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INTRODUCTION

Every communication from the university reflects upon the institution as a whole. It’s important that messages from various UNI entities build upon one another to create a positive and comprehensive picture of the university. Consistent use of the visual identity program demonstrates that the university is a unified community, creating an attractive image to recruit students, faculty, staff, donors and friends.

These guidelines are intended to provide guidance for consistent and appropriate use of the university identity and style. The official policy on university communication is located at www.uni.edu/policies/981. We appreciate your participation in the ongoing effort to effectively promote the university in an integrated manner. If this guide doesn’t provide the information you need, please call University Relations (UR) at 273-2761.

A note about writing style. The public relations and marketing industries primarily adhere to the Associated Press (AP) Stylebook for guidance on writing style, as does UR. However, like any industry, higher education in general, and UNI specifically, has style requirements that go beyond the AP Stylebook. Those requirements are detailed beginning on page 26.

It is recommended that each department have a copy of the current AP Stylebook. It’s available online at www.apstylebook.com or from local bookstores for under $20 and is updated annually.
IMPORTANT INFORMATION

NON-DISCRIMINATION STATEMENT

The following non-discrimination statement must be included in all major UNI publications (both print and electronic):

*The University of Northern Iowa does not discriminate in employment or education. Visit uni.edu/policies/1303 for additional information.*

According to the policy, a major publication is defined as any publication that is directly or indirectly used in the recruitment of students or employees, including publications geared to parents and alumni. Letters and postcards are not considered major publications.

IMPORTANT PRINT VENDOR INFORMATION

Beginning April 1, 2015, all University of Northern Iowa printing and copying must be approved by University Relations prior to print. The intent of this new process is to strengthen the university brand through consistency across all our communication and marketing materials.

The new process is simple:

- Email the final PDF to urmarketing@uni.edu (allowing 1 business day for review) with the originating department contact cc’d on the communication.
- As the print vendor, you will receive a response, from urmarketing@uni.edu, in writing if approved. Should there be any required changes, you will be cc’d on the email to the department contact.
- Once files are resent, you will then send the updated PDF back to urmarketing@uni.edu for final approval.

We encourage the project coordinator to send us the updated design for review to expedite the process. University Relations can upload the revised files along with our approval.

It is important to note, the approval documentation is a requirement of the university to pay the invoice; the Office of Business Operations will not process an invoice for payment without the approval documentation.

If you have any questions on the printing approval process, please contact University Relations at 319-273-2761, for questions on billing contact the Office of Business Operations at 319-273-6448.
LOGOS

The university nameplate is the primary element of the university’s visual identity package, as well as the cornerstone of the integrated marketing approach. As such, consistent and tasteful use of the nameplate is essential. This section is intended as a guide to proper usage of the nameplate in common visual identity elements such as business cards, letterhead, envelopes, publications and websites.

The UNI wordmark (the university name spelled out, all on one line with no graphic elements) is an alternative to the university’s visual identity. The UNI wordmark should be displayed in Berthold Imago Extra Bold in either upper and lower case or all upper case letters as shown. The wordmark should be no smaller than 10 point when used by itself.

The nameplate/wordmark are readily available for sanctioned university applications at www.uni.edu/ur by clicking on Nameplate in the right column. They are available in various color and sizes in multiple file formats for appropriate print or Web applications. The files on this site are provided by UR for the convenience of UNI staff, faculty and students preparing university documents, as well as for agencies or printers producing projects under the direction of UNI staff.

Merchandise vendors seeking such files must contact the UNI licensing administrator at 319-273-7465.

All promotional material (print or electronic)*, paid for by the university or related to university-sponsored activities, must carry the appropriate university logo or wordmark. For print materials, it must be on the front and back cover. For electronic communications, it must follow the guidelines on page 16. An approved UNI sub-brand logo meets this requirement.

*Promotional material excludes material used solely in the classroom or for scholarly activity
NAMEPLATE

SIZE
Our goal is to standardize the size for our signature when it’s applied to the majority of printed literature and on the Web. To ensure a consistent application size of the UNI nameplate signature when reproducing it on printed and interactive materials, a minimum sizing guideline has been established.

<table>
<thead>
<tr>
<th>PAGE SIZE</th>
<th>NAMEPLATE SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.5” x 3” – 6” x 9”</td>
<td>3/4” – 1”</td>
</tr>
<tr>
<td>6” x 9” – 8.5” x 11”</td>
<td>1” – 1.5”</td>
</tr>
<tr>
<td>8.5” x 11” – 12” x 18”</td>
<td>1.5” x 2.5”</td>
</tr>
</tbody>
</table>

The UNI nameplate must be given sufficient visual space so that its impact isn’t degraded. Items such as text, images or graphic elements should be kept away from the logo by a minimum distance of the height of the “N”, see example to the right.

COLOR
The electronic files for the UNI nameplate are provided in multiple color configurations—spot colors, CMYK/four-color process and one-color options. They are shown to the right, and all are available at uni.edu/ur/nameplate in print and Web file formats. For details on the colors, please see page 8 or contact UR with questions.

In certain circumstances, exceptions to these guidelines may be made but only with prior approval.
University of Northern Iowa
WORDMARK

The UNI wordmark (the university name spelled out, all on one line with no graphic elements) is a second alternative to the university’s visual identity. The UNI wordmark can be used in collaboration with colleges, departments, academic programs, etc., across campus when an already-established logo is being used. The UNI wordmark should be displayed in Berthold Imago Extra Bold in either upper and lower case or all upper case letters as shown on the right. The wordmark should only be displayed in the following colors; UNI Purple, UNI Gold, white, or black.

The wordmark should also be given sufficient visual space so that its impact isn’t degraded. Items such as text, images or graphic elements should be kept away from the wordmark by a minimum distance of the height of the “N” in Northern, see example to the right.

SIZE LIMITATIONS
The wordmark should be no smaller than 10 pt. when used by itself and no smaller than 6 pt. when part of an affiliate logo.
The preferred sub-brand standard is designed using the horizontal University of Northern Iowa nameplate logo. As shown in the logo example, the college, department or program name can be set below the nameplate using Berthold Imago Medium, ITC Garamond Book Condensed or Myriad Pro Semi Bold Condensed.

