charleston Division

Charleston Division (only after using one of the first two forms)

WVU Robert C. Byrd Health Sciences Center, Eastern Division

WVU Eastern Division

Eastern Division (only after using one of the first two forms)

5.3 College, School, Office, Department, and Program Names

Include “West Virginia University” or “WVU” with the name of the unit. Note that “West Virginia University” may precede or follow the unit’s name, but the “WVU” abbreviation always precedes the unit’s name. Subsequent references to the unit within the same document or context may omit the “West Virginia University” or “WVU.”

Examples:

West Virginia University College of Law

WVU College of Law

West Virginia University Extension Service

WVU Extension Service

Eberly College of Arts and Sciences, West Virginia University

WVU Eberly College of Arts and Sciences

Robert C. Byrd Health Sciences Center, West Virginia University

WVU Robert C. Byrd Health Sciences Center

Do not use possessives when writing these names, such as “WVU’s College of Law.” Instead, write “the WVU College of Law.” Names of colleges, schools, offices, departments, and programs are capitalized when they refer to specific WVU units.

Examples:

History Department

School of Nursing

Office of Graduate Education

Unless they are proper names, such names are not capitalized when used generically in reference to disciplines and fields of study.

Examples:

The WVU Public Administration Department offers courses focusing on law and history.

Mike is an accounting major in the WVU College of Business and Economics.

Lisa is studying Spanish and computer science at Potomac State College of WVU.

WVU Schools and Colleges:

College of Business and Education

College of Creative Arts

College of Engineering and Mineral Resources

College of Human Resources and Education

College of Law

Davis College of Agriculture, Forestry, and Consumer Sciences

Eberly College of Arts and Sciences

Honors College

Perley Isaac Reed School of Journalism

Potomac State College

School of Dentistry

School of Medicine

School of Nursing

School of Pharmacy

School of Physical Education

5.4 Abbreviations and Acronyms

Do not use abbreviations such as CAC, CEMR, EPSCOR, HSC, MDTV, or NRCCE and acronyms such as TRIO when writing for an audience that may be unfamiliar with them. In any context, always write out the full name in the first reference, then abbreviate. Whether you write these names out in full or abbreviate them, always note their affiliation with WVU.

Examples:

We are scheduling our next theater performance at the WVU Creative Arts Center. Everyone loves the facilities in the CAC.

Mountaineer Doctor Television is an important part of WVU's rural health outreach. There are MDTV sites all around the state.

A few common WVU abbreviations/acronyms:

CAC: Creative Arts Center

CBC&R: Center for Black Culture and Research

CEMR: College of Engineering and Mineral Resources

CITeR: Center for Identification Technology Research

DA: *Daily Athenaeum*

E. Moore Hall: Elizabeth Moore Hall

EPSCoR: Experimental Program to Stimulate Competitive Research

ERC: Evansdale Residential Complex

HSC: Health Sciences Center

MDTV: Mountaineer Doctor Television

NETL: National Energy Technology Laboratory

NIOSH: National Institute of Occupational Safety and Health

NRCCE: National Research Center for Coal and Energy

PRT: Personal Rapid Transit

RFL: Resident Faculty Leader

TRIO: not an acronym. Originally made of three programs, TRIO helps first-generation, low-income, and disabled students.

5.5 Degrees

Do not capitalize names of degrees or fields of study in sentences. In tables or other cases where the formal names of degrees (such as bachelor of arts) appear alone, they may be capitalized. The use of periods in academic degree abbreviations is now optional. For more information on writing degree names, see section 5.9.

Examples:

I earned a bachelor of science degree. I earned a bachelor's degree.

Choose from three master of arts programs. Choose from three master's programs.

Jill has a PhD in management, and Irving has a doctorate in history.

5.6 Academic and Professional Titles

Titles are not capitalized in sentences unless they precede the holder's name. When names and titles stand alone, as in lists or tables, the titles may be capitalized.

Examples:

Vice President Arthur King attended the seminar.

Arthur King, vice president for university relations, attended the seminar.

Arthur King, vice president, WVU University Relations, attended the seminar.

Assistant Professor Bob Weitz gave an outstanding lecture.

Bob Weitz, assistant professor of psychology, gave an outstanding lecture.

Bob Weitz, assistant professor, WVU Psychology Department, gave an outstanding lecture.

Director Carol Kulczycki won the service award.

Carol Kulczycki, computing services director, won the service award.

Carol Kulczycki, director, WVU Computing Services, won the service award.

5.7 Building Names

The printed campus map contains an index of WVU buildings. A few are listed below.

Blanchette Rockefeller Neurosciences Institute (BRNI)

Blaney House (home of WVU President)

Forensic Identification Laboratories: commonly referred to as “Crime Scene Houses”

Dick Dlesk Stadium (soccer facility)

Downtown Library Complex

Eiesland Hall

Evansdale Residential Complex (Bennett, Braxton, Brooke, and Lyon Towers)

Milan Puskar Stadium, home of Mountaineer Field

Mountainlair

One Waterfront Place (not WVU's Waterfront Place)

Oglebay Hall

Percival Hall

5.8 Style and Punctuation

Your writing will be improved when you follow these recommendations regarding style and punctuation.

