



THE UNIVERSITY OF
TOLEDO
1872



THE UNIVERSITY OF TOLEDO
MEDICAL CENTER

The University of Toledo Logo Graphic Standards Manual

This document is subject to periodic revision. Please check
<http://monitor.meduohio.edu/depts/mktandcom/pdf/styleguide.pdf>
to ensure you have the most recent copy.

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The University of Toledo Medical Center Logos**

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Introduction

This logo graphics standards manual has been developed to provide you with information for the proper usage of The University of Toledo and The University of Toledo Medical Center logos and other elements associated with our brand identity, including colors, typefaces, stationery design, etc. You also will find a comprehensive writing style guide designed to ensure consistency when writing for and about UT and the UT Medical Center.

Consistency is integral to a successful brand identity and brand-building program. It ensures that each time someone comes in contact with your name and logo in printed materials, on signage, or even on a business card, there is a consistent look and feel.

This manual is designed to provide you with the tools to accomplish this. Please take a few minutes to review and become familiar with the contents of this manual. If you have any questions, you may contact the Office of Marketing at 419.530.2002.

Thank you for your assistance in building The University of Toledo brand.

MISSION & CORE VALUES

As The University of Toledo begins a new era of learning, research and service, it is important for all materials to reflect our mission and values.

Mission of The University of Toledo

The mission of The University of Toledo is to improve the human condition; to advance knowledge through excellence in learning, discovery, and engagement; and to serve as a diverse, student-centered public metropolitan research university.

Mission of The University of Toledo Medical Center

The mission of The University of Toledo Medical Center is to provide superior patient care which is compassionate and cost effective and to support and enhance the health education of The University of Toledo. In partnership with the University, the hospitals continuously strive to develop and incorporate advancements in health-care knowledge to improve the quality of patient care.

Core Values of The University of Toledo

I. Compassion, Professionalism and Respect

Treat every individual with kindness, dignity and care; consider the thoughts and ideas of others inside and outside of the University with a strong commitment to exemplary personal and institutional altruism, accountability, integrity and honor.

II. Discovery, Learning and Communication

Vigorously pursue and widely share new knowledge; expand the understanding of existing knowledge; develop the knowledge, skills and competencies of students, faculty, staff and the community while promoting a culture of lifelong learning.

III. Diversity, Integrity and Teamwork

Create an environment that values and fosters diversity; earn the trust and commitment of colleagues and the communities served; provide a collaborative and supportive work environment, based upon stewardship and advocacy, that adheres to the highest ethical standard.

IV. Engagement, Outreach and Service

Provide services that meet students' and regional needs and where possible exceed expectations; be a global resource and the partner of choice for education, individual development and health care, as well as a center of excellence for cultural, athletic and other events.

V. Excellence, Focus and Innovation

Strive, individually and collectively, to achieve the highest level of focus, quality and pride in all endeavors; continuously improve operations; engage in reflective planning and innovative risk-taking in an environment of academic freedom and responsibility.

VI. Wellness, Healing and Safety

Promote the physical and mental well-being and safety of others, including students, faculty and staff; provide the highest levels of health promotion, disease prevention, treatment and healing possible for those in need within the community and around the world.

THE UNIVERSITY OF TOLEDO BRAND IDENTITY

These values and mission statement combine with the logo and graphic and textual standards to form the brand of The University of Toledo.

A brand is a promise made to stakeholders — students, community members, patients and employees. The brand is a consistent message that creates expectations, and these expectations are fulfilled.

The University of Toledo's logo and name used properly will help convey the brand to others, something that will distinguish the University and increase the visibility of its research and educational and clinical programs.

The UT brand

The University of Toledo is an institution where opportunity exists for everyone. This is reinforced by the breadth of degree and professional programs, opportunities for collaboration within and outside of the institution, and the ways in which we provide opportunities for engagement in activities and in health care for our internal audiences, the surrounding community and beyond.

All UT stakeholders are integral to the brand. Students, faculty, staff, alumni and donors are part of the brand and reflect what the institution has to offer.

Our brand research indicates that the additions of the College of Medicine and an academic medical center also have increased the opportunity for UT to become a more prestigious institution.

UT now offers enhanced opportunities for students, faculty, staff, community members and government officials through potential interdisciplinary types of programs that were not possible before; interdisciplinary research that was not easy to carry out; and a broader span of community engagement activities ... it's just a whole new platform of opportunities.

The UT brand promise

As stated, The University of Toledo means opportunity for its many stakeholders.

- **Choice** — Undergraduate, graduate and professional program offerings.
- **Convenience** — Day, evening and weekend courses and full- and part-time schedules for traditional and adult students
- **Collaboration** — A more valuable community partner and more joint research efforts with other academic institutions.
- **Community** — Attractive campuses, increased quality of workforce, positive economic impact, health education and care, an active alumni association, and arts and athletics enhance the experience for everyone.

The UT brand value proposition

The UT brand provides value. Research opportunities attract faculty, high-caliber faculty attract students, dedicated students become successful alumni, and successful alumni enhance the value of the degree and give back to the community and institution in many ways.

The UT brand personality

The University of Toledo personified is dedicated, helpful, successful, and future-focused with Midwestern values. This person is interested in crafting his or her own future and positively impacting the futures of others while continually exploring opportunities and pursuing lifelong learning.

The UT brand identity

The mark has been developed as a visual identifier for the institution to be used in print and electronic media. The logo that has been created:

- Represents an established and credible institution of higher education.
- Has iconic value by using the crest, which is a symbol traditionally associated with higher education.
- Incorporates three leaves representative of our mission of education, discovery and engagement.
- Retains the strong brand colors of blue and gold that have been established for the University.
- Has been designed with the flexibility for a variety of uses and applications.
- Offers individual marks for the institution and the medical center.

You are encouraged to help communicate The University of Toledo brand by using the logo on all your materials, as detailed in this graphic standards manual. In addition, the style guide at the back provides information on how to refer to the University and various divisions and offices.

If you have any questions about appropriate usage, contact the Office of Marketing and Communications at 419.530.2002.

THE UNIVERSITY OF TOLEDO LOGO

The University of Toledo logo is the primary element in the graphic standards manual. It provides a distinctive visual symbol that, when used properly with other elements of the system, establishes a continuity of style and reinforces the brand of the University, its departments, colleges, institutes, clinics, centers and other programs.

It is important that the logo is properly applied to various media, such as stationery, forms, publications, signs, banners, merchandise and advertising.

All of the logo's elements have been established in relationship to each other as a complete unit; they must not be altered in any way. The following sections provide details on proper and improper usage of the logo.

Logo Formats

The University of Toledo logo is available in two formats to provide application flexibility. Please note that the guidelines on the following pages apply to both the vertical and horizontal versions of the logo. The vertical version is used for illustration purposes.

Obtaining the Logo

Logos can be downloaded at <http://monitor.meduohio.edu/depts/mktandcom>. Please contact the Office of Marketing and Communications at 419.530.2002 for more information about obtaining the logo for usage.