HYBRID LOGO
A secondary sub-brand option is a separately designed hybrid logo featuring the college, department or program name as the primary focus. The hybrid model must include the words “UNIVERSITY OF NORTHERN IOWA” in Berthold Imago Extra Bold, in an approved color combination. Hybrid logos must be developed in consultation with University Relations. Approval is required by UR before use.

AFFILIATE LOGOS
UR and the University Executive Management team recognize that UNI has many important partnerships with government agencies and private corporations. UR staff can help incorporate the logos of granting agencies and individual UNI programs into a host of marketing materials, such as brochures, fliers and booklets.

However, in the interest of maximizing the integrated marketing effort for all university entities, and to ensure the integrity of the visual identity program, affiliate/program logos will not be placed on letterhead, envelopes or on the front of business cards. Additional information and artwork can be included on the back of business cards, at an additional cost.
COLOR

PRIMARY COLORS
The primary colors for the University of Northern Iowa visual identity system are Pantone+ 2617C and Pantone+ 124C. Equivalent color formulas for four-color printing and digital media are provided in the chart to the right.

SUPPLEMENTARY COLOR PALETTES
Pantone 2617C (purple) and Pantone 124 (gold) are UNI’s core brand colors. All pieces produced by the university should use these two colors predominately. A broad palette of soft and vibrant colors has been developed to complement the institutional purple and gold, but should be used as accent colors. The colors shown in the supplementary palettes are recommended for general use, but the user is not limited to these. Contact UR for the Adobe Swatch Exchange files (.ase) and import the color palette(s) directly into Adobe Illustrator, Photoshop, InDesign, Fireworks and Flash.

NOTE: Due to the inconsistent nature of computer monitors, the colors depicted within this usage and style guide may not match the actual PANTONE® colors. When specifying colors, please refer to the PANTONE® number for accurate color reproduction.

All materials (print or electronic) developed for or distributed to prospective students or their influences (parents, teachers, educators, etc.) must use UNI purple as primary color and gold as a secondary color as appropriate. Screens of UNI Purple do not meet this requirement.

*Grant funded programs that have graphic requirements may be excluded, contact UR for further details.

<table>
<thead>
<tr>
<th>PRIMARY COLORS</th>
<th>PRINT 4-COLOR PROCESS</th>
<th>ELECTRONIC WEB/VIDEO USE</th>
</tr>
</thead>
<tbody>
<tr>
<td>2617C C 79</td>
<td>M 100</td>
<td>Y 0</td>
</tr>
<tr>
<td>124C C 0</td>
<td>M 27</td>
<td>Y 97</td>
</tr>
</tbody>
</table>

SUPPLEMENTARY COLOR PALETTE

- PANTONE COOL GRAY 9C
- PANTONE 4505C
- PANTONE 7731C
- PANTONE 368C
- PANTONE 380C
- PANTONE 2935C
- PANTONE 3145C
- PANTONE 326C
- PANTONE 2603C
- PANTONE 7416C

In certain circumstances, exceptions to these guidelines may be made but only with prior approval.
Color is one of the most powerful ways a university can identify itself. Used consistently, the colors chosen to represent UNI create a strong identifying image. Conversely, some colors and color combinations can be confusing.

Colors associated with other public institutions in the state, and other competitor institutions, should not be used. Even though gold is one of UNI’s primary colors, use of black and gold together or red and gold together should be avoided.

**Note:** Occasionally, especially in signage applications, minor modifications to the design or color scheme of the nameplate need to be made to maximize the effectiveness of the application. Such modifications must be designed or approved by UR staff in each use.
SPECIAL PERMISSION

THE UNIVERSITY SEAL
The university seal is the traditional legal signature for the university, representing official sanctioning by the institution. Use of the seal is reserved for the president’s office and for formal academic and university business, such as authenticating diplomas, transcripts and other official documents — i.e., commencement awards and materials. Use of the seal is extremely limited and should not be used as a substitute for the university nameplate.

In certain circumstances, exceptions to these guidelines may be made but only with prior approval.

UNI VARIATION—INTERNAL USE ONLY
A variation of the nameplate using “UNI” rather than “University of Northern Iowa” has been developed to provide design flexibility, especially in less formal situations with strictly internal audiences. It can work either as a primary design element, or in conjunction with the full university name elsewhere in the design. It works best with pieces targeted to constituencies that have a familiarity with the UNI acronym, such as faculty, staff or students.

SECONDARY LOGO - UNI BLOCK LETTERS
The secondary logo provides the flexibility for selected use and should not be used as a primary logo. When using the UNI block letters, colors are restricted to UNI Purple, UNI Gold, black and white.
PHOTOGRAPHY GUIDELINES

Photos may not be used by non-UNI agencies for commercial or promotional uses without prior written consent from UR.

Prints, digital files and other media provided by UR are copyrighted property of UNI and provided for editorial, departmental or organizational use only.

It’s the responsibility of the client when securing services to inform UR of anyone under the age of 18 who may require a model release/parental consent form (for example, area schools visiting campus).

In any instance when a question arises about such issues, consult the UR staff. The following information provides more specific guidelines about acceptable and unacceptable use of photographs. Images should reflect on the university in a positive manner. When in doubt, leave it out.

ACCEPTABLE
- Electronic equivalents of established practices for traditional darkroom printing methods — dodging, burning, toning and cropping, for example — as long as the content and meaning aren’t changed.
- Color and tonal correction to ensure accurate reproduction of the original photograph.
- Technical touch-up of images for the purpose of color—balancing or removal of flaws (such as dust spots, scratches, digital noise, artifacts, etc.) to achieve better reproduction. Such changes will be considered to be insubstantial.
- Routine cropping isn’t considered to be an alteration. However, there is a possibility of changing reader perception with creative cropping. When cropping, keep the modified version true to the intent of the original photo.
- Conversion of a color image to black and white.

NOT ACCEPTABLE
- If a caption is needed to explain that the content isn’t real, don’t use the image.
- Misrepresenting a created scene as a “found” moment.
TYPOGRAPHY

The following typefaces are recommended for all printed university communications. Consistent use of these typefaces enhances the integrated family look across all materials. These fonts are an effective complement to each other while taking into consideration a wide range of communications needs. All are included in the Creative Suite. If you need access to font files, please contact UR.