Active voice. Basically, this means to avoid overusing “was” by choosing more vivid, descriptive verbs instead. This makes sentences shorter and more precise. *Don’t write:* The new student drama production was a huge success with the audience. *Instead, write:* The audience loved the new student drama production.

Appositives. Appositives are words or phrases that relate to other words or phrases in a sentence. A name following a general term or description is its appositive. *Examples:* the emperor Napoleon, the wide receiver McGhee. When descriptions are very long, it is better to write the person’s name first, then give the description. The same practice works well when writing about people with lengthy titles: write the name first, then the title. *Don’t write:* We visited the laboratory of Chief Medical Officer and Director of Emergency Services Dr. Rosemary Cain. *Instead, write:* We visited the laboratory of Dr. Rosemary Cain, chief medical officer and director of emergency services.

Brevity. If there are lots of words in a sentence, taking some of them out will make it clearer and more direct. *Don’t write:* It is a given that everyone attending the conference will be accompanied by a spouse. *Instead, write:* Everyone attending the conference will bring a spouse.

Serial comma. Unless you are a journalist writing for publication in a newspaper, where punctuation shortcuts have been used traditionally to save space, use a comma with items in series. This is the accepted practice in standard English composition. *Example:* The new team captains are Anna, Claire, and Emily.

Space at end of a sentence. Professional typesetters use only one space at the end of a sentence, not two. This has become the accepted practice for writers in the era of desktop publishing. Do not follow the old rule of two spaces after sentences.

URL. Do not underline Web addresses in print publications.

5.9 Common Words and Expressions

All-America, All-American—the first is the name of the award, the second refers to the recipient. Capitalize both forms. *Examples:* He received the All-America Award in 1995. She became an All-American last year.

alumni—this word refers to a group of persons who have attended WVU, including both men and women. Use **alumnus** when referring to one man, **alumna** when referring to one woman. **Alumnae** is not used.

associate's degree—includes associate in science (AS), associate in arts (AA), and other “two-year” degrees. Use of periods in degree abbreviations is optional. (see **bachelor's degree, master's degree, doctoral degree**)

bachelor's degree, baccalaureate—includes bachelor of arts (BA), bachelor of science (BS), and other “four-year” degrees. Use of periods in degree abbreviations is optional. The word “degree” is not used after “baccalaureate.” (see **associate's degree, master's degree, doctoral degree**)

campus—refers to all of WVU's physical facilities in a particular city or part of a city. Do not capitalize. *Examples:* Morgantown campus, Evansdale campus, downtown campus.

curriculum—a single plan of study. The plural form is **curricula**.

doctor, Dr.—used when referring to someone who holds a degree in medicine, dentistry, or another of the healing arts and sciences. It may also be used in reference to doctoral degree-holding WVU faculty members, administrators, and researchers. Take care not to use this term interchangeably with “professor,” a broader term that includes faculty members who hold other credentials. (see **professor**)

doctoral degree, doctorate—includes doctor of philosophy (PhD), doctor of education (EdD), and other academic credentials. Use of periods in degree abbreviations is optional. The word “degree” is not used after “doctorate.” (see **associate's degree, bachelor's degree, master's degree**)

Eliza's—coffee shop in the Downtown library.

e-mail—electronic mail. Not capitalized when used in a sentence.

emeritus—indicates one who has retired but retains an honorary title or status. Use after the person's title, as in Professor Emeritus William Jackson, or William Jackson, professor emeritus of biology. The form **emerita** is used for women (professor emerita), and **emeriti** for groups (professors emeriti).

Extension—always capitalized when referring to the WVU Extension Service, but not capitalized when referring to non-WVU programs or to the general concept of extension services. *Example:* WVU Extension agents provide extension services through Extension offices in every West Virginia county.

faculty—used alone, this word connotes a group, such as the WVU faculty. Refer to an individual as a **faculty member**. Not capitalized unless used as part of a proper name, such as Faculty Senate. Not always a teaching or research professor; for example, WVU librarians are also faculty members. (see **professor**)

FallFest—the WVU-sponsored activities held each fall to welcome students back to campus. It is written as one word.

freshman—the plural is **freshmen**, but **freshman students** may be substituted. To avoid unintended gender bias, use **first-year student(s)** as an alternative. (see **upperclassman**)

gold and blue—please use in this order when referring to WVU's official colors.

Hatfields—Dining Services restaurant in the Mountainlair. No apostrophe.

Internet, Intranet—the first term refers to the global computer network, the second to the on-campus network for WVU faculty and staff. Always capitalized.

it's—contraction for “it is” or “it has.”

its—adjective showing possession. *Example:* The dog came out of its kennel.

land-grant—a hyphen is required when this term is used as an adjective.

master's degree—includes master of arts (MA), master of science (MS), and other academic credentials. Use of periods in degree abbreviations is optional. (see **associate's degree**, **bachelor's degree**, **doctoral degree**)

McCoy's—Dining Services restaurant in the Mountainlair. Has an apostrophe.