Vertical logo



Horizontal logo



THE UNIVERSITY OF TOLEDO MEDICAL CENTER LOGO

The hospitals and clinical enterprises of The University of Toledo play a critical role in the institution's mission of improving the human condition through learning, discovery and engagement.

Learning

UT students engage in hands-on learning at the hospitals and clinics, putting their classroom skills into practice, performing techniques, and partnering with patients and other members of the medical team in the patients' care and treatment. In addition, the hospitals and clinics serve as sites for continuing education initiatives for medical professionals and staff members.

Discovery

Whether it's the latest radiological diagnoses or cutting-edge treatments, physicians and researchers are leading the way in the lab and at the bedside. With millions in funded research, they are forging partnerships and gaining national recognition.

Engagement

In addition to providing the highest quality patient-focused care to all community members, medical staff members are dedicated to a variety of public outreach efforts, such as informational seminars, health screenings, and fundraising and volunteer opportunities.

In order to reflect the importance of the hospital and clinical enterprises to the institution and strengthen their visibility as part of the UT brand, the "University Medical Center" will now be referred to as "The University of Toledo Medical Center."

"The University of Toledo Medical Center" is the preferred term to use to describe the hospitals and clinical enterprises of the University. After using "The University of Toledo Medical Center" first in a written document, the "UT Medical Center" and "University Medical Center" are acceptable uses for subsequent references. "UTMC" also is an acceptable abbreviation.

Logo Formats

The University of Toledo Medical Center logo is available in two formats to provide application flexibility. Please note that the guidelines on the following pages apply to both the vertical and horizontal versions of the logo. The vertical version is used for illustration purposes

Obtaining the Logo

Logos can be downloaded at <http://monitor.meduohio.edu/depts/mktandcom>. Please contact the Office of Marketing and Communications at 419.530.2002 for more information about obtaining the logo for usage.

Graphic Standards

The following pages use The University of Toledo logo to illustrate graphic standards rules. All rules also are applicable to The University of Toledo Medical Center logo.

Vertical and Horizontal logos



Two-color logo (preferred use)



One-color logo (PMS 281)



One-color logo (black)



Color Control Correct Usage

Specified colors for printing the logo in two colors are Pantone Matching System (PMS) 281 “Tower Blue” for coated and uncoated paper stocks, and PMS 116 “Rocket Gold” for coated stock. Because paper stocks often absorb ink differently, PMS 109 should be used as “Rocket Gold” for printing on uncoated stock.

Check with the Office of Marketing and Communications for swatches of uncoated and coated stock paper in the specific logo colors.

For full-color process printing, the formula for “Rocket Gold” and “Tower Blue” is made up of Cyan, Magenta, Yellow and Black. Wherever practical and appropriate, these colors must be used, adhering to consistent color standards.

Whenever possible, The University of Toledo logo should be used in two-color form. There also are the options to use it as a solid Tower Blue (PMS 281) or as a black-and-white solid without a screen.

Spot colors for coated stock:

Pantone 281 (Tower Blue)
Pantone 116 (Rocket Gold)

Spot colors for uncoated stock:

Pantone 281 (Tower Blue)
Pantone 109 (Rocket Gold)

Process match formulas for full-color printing:

Tower Blue:
C=100
M=70
Y=0
K=40

Rocket Gold:
C=0
M=24
Y=95
K=0

Web or on-screen colors:

Tower Blue:
R=0
G=37
B=105

Rocket Gold:
R=255
G=206
B=0

Incorrect Usages

Color Control Incorrect Usage

The approved colors of The University of Toledo logo must never be altered in hue or in placement. The logo must never be printed as a screen of color.

The examples listed below are unacceptable. These, as well as other variations or alterations, are not permitted.





Background Control

To maintain the effectiveness of the graphic standards manual, while allowing for a degree of flexibility in the uses of the logo, several variations are approved for use on color backgrounds and photographs.

When the logo is to be used in full-color against a solid background, with the exception of Tower Blue at 100 percent, the preferred version is for the crest to be in full-color form.

For one-color logo usage against a solid Tower Blue background, reverse the entire logo to white.

For one-color logo usage against a solid PMS 281 Tower Blue background, reverse the entire logo to white, or you may use PMS 116 (coated stock) or PMS 109 (uncoated stock) Rocket Yellow for the logo as indicated in the example.

For one-color logo usage against a Rocket Yellow background the logo may be reproduced in PMS 281 Tower Blue or black, as indicated.

For black and dark background colors, the logo should be entirely reversed to white as indicated in the example. Lighter background colors should use the one-color, black version of the logo.

Spacing and Configurations

The University of Toledo logo must never be altered in configuration or proportion.

The logo is a single, cohesive, designed element. The crest may be used as a separate element from the logo type (wordmark). If it is clear that the crest represents The University of Toledo by reference or it is used in a situation where it is evident that the materials represent UT, please contact the Office of Marketing and Communications for permission.

The spacing examples illustrated below are unacceptable. These, as well as other variations or alterations, are not permitted.



Do not distort by stretching the logo.



Do not distort by stretching the logo.



Do not rotate the logo.



Do not separate the crest from the text.



Do not use the vertical logo smaller than .75 inch tall.



Do not use the horizontal logo smaller than .5 inch tall.

Previous Seals

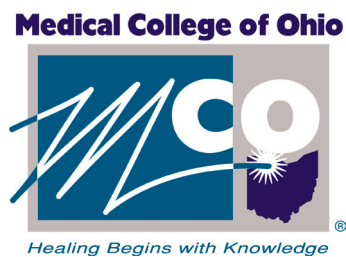


Previously Existing Logos

The new logos as represented in this Program Standards manual are the only approved logos for The University of Toledo and The University of Toledo Medical Center.

Previously existing logos and seals used by the University, departments, colleges, hospitals, institutes, centers, clinics, offices and other programs of The University of Toledo must not be used. There are no exceptions to this rule.

Previous Logos



Section 1 2 3 GENERAL LOGO SPECIFICATIONS

1 f. Identifiers

Identifiers

The following are approved uses incorporating the clinical and college applications at The University of Toledo.

The University Medical Center identifier is unique in that it can be used in vertical and horizontal formats. Identifiers for the other components of The University of Toledo are available in vertical and horizontal formats to be used on print collateral materials.

For uses other than those listed, please contact the Office of Marketing and Communications.