See page 18 for Web-specific typography suggestions.
LETTERHEAD
Written correspondence comprises a major component of the university communication effort. As such, it’s important that letters from individual UNI entities reflect a coordinated, professional and efficient university community. In conjunction with the nameplate, the letterhead design enhances the identity of colleges and programs in an attractive and consistent manner. Specifically, the department name appears in a fashion that is visible and closely connected to the nameplate.

As noted, two-color letterhead is produced at an economical price, as is a one-color option, in purple. Don’t attempt to recreate letterhead by importing university nameplate graphics into a word-processed or pagination-software document.

BUSINESS STATIONERY PRODUCTION
All letterhead, business cards, envelopes, notecards and notepads are coordinated through University Relations.

UR offers an attractive two-color letterhead, business card and envelope package. These efforts include choosing a white paper stock, as well as grouping print jobs and pre-printing where possible. At the same time, one-color options for letterhead and envelopes will be offered for offices anticipating large mailings, or for those who simply wish to save a few dollars.

Electronic letterhead templates are available. Please contact UR to have one set up.
BUSINESS CARDS

An attractive, effective business card is like a good, firm handshake. The card offers a professional, two-color design at a reasonable price, while allowing room for a variety of communication vehicles through which you can be reached.

While it’s technically feasible to squeeze even more information and logos on a business card, we believe the design features a premium balance between function and information. A one-color business card isn’t offered because the economy-of-scale factors present in large orders of letterhead and envelopes don’t pertain to business card production.

UR can assist with designing business cards. Additional information on the back of your business card can be added, although this option will be more costly.
DISPLAYS
There are multiple display options available for campus use, at no charge. These displays are to be used only in indoor spaces. Current options include: TC cutout, 10 x 10 gull-wing displays (2), and the State Fair booth. Please contact UR for additional details.

DIGITAL SIGNAGE
There are digital monitors located throughout campus. Please contact UR to schedule your promotion. Design templates and tips are available as well.

BRIDGE SIGNS
The bridge over Hudson Road has space to hang one banner on each side. Please direct inquiries to UR.

POWERPOINT TEMPLATES
There are several attractive UNI PowerPoint templates available. Please visit www.uni.edu/ur for more details.

DIRECTIONAL SIGNAGE
To maintain consistency across campus, departments are strongly encouraged to use purple signs with gold text. Please contact UR for design assistance and printing quotes.

SCREEN SAVERS
Screen savers are available and can be scheduled in computer labs across campus. For more information please contact UR.
WEB & ELECTRONIC MEDIA

MANDATORY ELEMENTS
In accordance with the UNI Web Policy (www.uni.edu/webtools/uni-web-policy) all institutional websites must contain:

OFFICIAL UNIVERSITY WEB COLORS:

<table>
<thead>
<tr>
<th>R</th>
<th>G</th>
<th>B</th>
</tr>
</thead>
<tbody>
<tr>
<td>75</td>
<td>17</td>
<td>111</td>
</tr>
</tbody>
</table>

HTML# 4b116f

<table>
<thead>
<tr>
<th>R</th>
<th>G</th>
<th>B</th>
</tr>
</thead>
<tbody>
<tr>
<td>255</td>
<td>204</td>
<td>0</td>
</tr>
</tbody>
</table>

HTML# ffcc00

APPROVED UNIVERSITY HEADER
An approved university website header, which includes the university nameplate, linking back to the UNI home page (www.uni.edu).

MANDATORY HEADER ELEMENTS
• The purple header bar in #4b116f is required on all UNI departmental sites.
• The nameplate or “University of Northern Iowa” in the font Berthold Imago Extra Bold must be included in the purple bar. It is available as a default part of the approved Drupal base theme. The Berthold Imago Extra Bold font is also available from UR.

HORIZONTAL-LEFT NAMEPLATE
On the Web only, and only in cases where the horizontal UNI nameplate is used on the left side of the page, a variation may be used that places the window to the left side of the nameplate, rather than the standard right side. This variation may be used only on the Web, never in print publications.

CONTACT INFORMATION
The department name must link to an administrative email address, monitored by a full-time university staff or faculty member.

ACCEPTABLE VARIATIONS
• An email mailing list that sends to multiple maintainers
• An email alias that directs mail to an individual account
• A departmental email address

UNACCEPTABLE VARIATIONS
An individual staff or faculty email address. Example: john.doe@uni.edu

MANDATORY FOOTER ELEMENTS
• The purple footer bar is required on all UNI departmental sites
• The information under Visiting (Cedar Falls, Iowa, 319-273-2311, Maps & Directions, Visiting UNI and Contact UNI).
• All of the links on the right side of the UNI Footer. The maintained by link must follow the guidelines listed under Contact Information below.

• For examples of adding a department specific footer contact webteam@uni.edu

DRUPAL THEMES
Please email webteam@uni.edu for information on current Drupal Themes and default features available for Drupal sites. Those features include, but are not limited to, slideshows, photo galleries, departmental directory, social media feeds and drop-down menus. All Drupal sites are designed and tested for seamless integration with mobile devices.

UNIVERSITY CONTENT MANAGEMENT SYSTEM
Drupal is the officially approved and supported content management system, and should be used for all new or updated websites.

ACCESSIBLE WEB DESIGN
Web users who cannot use a mouse due to physical disabilities can still access websites by using assistive technologies that include screen readers, mouth sticks and voice control software. Generally when people think of a disability that would prevent a user from using the Web, they think of vision impairment. For a user with vision impairment, the assistive technology most commonly used is a screen reader. Screen readers convert text into synthesized speech. People who are blind can listen to text on the Web using a screen reader.

In general, designing your site to make it accessible for screen reader users will help all users find your site and navigate its contents. Search engines such as Google or Yahoo can more efficiently find and display information to users if a website has been designed with accessibility in mind.

The websites of programs receiving federal funds, including state universities such as UNI, must be accessible to persons with disabilities under Section 504 of the Rehabilitation Act of 1973 and the Reauthorized Rehabilitation Act of 1998.

ACCESSIBILITY CHECKLIST:
When designing a website keep the following in mind:

• **A DESCRIPTIVE PAGE TITLE IS VITAL**
  It’s very important that a Web page’s title is as descriptive as possible because this is the first thing screen reader users hear. As an added benefit, most search engines display the title of a page in their search results.