Monongalia—the county in which Morgantown is located. It is a variation of the spelling of **Monongahela**, a river that runs through the county.

Mountaineer—always capitalized when referring to a WVU person or program.

Mountaineer Field at Milan Puskar Stadium—the official name of the WVU football stadium. Can also use Milan Puskar Stadium.

Mountaineer Parents Club—the program connecting parents and families of WVU students.

Mountainlair—the name of WVU's student union facility in downtown Morgantown. One word, always capitalized. May be shortened to **Lair** (no apostrophe).

Mountie Bounty—a debit plan that allows money to be placed on a student's Mountaineer Card ID for later use.

online—one word.

Operation Jump-Start—the name of the program that helps WVU students succeed.

professor, Prof.—used in reference to a member of the WVU faculty. Includes faculty members with doctoral degrees, or other credentials, who hold permanent or temporary faculty appointments. (see **doctor, faculty**)

PROMISE Scholarship Program—merit-based scholarship for West Virginia residents. All capital letters.

PRT—abbreviation for **Personal Rapid Transit**. Refers to WVU's unique campus transportation system.

resident faculty leader (RFL)—faculty members selected to live next to the residence halls to serve as student mentors.

sophomore—second-year students.

staff—generally, this term includes all WVU employees who are not faculty members. Specifically, it refers to the WVU classified staff (not capitalized), which includes most nonfaculty employees who are not administrators.

U92—WVU's radio station.

upperclassman—a member of the junior or senior class. The plural form is **upperclassmen**. Do not use upperclass student(s). To avoid unintended gender bias, use **junior(s)** and **senior(s)** as an alternative. (see **freshman**)

website—one word.

World Wide Web, Web—all of these forms are correct when referring to the Internet.

WVUp All Night—weekend program of student activities.

[6] TIPS FOR DEALING WITH THE MEDIA

- Ask for the name and media affiliation of a reporter when he/she calls. Understand that reporters are usually working on a deadline.
- When conducting an interview, know the reporter's audience.
- During the interview, be positive. Stick to the facts and always tell the truth.
- Anticipate questions reporters may ask. Review relevant materials and reports; put together key message points.
- If you don't know the answer, tell the reporter that—but say you will try to research it quickly and get back to him/her or direct the reporter to the proper contact.
- Remember, you are always on the record when speaking with a reporter, so if you aren't comfortable saying something, don't.
- Be brief. Short, concise answers are usually best, especially for television and radio purposes. Have your three key messages in mind and deliver them. If a reporter doesn't ask you something that you want to point out, offer that information at the end of the interview.
- For television, wear solid colors and simple accessories. Generally, you should look at the reporter; not the camera. Make sure your body language is consistent with your message.
- Also prepare for the questions you don't want to be asked.

If you have questions or concerns about handling media inquiries, please contact News and Information.

[7] COMMUNICATING IN OTHER MEDIA

7.1 Video and Multimedia

The term *multimedia* refers to PowerPoint presentations, CD-ROM presentations, and other electronic visual communication formats. In such formats, identify the University as the source of the materials through appropriate and consistent use of the WVU name, logotype, logomark, or other approved graphic identifier.

7.2 Signs and Vehicle Graphics

The University has guidelines and templates for these applications to ensure clarity and consistency. Contact the director of News for assistance with signs and vehicle graphics. See page 48 of this guide for more information.

7.3 Other Media

Items such as apparel, name badges, promotional items, and giftware must display the WVU logomark, logotype, or other approved graphic identifiers appropriately. Consult this guide for help, and contact WVU Trademark Licensing Services for assistance.

All products bearing West Virginia University trademarks must be produced by a WVU-authorized licensee. For a list of authorized licensees, contact Trademark Licensing Services at 293-8028 or trademarklicensing@mail.wvu.edu.

All commercial users must obtain approval from WVU Trademark Licensing Services.

[8] NEED MORE HELP?

Creative Design (for graphics, photography, or editorial help)

293-6368, ext. 1318/ext. 1333

Communications Building

www.wvu.edu/~creativeservices

Susan.Crist@mail.wvu.edu (graphics)

wvphoto@mail.wvu.edu (photography)

Laura.Spitznogle@mail.wvu.edu (editorial)

Health Sciences Communications

293-7087

Health Sciences South

News and Information (for news media assistance)

293-6997

200 Clark Hall

wvutoday.wvu.edu

Printing Services

293-6366

Communications Building

www.ia.wvu.edu/printing

wvprint@mail.wvu.edu

Video Productions

293-7171

One Waterfront Plance, Room 1002

www.wvu.edu/~radiotv/

John.Duwall@mail.wvu.edu

Trademark Licensing Services

293-8028

302 Stewart Hall

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University Editor

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West Virginia Higher Education Policy Commission.

West Virginia University is an Equal Opportunity/Affirmative Action Institution.
The University does not discriminate on the basis of race, sex, age, disability, veteran status,
religion, sexual orientation, color, or national origin in the administration of any of its educational
programs or activities, or with respect to admission or employment.



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