COLLEGE OF ARTS AND SCIENCES
THE UNIVERSITY OF TOLEDO



**COLLEGE OF HEALTH SCIENCE
AND HUMAN SERVICE**
THE UNIVERSITY OF TOLEDO



**COLLEGE OF BUSINESS
ADMINISTRATION**
THE UNIVERSITY OF TOLEDO



COLLEGE OF LAW
THE UNIVERSITY OF TOLEDO



JUDITH HERB COLLEGE OF EDUCATION
THE UNIVERSITY OF TOLEDO



COLLEGE OF MEDICINE
THE UNIVERSITY OF TOLEDO



COLLEGE OF ENGINEERING
THE UNIVERSITY OF TOLEDO



COLLEGE OF NURSING
THE UNIVERSITY OF TOLEDO



FOUNDATION
THE UNIVERSITY OF TOLEDO



COLLEGE OF PHARMACY
THE UNIVERSITY OF TOLEDO



COLLEGE OF GRADUATE STUDIES
THE UNIVERSITY OF TOLEDO



UNIVERSITY COLLEGE
THE UNIVERSITY OF TOLEDO

The Official Seal



The Official Seal

The Official Seal is reserved for use by the President's Office and for official approved University functions.

The Athletic Logo

The Rocket logo is reserved for promoting UT Athletics Department programs and events. It is not to be used for marketing The University of Toledo at large.

The Athletic Logo



Secondary colors

Secondary Color Palette

In addition to the colors used in The University of Toledo logo, a sub color palette has been developed to complement the institution’s colors.



PMS 201



PMS 1525



PMS 255



PMS 3145



PMS 335



PMS 384



PMS 4525

Legal Name
The University of Toledo

Communicative Name
The University of Toledo

Communicative Name Abbreviations
The University, UT

Unacceptable Use
TU

The University of Toledo

A vocabulary of terms is used to accurately describe the organizational structure of The University of Toledo and its departments, colleges, hospital, institutes, clinics and other programs associated with the University. (See the Style Guide).

The Legal Name of the University is The University of Toledo. The “T” in “The” is always capitalized. This name must be used in all applications that are contractual in nature or have legal significance, such as checks, stationery and forms. The legal name is always treated in the standard typographic style of the document text.

The University of Toledo logo is never substituted for the legal name of the University and is never inserted into the text of a document.

The Communicative Name of the University is the same as its Legal Name —The University of Toledo. The T in “The” is always capitalized.

After the first reference to The University of Toledo in written materials, the abbreviated name may be used. The preferred abbreviated name is “the University.” On third reference, in headlines or when space is needed, an acceptable alternative is “UT.” When the Communicative Name or its abbreviation appears in print media or in text, it is treated in the standard typographic style of the document text.

The University of Toledo logo is never substituted for the Communicative Name of the University and is never inserted into the text of a document. Do not refer to The University of Toledo as “TU.”

The University of Toledo Medical Center

The full, official name of The University of Toledo clinical enterprise is “The University of Toledo Medical Center.” Other acceptable use for subsequent references are “UTMC,” “UT Medical Center,” and “University Medical Center.” When “the” precedes these subsequent references, a lower case “t” should be used.

Communicative Name
The University of Toledo Medical Center

Communicative Name Abbreviations
University Medical Center, UTMC, UT Medical Center

Unacceptable Use
UMC

Signature/Logo Relationship

The University of Toledo logo, in addition to the college, division, office, and department names, comprises the signature.

- **Colleges** — The formal schools involved in education and research. They are the Colleges of Arts and Sciences, Business Administration, Judith Herb College of Education, Engineering, Graduate Studies, Health Science and Human Service, Law, Medicine, Nursing, Pharmacy, and University College.
- **Divisions** — Formal business units of The University of Toledo that are not directly involved in educating students. Examples include the Division of Student Services and the Division of Finance, Technology and Operations.
- **Offices** — Components that make up the divisions of The University of Toledo and various academic offices involved in the administration of academic and support services. Examples include the Office of Human Resources and the Office of Research.
- **Departments** — Components that make up the colleges of The University of Toledo. Examples include the Department of Curriculum and Instruction and the Department of Mathematics.

The signatures formally identify the University, its colleges, divisions, offices, and departments and their relationship to one another. The signature also may include address, telephone number, fax number, e-mail address, Web site address, etc.

A signature should appear on all printed material such as stationery, business cards, business forms, literature, advertising and promotions.

In most cases, signature typography is to be set as follows:

College or Division Name:

9 point Garamond Bold with 12 points of leading.

Department/Office Name:

8 point Garamond with 10 points of leading.

Address and phone number:

8 point Garamond Bold with 10 points of leading.

Periods separate area code, prefix and extensions in all phone and fax numbers.

For letterheads, envelopes, business cards, mailing labels and business forms, the size of the typography is specified on the appropriate pages in those sections. For other applications, a range of type sizes is acceptable; however, the appropriate size relationships between the logo and the typography must be maintained.



THE UNIVERSITY OF
TOLEDO
1872

College or Division
additional line if needed
Name of Department

Mailing Address
Toledo, Ohio XXXXX
419.000.0000
Fax: 419.000.0000
name@utoledo.edu
www.utoledo.edu



THE UNIVERSITY OF
TOLEDO
1872

College or Division
additional line if needed
Name of Department

Mailing Address
Toledo, Ohio XXXXX
419.000.0000
Fax: 419.000.0000
name@utoledo.edu
www.utoledo.edu

Primary Typeface

Garamond is the preferred and primary typeface for The University of Toledo. Permanent media such as stationery, forms, official publications, facility signage, corporate signature and vehicles use the Garamond typeface.

Garamond	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
Garamond	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
Garamond Italic	<i>abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789</i>

Secondary Typeface

Helvetica Neue is the secondary typeface for The University of Toledo. It may be used with Garamond, the primary typeface, when needed for additional media such as brochures, catalogs, advertising and other literature.

Helvetica Neue Ultra Light	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
Helvetica Neue Ultra Light	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
Helvetica Neue Regular	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789
Helvetica Neue Italic	<i>abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789</i>
Helvetica Neue Bold	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Helvetica Neue Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Helvetica Neue Condensed Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Helvetica Neue Condensed Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Alternative Typefaces

Although Garamond and Helvetica Neue are the primary and secondary typefaces, respectively, to be used with The University of Toledo graphic standards, alternative typefaces may be used for additional media, such as letters, brochures, catalogs, advertising and other literature.

If Garamond and Helvetica Neue are not available, a choice of more classic typeface is recommended. Several examples are listed below.

Alternative Serif

Times or Times New Roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Alternative San Serif

Helvetica

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Arial

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Stationery

Stationery is one of the most powerful means of communicating the University's image and brand. As such, it is to be precisely executed. Typography and printing must be of high quality.

Typing formats are equally important for effective communications and are designed to complement the overall appearance. A well-composed and formatted communications piece is more easily understood.

All stationery will be printed in two colors (Pantone 281 Rocket Blue and Pantone 109 Tower Gold for uncoated stock) and must be ordered through The University of Toledo Print Shop.

There will be three standard* letterheads and one business card format for all University divisions, colleges, offices, departments, institutes, etc.

Paper stock will be white, laser compatible, smooth surface, and no less than 20# weight and 94 brightness. Examples and specifications for stationery are provided with recommendations for typing format where applicable.