• **USE HEADING ELEMENTS PROPERLY**
  The proper use of HTML headings on the Web is one of the most important usability features for screen reader users. Headings use a hierarchy. There are six levels of the heading hierarchy: H1, H2, H3, H4, H5 and H6. Using headings helps screen reader users, sighted users and search engines make sense of websites. Many screen reader users skim a Web page by tabbing from header to header.

• **USE SHORT BUT DESCRIPTIVE ALT TEXT**
  ALT text is the alternative text for images that gets read out to screen reader users. ALT text also helps search engines find and display Web content.

• **USE DESCRIPTIVE LINK TEXT**
  Screen reader users often browse websites by tabbing from one link to the next. Also, by calling up a list of on-page links, screen reader users can browse through pages and choose the link in which they’re most interested. “Click here” is NOT descriptive link text — it makes no sense out of context and should be avoided.

• **AVOID USING FLASH AS THE ONLY MEANS TO ACCESS CONTENT**
  Flash content can be a problem on the Web. It won’t play at all on iOS devices (iPad, iPhone, iPod Touch) and Adobe has discontinued Flash development for all mobile devices. Many users with disabilities, including those who use screen readers, have problems with Flash. HTML5 is a better alternative to Flash.
GENERAL BEST PRACTICES

TYPOGRAPHY
When it comes to laying out text on a screen, use of sans serif fonts or a serif-font designed for the screen (like Georgia) is recommended. Sans-serif fonts work best for paragraph text; serif fonts may be used for H1-H3 size text, title or headers. Serif fonts used for smaller text, like paragraph size, have a higher chance of displaying poorly, becoming blurry or even pixelated. The main university website uses Droid Sans and Droid Sans Bold through the CSS @font-face property. Contact the UR Web staff if you are interested in using the @font-face CSS property to use non-standard fonts on your website.

CATID AUTHENTICATION
CatID authentication is available for Drupal websites. Please email webteam@uni.edu for information on how to configure your website for CatID authentication.

SOCIAL MEDIA
UNI institutional offices maintaining social media sites are responsible for maintaining accurate and timely information on their site. Social media is about conversations — connecting with current and prospective students, alumni and other audiences — and building relationships with them. If you use it simply as a way to broadcast messages, you’re not making effective use of the channel and likely won’t have much success in building a strong audience. See some social media tips to the right.

To maintain a transparent, respectful presence, you are generally not advised to remove negative posts. Profane, rude or abusive posts may be removed, but a post shouldn’t be removed just because it disagrees with the university position on a topic. Administrators of social media sites should intervene only when postings are deemed to have broken one or more of the guidelines, found at www.uni.edu/social/resources. Intervention is specific to the situation, but can include deleting specific messages or banning posting by an individual or group, based on the situation. If you have questions, please call UR at 3-2761

USE COLOR WITH CARE
If you use only color to impart meaning on your website, you are holding back information from vision-impaired users — including the estimated 9 percent of men who are color deficient or color blind. The most common broad category of color-blindness is often called red-green color blindness. For someone who is color blind, a website that uses a green square to signify “Go” and a red square to signify “Stop” could be very confusing. See the following graphics, which demonstrates what red and green squares look like to a person with a “red-green” blindness.

COLOR CONTRAST
Color contrast is also important to sighted users and users with low vision: the eye must work harder (and therefore
becomes tired more easily) if low-contrast background colors are used, for example, to separate columns on a page. There is no specific “rule” as to how much contrast is enough, but try to use common sense. Red text on a green background is low contrast, as is purple text on a black background. Black text on a white background is high contrast.

Source: http://colorfilter.wickline.org/

Source: http://webaim.org/resources/contrastchecker/

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**TRACKING YOUR WEBSITE TRAFFIC**

University websites should be using the UNI Google Analytics Tracking Code, UA-50360-1 to track the traffic to their site. This allows University Relations to have the big picture for the UNI site, as well as you to be able to review the details for your site. If you are currently using another Google Analytics Tracking Code, you may continue to use it to maintain your historical information, and add the university code as well.

New sites created by University Relations has the code automatically installed. Contact us at webteam@uni.edu for information on how to add the code to your site if it’s not already installed.
ABOUT UNI ATHLETICS

The University of Northern Iowa (UNI) Athletics department is visually represented by a series of closely related logos and marks, the sum of which comprises the UNI Athletics brand identity. This guide is intended as a resource for both internal departments and external vendors who apply the university’s athletic brand identity. It was created to ensure consistent use of the athletic department’s logos, symbols, color and typography across a wide variety of applications. The following pages are official policy of UNI as it pertains to the reproduction of its athletic identity.

All logos and artwork depicted within this guide are trademarks of the University of Northern Iowa Athletics department. Any use without consent of the UNI Licensing department or its licensing agent is strictly prohibited.

For additional information regarding the UNI Athletic brand identity or for questions regarding specific use, please contact:

Trademark Licensing Office
UNI-Dome NW Upper Offices
Cedar Falls, Iowa 50614-0314
phone (319) 273-7465
fax (319) 273-7832
artapproval@uni.edu
LICENSING THE UNI BRAND

The UNI trademark licensing program strives to promote, enhance and elevate the image of the university by authorizing the use of our marks on high-quality, socially responsible, tasteful merchandise and apparel. The program is administered by the UNI Athletic department and in partnership with the Licensing Resource Group (LRG).

Any person, organization or corporation wishing to manufacture a product bearing or containing any of the marks of the university, or to provide a service that will use the marks, must enter into a licensing agreement that authorizes such use. Examples of products include giveaways, apparel, uniforms, sports equipment, etc.

Only officially licensed, approved vendors (licensees) may produce items bearing UNI’s trademarks or name. Those wishing to become licensed can obtain an application at http://lrgusa.com/licensing/. Along with a completed application, vendors will be required to submit product samples, proof of insurance and a nominal fee. All vendor questions regarding the application and approval process should be directed to LRG.

In addition to the application and license renewal processes, LRG manages royalty reporting, artwork approvals, enforcement, promotions and general administration of UNI’s licensees.

Once vendors are licensed, they can access current, accurate UNI logos and marks from Trademarx Online, LRG’s Web-based artwork database. Product designs must be submitted into Trademarx Online for review and approval prior to being produced. Items bearing UNI’s trademarks without a license may be considered “counterfeit” and subject to all available legal remedies, including seizure of the items. Additionally, licensed vendors who fail to submit designs for pre-production approval may have their license revoked.