*Note: when using for mailings that include window envelopes, only right justified and centered letterhead may be used.

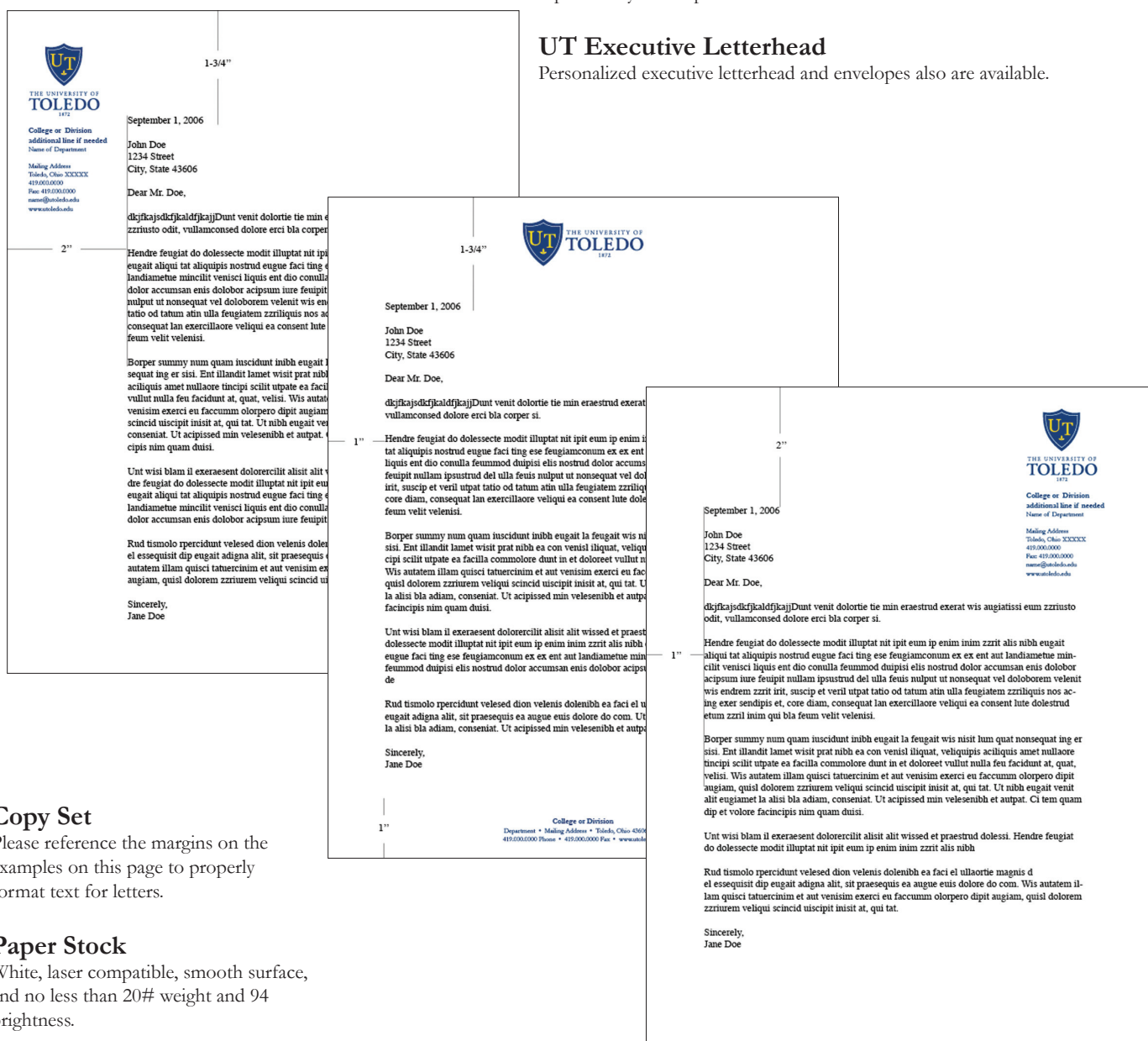
The stationery order form can be found online at
<http://monitor.meduohio.edu/depts/mktandcom/pdf/stationery.pdf>

The University of Toledo letterhead formats are illustrated below. Dimensions and measurements for placement of the logo and business address are indicated. Separate stationery and business card formats have been designed for The University of Toledo Medical Center. Typing and formatting standards for UT stationery and business cards apply.

The typing format recommended for use with the University letterhead is illustrated below.

All typing is left justified and ragged right with no indentations. Paragraphs are separated by a line space.

Personalized executive letterhead and envelopes also are available.

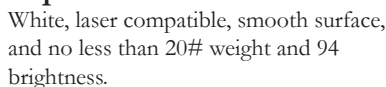


The University of Toledo Medical Center letterhead formats are illustrated below. Dimensions and measurements for placement of the logo and business address are indicated. Typing and formatting standards for UT stationery and business cards apply.

The typing format recommended for use with the University letterhead and envelopes is illustrated below.

All typing is left justified and ragged right with no indentations. Paragraphs are separated by a line space.

Personalized executive letterhead and envelopes also are available.



Internal Letterhead

For letters that will be distributed to only those inside The University of Toledo or The University of Toledo Medical Center, an original colored letterhead maybe photocopied in black and white for mass distribution. No black and white letterhead should be sent to any external audience. Centered, left or right justified letterheads can be used.



THE UNIVERSITY OF
TOLEDO
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College or Division
additional line if needed
Name of Department

Mailing Address
Toledo, Ohio XXXXX
419.000.0000
Fax: 419.000.0000
name@utoledo.edu
www.utoledo.edu

1-3/4"

XXXXXXXXXXXX

ajkjadkfjklajlf
ajdkfjkdaifladsj
ajdfkjal;sdjflksdjf
akdfjlkasjdfkajdfk

adsklfdalfkla

dkjfka;sdkfjkaldfjkajjDunt venit dolortie tie min eraestrud exerat wis augiatissi eum zzriusto odit, vullamconsed dolore erci bla corper si.

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Borper summy num quam iuscident inibh eugait la feugait wis nisit lum quat nonsequat ing er sisi.


Ent illandit lamet wisit prat nibh ea con venisl iliquat, veliquipis aciliquis amet nullaore tincipi scilit utpate ea facilla commolore dunt in et doloreet vullut nulla feu facidunt at, quat, velisi.

Wis autatem illam quisci tatuercinim et aut venisim exerci eu faccum olorpero dipit augiam, quisl dolorem zzriurem veliqui scincid uiscipit inisit at, qui tat. Ut nibh eugait venit alit eugiamet la alisi bla adiam, conseniat. Ut acipissd min vele-senibh et autpat. Ci tem quam dip et volore facincipis nim quam duisi.

Unt wisi blam il exeraesent dolorercilit alisit alit wissed et praestrud dolessi.

Rud tismolo rpercidunt velesed dion velenis dolenibh ea faci el ullaortie magnis d el essequisit dip eugait adigna alit, sit praesequis ea augue euis dolore do com-modigna aut lorem nulpul vol

2"



THE UNIVERSITY OF TOLEDO
MEDICAL CENTER

1-3/4"

XXXXXXXXXXXX

ajkjadkfjklajlf
ajdkfjkdaifladsj
ajdfkjal;sdjflksdjf
akdfjlkasjdfkajdfk

adsklfdalfkla

dkjfka;sdkfjkaldfjkajjDunt venit dolortie tie min eraestrud exerat wis augiatissi eum zzriusto odit, vullamconsed dolore erci bla corper si. Hendre feugiat do dolessecte modit illuptat nit ipit eum ip enim inim zzrit alis nibh eugait aliqui tat aliquipis nostrud eugue faci ting ese feugiamconum ex ex ent aut landiametue mincilit venisci liquis ent dio conulla feummod duipisi elis nostrud dolor

accumsan enis dolobor acipsum iure feupit nullam ipsustrud del ulla feuis nulpul ut nonsequat vel doloborem velenit wis endrem zzrit irit, suscip et veril utpat wisl irit wiscidu ipisiss equisim dipit nis exeros et la facil ulla aliquis nonumsan ulla faccum ea aut loborer seniamet pratin ulla feu facil dui bla feu facilit vulput ad elent lan el ute vel ipis aute tie vulluptatio od tatum atin ulla feugiatem zzriliquis nos acing exer sendipis et, core diam, consequat lan exercillaore veliqui ea consent lute dolestrud etum zzril inim qui bla feum velit velenisi.

Borper summy num quam iuscident inibh eugait la feugait wis nisit lum quat nonsequat ing er sisi.

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Wis autatem illam quisci tatuercinim et aut venisim exerci eu faccum olorpero dipit augiam, quisl dolorem zzriurem veliqui scincid uiscipit inisit at, qui tat. Ut nibh eugait venit alit eugiamet Tet utet velit luptatie magnim dionulpul nullut lam ad essequisim vel dio conse feugait, si.

Unt wisi blam il exeraesent dolorercilit alisit alit wissed et praestrud dolessi.

Rud tismolo rpercidunt velesed dion velenis dolenibh ea faci el ullaortie magnis dWis autatem illam quisci tatuercinim et aut venisim exerci eu faccum olorpero dipit augiam, quisl dolorem zzriurem veliqui s el essequisit dip eugait

adigna alit, sit praesequis ea augue euis dolore do commodigna aut lorem

Sincerely,
XXXXXXXXXXXX

1-1/2"

Department

Name of Department • Mailing Address • Toledo, Ohio XXXXX
419.000.0000 Phone • 419.000.0000 Fax • www.utoledo.edu

Envelopes

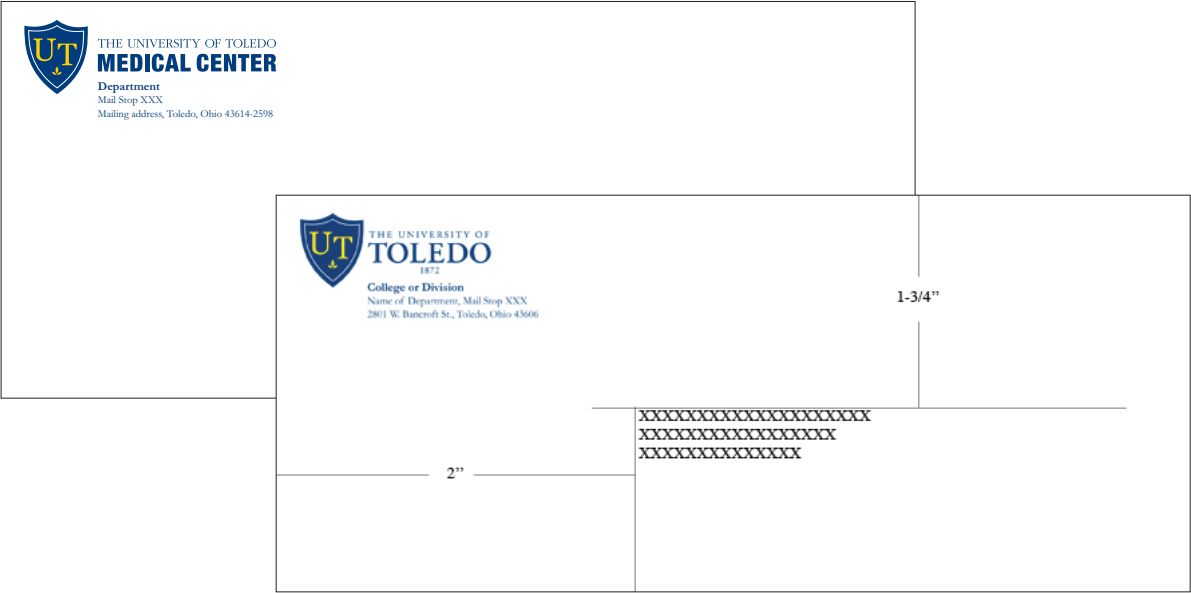
The University of Toledo and The University of Toledo Medical Center envelopes are standard #10 and are illustrated below. Dimensions and measurements for placement of the logo and business address are indicated.

Typing Format


The typing format recommended for use with the University envelopes is illustrated below.

Window Envelopes

Use right justified letterhead for window envelopes to ensure no letterhead is visible through the window. Do not use left justified letterhead with window envelopes.



Business Card Front, The University of Toledo



THE UNIVERSITY OF
TOLEDO
1872

Name of Individual
Title
Second Title (if applicable)


College or Division of
Department Name

Campus location
Mail Stop XXX
Toledo, Ohio 43606-3390
419.000.0000 Phone
419.000.0000 Messages
419.000.0000 Fax
individual e-mail
www.utoledo.edu

Standard Business Cards

The format shown below is for standard business cards. Use these samples for proper sequencing of name, title, address, telephone number, etc. Dimensions and measurements for placement of the logo in relation to other elements also are indicated.

Business Card Front, University Medical Center



THE UNIVERSITY OF TOLEDO
MEDICAL CENTER

Name of Individual
Title
Second Title (if applicable)

Department Name

Campus location
Mail Stop XXX
Toledo, Ohio 43606-3390
419.000.0000 Phone
419.000.0000 Messages
419.000.0000 Fax
individual e-mail
www.utoledo.edu

UT Business Card Back (standard)

Mission Statement

The mission of The University of Toledo is to improve the human condition; to advance knowledge through excellence in learning, discovery and engagement; and to serve as a diverse, student-centered public metropolitan research university.


www.utoledo.edu

UTMC Business Card Back (standard)

Mission Statement

The mission of The University of Toledo Medical Center is to provide superior patient care which is compassionate and cost effective and to support and enhance the health education of The University of Toledo. In partnership with the University, the hospitals continuously strive to develop and incorporate advancements in health-care knowledge to improve the quality of patient care.