A list of UNI licensees is available by visiting http://lrgusa.com/licensing/vendor-list/. Type in “Northern Iowa” in the search bar at the top of the page.

For more information, please contact: Joe Sheeley, Regional Brand manager, LRG
VJS Executive Park | 2570 Holiday Road, Suite 250 | Coralville, IA 52241
Phone: (319) 351-1776 | Fax: (319) 351-1978 | joe@lrgusa.com
ATHLETICS LOGOS

PRIMARY LOGO
The primary mark for UNI Athletics is the purple and gold UNI Panther head. Approved color variations are listed below.

The protected area around the primary logo ensures that no other graphic elements interfere with its clarity and integrity. The depth of the protected area is the height of the “x.” The protected area will always be scaled symmetrically with the logotype. Items such as text, images or graphic elements should be kept away from the logo, and outside the safe zone, consistent with the graphic to the right.

In certain circumstances, exceptions to these guidelines may be made but only with prior approval.

STAND-ALONE PANTHER HEAD
The secondary logos provide UNI Athletics with flexibility for selected use. These identifiers should not be used as primary marks.

APPROVED COLOR VARIATIONS

STAND-ALONE PANTHER HEAD AND APPROVED COLOR VARIATIONS
UNI ATHLETICS WORDMARKS
Both the UNI and Panther mark can be used in secondary locations for general use in the following color combinations.

COMMON MISUSES
NEVER alter the color placement
NEVER distort the logo
NEVER rotate the logo
NEVER rearrange components
NEVER use discontinued logos
NEVER add unapproved typography
NEVER alter the proportions
NEVER embellish the logo i.e. — drop shadow
NEVER alter the colors of the logo.
ATHLETICS PRIMARY TYPEFACE

The primary typeface for UNI Athletics is Eurostile LT Bold Oblique. It is intended for use as a display font in select and appropriate applications, including headlines, signage, banners, etc. End users should not use the font for type-intensive application such as body copy, letters, articles, etc.

**Eurostile LT Bold Oblique**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

SECONDARY TYPEFACE

The Univers family is the secondary typeface and should be used to support Eurostile LT Bold Oblique. Univers font should be used whenever possible in all text (body) content with athletics publications, marketing materials and correspondence.

Univers Roman

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Univers Light Condensed
Univers Light Condensed Oblique
Univers Condensed
Univers Condensed Oblique
Univers Bold Condensed
Univers Bold Condensed Oblique
Univers Light
Univers Light Oblique
Univers Light
Univers Light Oblique
Univers Roman
Univers Oblique
Univers Bold
Univers Bold Oblique
Univers Black
Univers Black Oblique
ADDITIONAL ATHLETICS INFORMATION

INTERNET, SOCIAL MEDIA AND MOBILE APPS STANDARDS
unipanthers.com is the official website for UNI Athletics. This is the only official site representing UNI Athletics. All sports and/or administrative areas should work through the designated athletics staff for administrative approval to coordinate all content for the athletics department website and official department social/new media entities (Twitter, etc.) to ensure a consistent representation. This includes recruiting-related Web pages, social media sites and mobile applications.

VINTAGE MARKS
Vintage marks available for special occasions with approval from the athletics department. Contact the licensing office for use.

UNIVERSITY-REGISTERED TRADEMARKS
The University of Northern Iowa owns the exclusive intellectual property rights to its name, logos, slogans, colors, mascots, trademarks, service marks and other indicia related to the university, its programs and services, and its Athletic teams (collectively, the “marks”). University marks may not be used for any purpose without the advance written permission of UNI.

REFERENCE — STATISTICS ABBREVIATIONS
“UNI” is the preferred reference for announcers, scoreboard displays, statistical abbreviations, etc.

For television in-game and studio graphics, the primary mark is preferred followed by “UNI.”

For newscast (television) and newspaper graphic displays, the primary icon is preferred followed by a “UNI” primary wordmark and “UNI” secondary identifier based upon space limitation and context.

All teams (men’s and women’s) should be referred to as the “Panthers.”
STYLE GUIDE — QUICK REFERENCE

A

Abbreviations
Abbreviate compass designations (N.E., S., W.) as well as St., Ave., Rd., Blvd. and so forth when accompanying a numbered address: 222 E. Second St. Don’t abbreviate if the building number is omitted: East Second Street.

Spell out and capitalize First through Ninth when used as street names; use figures with two letters for 10th and above.

When listing mailing addresses, use the two-letter postal abbreviation for states. Use the full nine-digit ZIP code whenever possible. Include Hall when appropriate.

East Bartlett versus Gilchrist Hall

Acronyms
Acronyms for job titles and names of organizations, centers, buildings, forms, tests and assorted other objects are generally spelled without periods.

CEO, UNI, UNESCO, FAFSA, TESOL, SAT, PA, UNI-CUE

Acronyms are pluralized without apostrophes, unless the last letter of the acronym is an s, in which case an apostrophe is needed. (This is one of the rare cases where a plural requires an apostrophe.)

GREs, IDs, LANs, W-2s, SOS’s, RAs

Academic Terms and Class Standing
Use lowercase for semesters (fall, spring, summer), academic terms and class standing.

The 2015 fall semester, spring term

Freshmen, sophomores, juniors and seniors (first-year students is an acceptable alternative for freshmen)

Addresses
Use official names of offices and departments in university addresses.

Office of the Registrar, not Registrar’s Office

Most UNI addresses follow this format:
Person or office:
Jane Doe
Department name:
Department of Marketing
Room and building:
336 Curris Business Building
Campus name:
University of Northern Iowa
City, state, ZIP code:
Cedar Falls, IA 50614-0126

Alumna, alumnae, alumnus, alumni
Use the correct word for gender and number. Do not shorten to alum.

Alumna is the feminine singular form: Joan is an alumna of UNI.
Alumnae is feminine plural: Joan and Linda are alumnae of UNI.
Alumnus is the masculine (or nongender) singular: Henry is an alumnus of UNI.
Alumni is masculine or mixed-gender plural: Henry and George are alumni of UNI. Joan, Linda, Henry and George are alumni of UNI.

Ampersand (&)
Use the ampersand (&) only when it’s an official part of the name or title — its formal name: Professional & Scientific, AT&T Corp., Simon & Schuster, Proctor & Gamble Co. Ampersands are never used in running text unless they are part of an official name.