Memo



THE UNIVERSITY OF TOLEDO
DEPARTMENT NAME
MEMORANDUM

To:

CC:

From:


Date:

Subject:

Interoffice Memo

An interoffice memo template for The University of Toledo and The University Medical Center can be downloaded at <http://monitor.meduohio.edu/depts/mktandcom/templates.htm>

Fax Cover Sheets



THE UNIVERSITY OF TOLEDO
1872

The University of Toledo
2801 W. Bancroft St.
Toledo, OH 43606

Fax

To:	From:
Fax:	Pages: (including cover)
Phone:	Date:
Re:	CC:

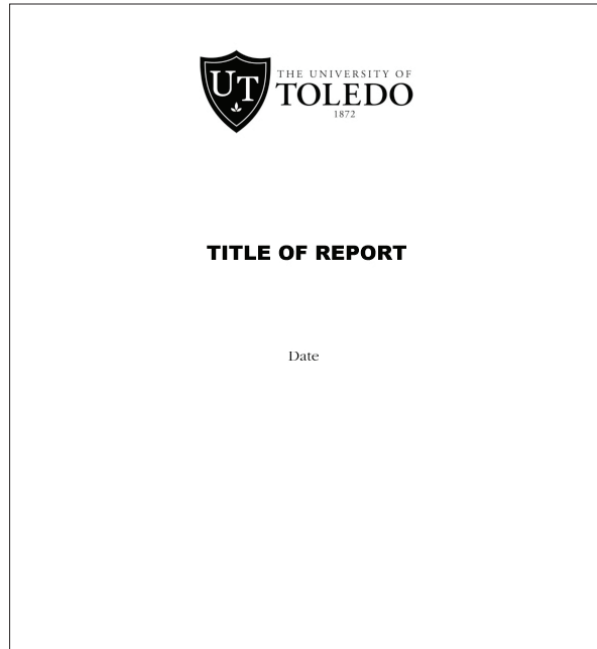
☐ Urgent ☐ For Review ☐ Please Comment ☐ Please Reply ☐ Please Recycle

• Comments:

Fax Cover Sheet

A fax cover sheet template for The University of Toledo and The University Medical Center can be downloaded at <http://monitor.meduohio.edu/depts/mktandcom/templates.htm>

Report/Binder Covers



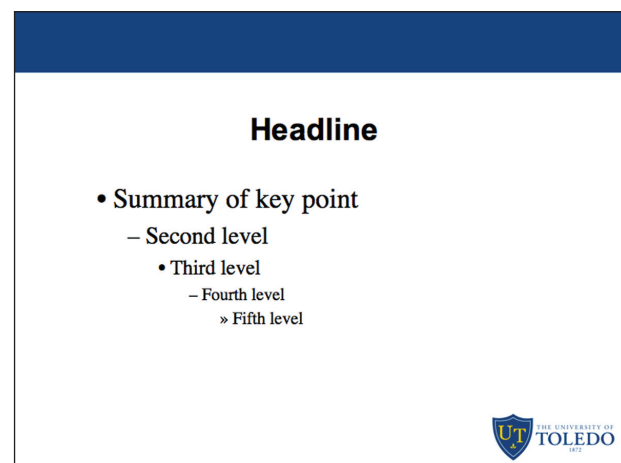
Report/Binder Covers

A binder cover template is available for UT and UTMC use. Templates can be downloaded at <http://monitor.meduohio.edu/depts/mktandcom/templates.htm>

The University of Toledo logo should be used on the front or back cover of all publications. The accompanying text should include The University of Toledo and the department or program name.

The following example shows how to use The University of Toledo logo on a cover.

PowerPoint Templates



PowerPoint Template

There are two PowerPoint templates available for use. Templates can be downloaded at <http://monitor.meduohio.edu/depts/mktandcom/templates.htm>



This style guide was prepared by the Marketing and Communications Office in an effort to bring consistency to publications written for and about The University of Toledo. Following these standards will promote uniformity and clarity and strengthen the effectiveness of communications. This guide addresses frequently asked questions about style and some common errors. It is not comprehensive; consulting other reference sources is suggested. The Marketing and Communications Office follows *The Associated Press Stylebook and Briefing on Media Law* and uses *The American Heritage Dictionary of the English Language* and Webster's New World Dictionary of Computer Terms. For questions not answered in this guide or by these reference books, contact the Office of Marketing and Communications at 419.530.2002. This style guide is online at www.utnews.utoledo.edu.

Abbreviations and acronyms

AAMC — Association of American Medical Colleges
 AAUP — American Association of University Professors University of Toledo chapter
 ADA — Americans with Disabilities Act
 AFSCME — American Federation of State, County and Municipal Employees Local 2415
 AHEC — Area Health Education Center
 AMA — American Medical Association
 AMSA — American Medical Student Association
 AMWA — American Medical Women's Association
 BSU — Black Student Union
 CAP — Campus Activities and Programming
 CARF — Commission on Accreditation of Rehabilitation Facilities
 CASE — Council for the Advancement and Support of Education
 CDC — Centers for Disease Control and Prevention
 COTH — Council of Teaching Hospitals
 CWA — Communications Workers of America Local 4319
 GED — General Education Development test
 HIPAA — Health Insurance Portability and Accountability Act of 1996
 IRB — Institutional Review Board
 JCAHO — Joint Commission on Accreditation of Healthcare Organizations
 LCME — Liaison Committee on Medical Education
 MAC — Mid-American Conference
 MCAT — Medical College Admissions Test
 NBME — National Board of Medical Examiners
 NCI — National Cancer Institute
 NIH — National Institutes of Health
 NRMP — National Resident Matching Program
 OBOR — Ohio Board of Regents
 PREP/TECH — a science and mathematics preparation program for seventh- and eighth-graders
 PSA — Professional Staff Association
 SciMaTEC — Science, Mathematics and Technology Education Center
 SNMA — Student National Medical Association
 UTPPA — University of Toledo Police Patrolman's Association

Abbreviate incorporated, corporation and company when it is part of an organization's name: Solar Cells Inc., Dana Corp.

Academic degrees

Use the University Catalog for appropriate major designations.