**Capitalization**

A general rule is that official names are capitalized; unofficial, informal, shortened or generic names aren’t. This rule applies to names of offices, buildings, schools, departments, programs, institutes, centers and so on. Therefore, phrases such as the center, the institute or the new museum aren’t capitalized. (See also Building Names)

The Office of the Registrar, the registrar’s office, this office, the registrar

The College of Business Administration, the business college, the college

The Department of Physics, the physics department, the department

The University Museums, the museum

**Course listings/titles**

Each course has a course number and course title, which is always capitalized (even if the course is referred to without the number). There is no punctuation between the course number and course title. Numerals are generally only used in the course catalog.

870:142 Igneous Petrology

450:121 Mental Deviance and Mental Health Institutions

Professor Henry is teaching Physics I this spring.

I can’t wait to take Stratigraphy and Sedimentation this fall.

**Credit hours**

Use numerals to refer to credit hours.

3 credit hours

**Dashes**

Dashes separate; hyphens join. The distinction usually holds true for em verses en dashes, too.

A space is used on either side of any dash, except at the start of a paragraph or in sports agate summaries.

The two dashes most commonly used by typesetters are the em dash and the en dash. The em dash is what is usually meant by the word dash — a long mark that can be created by using the dash character (Option Shift Hyphen). In manuscripts, dashes are often represented with a double hyphen (–); these must be replaced.

The en dash is simply a specialized, slightly elongated hyphen that looks like this – (Option Hyphen). En dashes serve primarily to connect numbers (1–10).

A hyphen is the shortest version of a dash, made by pressing the hyphen key (next to =). Hyphens connect linked words and phrases and they break words at the ends of lines.

Em dashes are frequently used to set off parenthetical phrases, especially long or complex ones where something stronger than a comma is called for. If the parenthetical phrase comes at the end of a sentence, only one dash is needed to set it off — like this. If it’s inserted into the middle of the sentence — like this — you need dashes on both sides.

The building — one of our oldest — will be reroofed.

not: The building — one of our oldest, will be reroofed.

Em dashes are occasionally used to join elements in certain institutional titles.

School of Law — Indianapolis

En dashes are often used in place of hyphens to join two elements when at least one element itself contains two or more unjoined words.

A non–English speaker, post–high school

Inclusive dates and other number sequences may be printed with en dashes, rather than with hyphens.

1994–96, chaps. 12–17, pages 3–10
Dates/days/months/decades/years
Spell out all days of the weeks and the months of March-July; abbreviate the other months when referring to a specific date. Use numerals for days of the month and years. Use no punctuation if listing just the month and the year or just the date, but set off with commas if using the day of the month or week. Don’t use st, nd, rd, or th with dates, such as 3rd.

May 2005; a Feb. 5, 2006, deadline
Nov. 25; Dec. 27 to 31 (don’t use a hyphen)

Join us on Thursday, April 28, for a celebration.

She testified that it was Friday, Dec. 3, when the accident occurred.

Decades or centuries should be referred to in any of the following ways:
The 1960s, the ’60s, the 1800s

Be sure the apostrophe curves to the left (‘), versus the right (’).

Years are the lone exception to the general rule that a figure isn’t used to start a sentence.

1976 was a very good year.

Degrees
Capitalization in names of degrees conferred at UNI should match the UNI registrar’s official degree list. Note that in degree names containing the words “of science,” the discipline is part of the official degree name and is therefore capitalized.

Bachelor of Arts, Bachelor of Science in Physics

In many cases where science isn’t part of the degree name, the discipline isn’t part of the official degree name and is therefore not capitalized.

Bachelor of Arts in psychology, Doctor of Philosophy in mass communications

Note also the following types of degree names:

Bachelor of Arts in English (English is a proper noun and is therefore capitalized.)

Master of Arts in Germanic studies (Germanic is a proper adjective and is therefore capitalized; studies isn’t capitalized.)

Many degree names don’t follow the patterns previously discussed. See the registrar’s official degree list for verification.

Associate of General Studies, Bachelor of Fine Arts, Master of Public Affairs

When referring to degrees in a general way, don’t capitalize them. Note that while bachelor’s and master’s end in “’s,” the other generic words for degrees do not.

An associate degree, a bachelor’s degree, a master’s degree, a doctoral degree or a doctorate

In references to the degrees, the word degree is never capitalized.

Caryn earned her Master of Music degree last spring.

Use periods when abbreviating degrees.

A.S., B.A., B.F.A., B.S.N., M.A., MBA, Ph.D., Ed.D. (Due to space considerations, an exception to this rule is in Class Notes sections of alumni publications.)

Pluralized abbreviations
Ph.D.s, J.D.s; There were four candidates with Ph.D.s applying for the position.

When including an abbreviation of a degree and year after a name in running text, put the degree initials and year in parentheses.

Bonnie Smith (B.A. ’81) is a frequent donor to UNI arts programs.

Degrees conferred at institutions other than UNI may not conform to UNI style. Verify these degree names in order to preserve the correct capitalization, abbreviation and punctuation style.
**Email**

Email is lowercase in running text. When listing email addresses in external publications, use the full email address, written in lowercase letters. Don’t italicize or underline email addresses in running text. Don’t underline, indicating a hyperlink, unless writing only for the Web.

john.doe@uni.edu

**Emeritus**

Note that emeritus is the singular, masculine form; for references to women, use emerita (singular) or emeritae (plural). Emeriti may serve as the plural for a group that is composed of men only or of men and women together. All references follow the noun.

professor emerita of music, professor emeriti, faculty emeriti

**Equity statement**

On recruitment documents for students or employees, use the following equity statement.

**Non-Discrimination Statement**

No person shall be excluded from participation in, be denied the benefits of, or be subjected to discrimination in employment, any educational program, or any activity of the university, on the basis of age, color, creed, disability, gender identity, national origin, race, religion, sex, sexual orientation, veteran status, or on any other basis protected by federal and/or state law.

The University of Northern Iowa prohibits discrimination and promotes affirmative action in its educational and employment policies and practices as required by Title IX of the Educational Amendments of 1972, the Americans with Disabilities Act of 1990, Section 504 of the Rehabilitation Act of 1973, Title VII of the Civil Rights Act of 1964 and other applicable laws and university policies. The University of Northern Iowa prohibits sexual harassment, including sexual violence.

The following person has been designated to handle inquiries regarding the non-discrimination policies and serves as the university Title IX Officer: Leah Gutknecht, Assistant to the President for Compliance and Equity Management, Office of Compliance and Equity Management, 117 Gilchrist Hall, UNI, Cedar Falls, IA 50614-0028, 319-273-2846, leah.gutknecht@uni.edu

**Faculty rank**

In formal lists of faculty members and in course catalogs, always denote rank and be sure that the rank is correct. Persons who are instructors are instructors in their subject area. Persons who are professors are professors of their subject area. When in doubt, check the UNI directory for proper department.

David T. Sullivan, professor of biology; Barbara Grosh, assistant professor of public administration; Sally Daniels, instructor in English

**Forms**

Full names of official forms and documents are capitalized but aren’t italicized or put between quotation marks.

Declaration of Independence, Federal Income Tax Return, or Federal Application For Student Aid

**Fellow, fellowship**

Lowercase except when used with proper names:

He received a UNI fellowship.

Betty applied for a GE fellowship.

Jeff earned a GE Fund Faculty for the Future Fellowship.

Clifford was a Fulbright Scholar.

**Grades**

Capitalize the letters used for grades, as well as official grade names where applicable. Don’t put quotation marks around grades.


When referring to a grade, use a capital letter; quotation marks shouldn’t be used around letter grades.
A B average for the course, a P/F course, a grade of I (Incomplete)

Pluralize single letter grades with apostrophes.

She got mostly B’s and C’s all year.

Grade point average (GPA)
Don’t hyphenate grade point average or put periods in its abbreviation, GPA. GPAs refer to numbers, not grades. Always extend to one decimal point. On external references, qualify by saying on a 4.0 scale. On internal publications, it’s not necessary to make reference to the scale.

A GPA of 3.0, not a GPA of B

Holidays/seasons/events
Names of holidays and other recurring celebrations and events are usually capitalized. Names of seasons and academic periods aren’t.

Thanksgiving, Commencement, Diversity Week, winter 2010-11, summer session II, spring semester, orientation, registration, spring break

For historical or documentary accuracy, follow the capitalization style of original texts.

“As I am a schoolteacher during the other three seasons, I am happy that I may continue my own education during the Summer Seasons,” wrote a student in 1919.

International students
The phrase international student is preferable to foreign students.

Job classifications
Capitalize the full versions of Merit, Professional and Scientific (P&S), and Supervisory Confidential Merit Personnel (SCMP). The acronym is acceptable on the first or second reference when used for internal publications.

A course worth 2 credit hours, four 3-credit-hour courses

Numbers
Use numerals for 10 or more; spell out fractions and numbers less than 10. For round figures greater than 999,999, use million or billion after the initial numeral(s). For more precise numbers, use all numerals. Use commas in numbers greater than or equal to 1,000.

A May 7, 1996, deadline; 219-555-3333

For inclusive numbers, abbreviate the second number by changing just those digits that are different from the first number…

…except when discussing years, in which case the last two digits of the year are always repeated.

30-1, 35-7, 106-7

In general, spell out ordinals, space permitting. Always spell out ordinals for first to ninth. Spell out numbered streets from First Street through Ninth Street; use figures for streets with higher numbers.

Six credit hours were all he needed to complete the major.
He needed just 6 credit hours to complete the major.

When explaining rank, always use “No.” as the abbreviation. Be sure to capitalize and use a period, no matter where it is in the sentence. No hyphen is needed when used with “ranked.”

UNI played No. 3 ranked Missouri.

She visited UNI, ranked No. 46.

Miscellaneous examples:
table 1, act 2, scene 3, step 4, chapter 5, item 6, the 1980s, class of ’05, a 5-4 score, 2-year-old child, 54-million-year-old discovery, a $3 million gift, from 9 a.m. to 6:30 p.m., 100-level courses

Official names
Capitalize official names of bulletins, forms, conventions, conferences, symposia and the like.
Summer Schedule of Courses, a Financial Aid Transcript, the Republican National Convention

Parking lot designations
Capitalize the lot letter, but not the word “lot” when referring to a specific parking lot in running text.
I always park in the B lot.
Parking is available in Gilchrist A lot.

Percent
Spell out percent, although % may be used if space is at a premium. Unless beginning a sentence, always use numerals in front of the word percent; use decimals, not fractions.
A 7-percent solution, 6.5 percent

Phone Numbers
Use figures and separate by hyphens. Never use periods in place of hyphens.
319-555-3333
For on-campus numbers in internal publications, use the last five digits of the number, with a hyphen between the first number and the last four digits.
3-2088

Plurals
Avoid misusing the apostrophe to form plurals. The only nouns that commonly take an s in the plural are abbreviations with more than one period or single letters.
MBA’s, R.N.’s
x’s and y’s
A’s and B’s
Otherwise, acronyms, hyphenated coinages and numbers used as nouns (either spelled out or as numerals) generally add s (or es) alone to form the plural. An exception is acronyms ending in the letter s.
Als, W-2s, 747s, FAFSAs, 1980s, follow-ups, at sixes and sevens; but: SOS’s
Apostrophes are never used to form the plural of any proper noun.
The Johnsons will attend.
As with any plural noun, though, plural proper nouns do add a single apostrophe (no s) to indicate possession.
The reception will be at the Johnsons’ home.

Policies
Names of official policies such as the Anti-Discrimination and Harassment Policy or Equal Opportunity Policy should be capitalized. If the concept, rather than the official name, is being discussed, lowercase is appropriate.

Prefixes
Most words formed with prefixes don’t need to be hyphenated. This is called the closed style.

Nonresident (but non-Western requirement)

Postbaccalaureate

Preregistration

Certain exceptions to the closed-style ruling are the following:
-Compounds in which the second element is a capitalized word or a numeral (pre-1979 admission, post-World War II)
-Compounds that must be distinguished from homonyms (re-cover; un-ionized; sometimes re-create)

-Compounds in which the second element consists of more than one word (non-English-speaking people)

-Compounds in which the last letter of the prefix is the same as the first letter of the word following (non-native)

Profiles style
When using profiles in print or online, use first names only to protect student or staff identity. Include hometowns and states and lowercase majors, unless the major is a proper noun (English, Spanish). Spell out or abbreviate the state as appropriate; don’t use postal code abbreviations.