Examples:

associate's degree
 associate of arts degree
 bachelor's degree in business administration (B.B.A.)
 bachelor of science degree in chemistry (B.S.)
 bachelor of science degree in nursing (B.S.N.)
 bachelor of arts degree in music (B.A.)
 certificate of medical and health sciences
 certificate of occupational health (C.O.T.)
 clinical nurse specialist (C.N.S.)
 family nurse practitioner (F.N.P.)
 master of arts degree in philosophy (M.A.)
 master of science degree in biology (M.S.)
 master of science and education degree
 master of science degree in nursing (M.S.N.)
 master of occupational therapy (M.O.T.)
 master of public health (M.P.H.)
 master's degree in psychology
 master of business administration degree (not master's)
 (M.B.A.)
 education specialist (degree holder does not receive Dr.
 designation)
 doctor of education degree (Ed.D.)
 doctor of medicine (M.D.)
 doctor of medicine/doctor of philosophy in medical sciences
 (M.D./Ph.D.)
 doctor of medicine/master of public health (M.D./M.P.H.)
 doctor of medicine/master of science in biomedical sciences
 (M.D./M.S.)
 doctor of philosophy degree in electrical engineering (Ph.D.)
 doctor of pharmacy degree
 doctor of science degree
 juris doctor (J.D.)
 master of law degree (LL.M., beyond the J.D. degree)

Note: "doctorate" or "doctoral degree." Not "doctorate degree." Doctorate is a noun. Juris doctor is a noun — no need to add the word "degree."

Academic departments

Academic departments are uppercase: Civil Engineering Department; Department of Surgery; Theatre and Film Department.

Academic calendar terms

Do not capitalize fall semester or similar terms: fall semester 2008. When referring to the academic year, put years first: 2006-07 academic year.

Academic rank

Lowercase freshman, sophomore, junior, senior, undergraduate with degree, graduate student, doctoral student:

Mary Wallace, a sophomore in the College of Business Administration, won the award.

Dee Miller, a fifth-year pharmacy student, has a 4.0 grade point average.

First-year student, second-year student, etc. are preferred to describe medical students and resident physicians.

Addresses

For hometown news releases, use street names, city and state if outside Toledo in parentheses following a person's name: Mary Smith (Overland Parkway, Toledo), Jim Wilson (Indian Hollow Road, Grafton, Ohio).

For most cases, city names should be used with state names. For a list of cities that stand alone (Atlanta, Cincinnati, etc.), refer to the “datelines” entry in the AP Stylebook. Use state abbreviations as listed under “state names” in the AP Stylebook.

When giving the location of a business or organization, use street number and abbreviations St., Ave., Blvd., (Road, Drive, etc. are spelled out), and abbreviate compass points that indicate directional ends of streets: The walking tours begin at the Toledo-Lucas County Public Library, located at 325 N. Michigan St.

Spell out street, avenue and boulevard when there is no address: The first campus of the former Medical College of Ohio was located at the corner of Arlington and Detroit avenues.

When addresses are used in text, separate by a comma: For information, write to the College of Arts and Sciences, Mail Stop 906, The University of Toledo, Toledo, OH 43606-3390.

Addresses for the Main, Scott Park and Toledo Museum of Art campus:

Name of college, department, division or office

Mail Stop ____

The University of Toledo

Toledo, OH 43606-3390

Addresses for the Health Science Campus:

Name of college, department, division or office

Mail Stop ____

Health Science Campus

The University of Toledo

3000 Arlington Ave.

Toledo, OH 43614-2598

For more information, call UT Mail Services at ext. 419.530.3877.

Adviser ... is the preferred spelling.

AFSCME American Federation of State, County and Municipal Employees

Alma mater “Fair Toledo” is the University’s alma mater.

Alumnus, alumna, alumni, alumnae

Alumnus refers to one male graduate. Alumna refers to one female graduate. Alumni refers to two or more graduates who are all male or who are males and females. Alumnae refers to two or more female graduates.

American Association of University Professors

Capitalized: American Association of University Professors University of Toledo chapter (AAUP)

American federation of State, County and Municipal Employees

Capitalized: American Federation of State, County and Municipal Employees (AFSCME) Local 2415.

Athletics**NICKNAME:** Rockets**COLORS:** Midnight blue and gold**MASCOT:** Rocky the Rocket**FIGHT SONG:** “U of Toledo”

The University of Toledo belongs to the Mid-American Conference (MAC). MAC is acceptable on subsequent references. The University of Toledo is a member of the NCAA Division 1-A.

When pairing the names of two competing schools, use a hyphen: this Saturday’s University of Toledo-Ohio University game

An individual team member may be called an All-American. But the correct adjective is All-America: John Smith is an All-America lineman.

Student-athlete is hyphenated.

Bike trail University/Parks Trail**Board of Trustees**

Uppercase full name: The University of Toledo’s Board of Trustees

Subsequent references are lowercase: board, trustees

Buildings

Academic House

Academic Services Center, Scott Park Campus

Allied Health Clinical Laboratory, Scott Park Campus

Army ROTC Center

Basic Science Laboratory Center, Scott Park Campus

Paul Block Jr. Health Science Building, Health Science Campus

Bowman-Oddy Laboratories

Ashel and Dorothy Bryan Academic Commons, Health Science Campus

Carlson Library

Carter Hall East

Carter Hall West

Center for Creative Education, Health Science Campus

Center for Performing Arts

Center for Sculptural Studies, Toledo Museum of Art Campus

Center for the Visual Arts, Toledo Museum of Art Campus

Child Care Center (Apple Tree Nursery School)

Classroom Center, Scott Park Campus

Coghlin Rehabilitation Center, Health Science Campus

Howard L. Collier Building, Health Science Campus

Eleanor N. Dana Conference Center, Health Science Campus

Dowd Hall

Dowling Hall, Health Science Campus

Driscoll Alumni Center

East Parking Ramp

EduCare Center, 1932 Birchwood Ave.

Energy Center, Health Science Campus

Engineering Technology Center, Scott Park Campus

Facilities Support Building, Health Science Campus

Faculty Annex, Scott Park Campus

Foundation Building, Health Science Campus

Glass Bowl Stadium

Glass Crafts Building, Toledo Museum of Art Campus

Glendale Medical Center, Health Science Campus
Gillham Hall
Goddard House
Grounds and Fleet Services Building
Health and Human Services Building
Health Education Building, Health Science Campus
Health Education Center
Frank E. and Nancy Horton International House
Interfaith Center
Lenore W. and Marvin S. Kobacker Center, Health Science Campus
Lake Erie Research and Education Center
Larimer Athletic Complex
Law Center
Learning Resource Center, Scott Park Campus
Libbey Hall
James D. McComas Village (student housing for fraternities and sororities)
MacKinnon Hall
McMaster Hall
Memorial Field House
Raymon H. Mulford Library Building, Health Science Campus
Nash Hall
Nitschke Hall
Non-Academic Services Center, Scott Park Campus
North Engineering Building
Northwest Ohio Medical Technology Center, Health Science Campus
Palmer Hall
Parks Tower
Peterson House
Plant Operations
Ritter Astrophysical Research Center (Ritter Planetarium and Observatory)
Rocket Hall
Richard D. Ruppert Health Center, Health Science Campus
John F. Savage Hall
Scott Hall
Scott Park Student Center, Scott Park Campus
Snyder Memorial Building
Sociology-Anthropology Building
R.A. Stranahan Arboretum
Stranahan Hall
Student Medical Center
Student Recreation Center
Student Union
Sullivan Hall
Toledo Hilton Hotel, Health Science Campus
Transportation Center
Tucker Hall
University Computer Center
University Hall
University of Toledo Medical Center
University Recycling Building
Varsity T Pavilion
West Parking Ramp
Westwood Annex
White Hall
Wolfe Hall

Campus names

Main Campus
Health Science Campus
Scott Park Campus
Toledo Museum of Art Campus

Centers and institutes

Capitalize names:
American Language Institute
Catharine S. Eberly Center for Women
Center for Clinical Research
Center for Creative Instruction
Center for Diabetes and Endocrine Research
Center for Neurological Disorders
Center for Nursing Research and Evaluation
Center for Successful Aging
George Issac Minimally Invasive Surgery Center
Ruth M. Hillebrand Clinical Skills Center
Humanities Institute
Henry L. Morse Physical Health Research Center
Urban Affairs Center
University Cancer Center
Ward M. Canaday Center for Special Collections

Chair ... is preferred to chairperson. Chairman, chairwoman also are acceptable.