John senior, physics major
Cresco, Iowa

Faculty profiles:
Name, Ph.D. or Ed.D. rather than Dr.
title, department

R

Room names & numbers
Refer to rooms on campus in this format:
115 Seerley Hall; University Room, Mauker Union; or University Room, MAU

S

State abbreviations
Use AP abbreviations for states in running text; these aren’t always the same as postal abbreviations. For example, Oklahoma is abbreviated Okla. in running text and OK for postal addresses.

T

Times
Use numerals in all cases. Omit the zeros from on-the-hour times. Use periods for a.m. and p.m. An exception may be made in more decorative layouts. Use of o’clock is generally discouraged. Don’t use numerals with noon and midnight. Noon and midnight aren’t capitalized unless at the beginning of a sentence.

9 a.m., 11:15 p.m., noon, midnight, 3-4:30 p.m. or 3 to 4:30 p.m., 9 a.m.-6:30 p.m.

Note that “from” is only used in time expressions when the word “to” is included.

From 9 a.m. to noon
Not: from 9 a.m.-noon

Titles of people
Titles preceding a name are capitalized; those following a name or set off by commas aren’t. Don’t use the honorific title Dr. in reference to an academic who has earned a doctorate, unless used in a direct quote. Professor is appropriate but isn’t capitalized. Capitalize Professor Emeritus as a conferred title before a name, but don’t continue on second reference. Dr. may be used in reference to a medical doctor.

The latest discovery by professor John Doe…

John Doe, professor of physics, has discovered…

Professor Emerita Susan Johnson

This rule applies not only to academic titles, but also to administrative titles.

President John Doe, president since 1995,…

Doe, who has been president of UNI since 1995,…

An exception to this rule is a “named” title.

John Doe is the Martin Chair Professor of Piano at UNI.

Do not capitalize a qualifying word that precedes a capitalized title.

Today, staff members honored former Faculty Senate Chair David Smith.

Treat references to the Board of Regents, State of Iowa in the same way as other personal titles discussed above.

Our office recently received a visit from Regent Bob Smith.
Units
Use numerals for references to course units.

A maximum of 9 semester units of transfer credit may be applied.

University
Lowercase the word, even when referring to UNI, unless used as part of the full name of the institution. The abbreviation UNI is always written in all capital letters, with no periods. UNI is an acceptable abbreviation on second reference.

University of Northern Iowa: A centerpiece of the university campus is the Campanile.

University of Northern Iowa
Generally, “the” precedes University of Northern Iowa. For internal publications, UNI is acceptable on first reference. No periods are used in UNI. Lowercase the word university on second reference even when referring to UNI.

I’m going to the University of Northern Iowa. University of Northern Iowa President John Doe announced today…

UNI, ISU and UI
They can collectively be referred to as “Iowa’s public universities.” If referring to all Board of Regents, State of Iowa schools, use “Iowa’s public universities and special schools.”

Web addresses
The UNI Web address should be listed as www.uni.edu.

The prefix http:// should be used for Web publications requiring a hyperlink but not for print.

ZIP code
Use the correct nine-digit ZIP code whenever possible; the U.S. Postal Service can answer ZIP code questions over the phone. The preferred address format is to list the city, two-letter state code and ZIP code all on one line. Note that just one space separates the state from the ZIP code.

Cedar Falls, IA 50614-0392

The word ZIP is all caps when referring to ZIP code. It stands for Zoning Improvement Plan.
PREFERRED SPELLINGS AND STYLE

Adviser: The -er ending is preferred by the AP Stylebook and Webster’s over the -or ending (advisor), so we use the -er spelling in university publications. If used in a formal title, use the version preferred by the organization.

African-American: Both African-American and black are acceptable (AP prefers black).

Black: Both black and African-American are acceptable; usually lowercase the “b” of black.

Campuswide: It’s not hyphenated. With the exception of university-wide, most “wide” compounds aren’t hyphenated.

Commencement: Capitalize, as it’s a recurring celebration.

Coursework

E-bill: Lowercase e-bill when used in running copy. Refers to the U-Bill sent electronically.

Freshman: The preferred usage is first-year student. If you must use freshman, freshmen is the plural.

Freshman courses, freshman year

Full time: Hyphenate as an adjective before the noun; otherwise leave as two words.

Jamal has a full-time job. but: Jamal works full time.

Fundraising: All forms of the word are spelled as one word.

Gmail

Hispanic: Capitalize this term. Some people may prefer Latina (fem.) or Latino (masc.).

Homecoming: Capitalize, as it’s a recurring celebration.

K through 12 or pre-K through 12 education

Multicultural

Multimedia

Off campus: Hyphenate as an adjective before the noun; otherwise, leave as two words. The same applies to on campus.

Barb has an off-campus job. but: Barb works off campus.

Online

Panther: Capitalize when referring to UNI’s athletic teams or to students, alums or other UNI groups.

Part time: Hyphenate as an adjective before the noun; otherwise, leave as two words.

Lisa is a part-time student. but: Lisa attends classes part time.

Postsecondary

President: Capitalize only if immediately preceding a person’s name.

President John Doe; John Doe is president of the University of Northern Iowa

Registrar: Lowercase in informal usage, but uppercase as part of the official name.

Registrar’s office, the registrar, Office of the Registrar

Theatre: Use the -re spelling of theatre in reference to Strayer-Wood Theatre, Bertha Martin Theatre or the Theatre Department.

Strayer-Wood Theatre, theatre department

Don’t use theatre in running text, unless referring directly to the Strayer-Wood Theatre or Bertha Martin Theatre.

She’s taking theater classes. I’m going over to the Strayer-Wood Theatre for rehearsals.

U-Bill

uCard: The university identification card for students, faculty and staff.
**University-wide:** Hyphenate university-wide, but lowercase the “u” of university even when it refers to UNI.

**Upperclassmen:** Use carefully. The term means juniors and seniors only; it does not include sophomores. Don’t use the elitist-sounding phrases upper-class students, or upper-class men, which do not mean junior and senior students. If the desired meaning is non-freshmen, use sophomores, juniors and seniors instead.

**Work-Study:** Lowercase general references to the work-study program, but capitalize official references to Federal Work-Study (the program for undergraduates) and Federal Graduate Work-Study (the program for graduate students).