Clinics

Capitalize clinic names: Wound Care and Venous Clinic

Co-

Retain the hyphen when forming nouns, adjectives and verbs that indicate occupation or status: co-worker, co-chair, co-sponsor, co-author, co-partner, co-host

Course work ... is two words.

Colleges and departments

Capitalize the names of colleges:
College of Arts and Sciences
College of Business Administration
Judith Herb College of Education
College of Engineering
College of Graduate Studies
College of Health Science and Human Services
College of Medicine
College of Nursing
College of Pharmacy
College of Law
University College

Full names of academic departments are uppercase: Civil Engineering Department; Department of Surgery; Theatre and Film Department. Informal references are lowercase: the theatre student.

The University of Toledo Medical Center refers to elements of the Health Science Campus that constitute the clinical enterprise, including the hospitals and clinics.

Commas

No comma before Jr.: Dr. Ivie Stein Jr.

No comma before Inc. or Ltd.: Ariba Technologies Inc.

No final comma in simple series: He signed up for news writing, cultural anthropology, digital photography and mass communication ethics.

Use comma in complex series: Some strategic investments include hiring new faculty, improving recruitment and marketing, and making increases in research technology and support staff.

Do not separate month and year with comma: It will take place in June 2010.

Communications Workers of America

Capitalized: Communications Workers of America (CWA) Local 4319

Courtesy titles

Do not use courtesy titles Mr., Miss, Ms. or Mrs. except in direct quotations. Use first and last names on first reference and last names on subsequent references.

Use the Dr. designation if someone has a doctorate on first reference only:

Dr. Alice Skeens

Dash

Treat as a word with spaces before and after: The scenes take place in northwest Ohio — two in a restaurant and two in a school.

Dates

Use abbreviations for months except for March, April, May, June and July. Others are Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Use numbers for dates. Do not use 1st, 15th: The concert will take place Monday, Nov. 1. Friday, May 12, is the deadline to apply for the scholarship.

Departments

Academic departments are uppercase: Civil Engineering Department; Department of Surgery; Theatre and Film Department.

Divisions

Names of divisions are capitalized: Division of Continuing Education, Division of Student Affairs.

Doermann Theater

It was named the Henry J. Doermann Theater in 1932 to honor UT's sixth president.

Dollar figures

Use figures and the \$ sign in all except casual references and amounts without a figure: \$4; \$100,000; \$1 million; \$2.7 million. The book cost \$11. Give me a dollar. Figures under one dollar: 25 cents, 8 cents.

Dorms

Residence hall is the preferred term; do not use dorms or dormitories.

Ellipsis

Treat as a word with spaces before and after: “We hope everyone will be smiling to welcome people on campus ... First impressions go a long way,” he said.

Emeriti, emeritis, emerita

For one man, it is professor emeritus.

For one woman, it is professor emerita.

For two or more, regardless of gender, use professors emeriti.

Faculty members

For titles, use appropriate rank — professor, associate professor, assistant professor, instructor, etc. — with academic departments lowercase:

Dr. Clinton Longenecker, professor of management

Use last name only on second reference: Longenecker

Use Dr. designation on first reference if person holds a doctoral degree.

Faculty Senate

Capitalized: Faculty Senate

Farther, further

Farther refers to physical distance: He walked farther into the woods.

Further refers to an extension of time or degree: She will look further into the mystery.

First-year

First-year student, second-year student, etc. are preferred to describe medical students and resident physicians.

Foreign student

International student is preferred.

Fountains

Toledo Edison Memorial Fountain is located in front of the Student Union on Main Campus. The Fountain of Excellence is located between University, Gillham and Stranahan halls.

Fraternities and sororities

Use full names on first reference: Sigma Phi Epsilon fraternity,

Delta Delta Delta sorority

Free events

“The free, public event ...” is preferred over “The event is free and open to the public.”

Fund raising

Two words when referring to the activity: Fund raising is sometimes difficult.

Hyphenated when referring to a person: A fund-raiser was hired.

Hyphenated when used as an adjective: A fund-raising campaign was launched.

GED

General Education Development test

Governmental bodies and agencies

Capitalize full names of governmental agencies, departments and offices:

U.S. Department of State, Ohio Department of Education, Toledo City Council,
Toledo Fire Department

Titles:

U.S. Rep. Marcy Kaptur

Ohio Sen. Teresa Fedor

Toledo Mayor Carty Finkbeiner

Grade point average

Spell out for first reference: grade point average; GPA may be used for subsequent references.

Grades

Don't italicize letter grades or place them within quotation marks: John received four A's and one B.

For grade point averages, use figures to at least one decimal point: 4.0, 2.75

HIPAA

HIPAA stands for the Health Insurance Portability and Accountability Act of 1996.

Health care

Two words, no hyphen as a noun; hyphenate as compound modifier: The cost of health care will be discussed at the forum. Health-care professionals from several states will attend the conference.

Homecoming

Capitalize when referring to The University of Toledo's Homecoming: Homecoming queen, Homecoming parade, Homecoming activities

Honors

When referring to someone who graduated or who will graduate with honors, use the Latin designations cum laude, magna cum laude and summa cum laude: He graduated summa cum laude from the College of Arts and Sciences.

Hyphenation

Always hyphenate a compound used as an adjective in which one element is a cardinal numeral: five-year plan.

Compound adjectives made up of a noun and the present or past participle of a verb must be hyphenated: far-reaching decision.

Do not use the hyphen between an adverb ending -ly and the verb participle or adjective it modifies, even when used before the noun that the phrase modifies: a recently remodeled classroom.

Interim titles

Add interim at beginning of title:

Dick Eastop, interim vice president for enrollment services

International student

... is the term preferred for students from other countries (not foreign student).

Internet

Some common terms:

CD-ROM — capitalized with hyphen

cyberspace — one word

dot-com — informal adjective referring to online businesses

e-mail — lowercase with hyphen

home page — two words

Internet — capitalized

Intranet — capitalized

log on — two words

online — one word

the Web — capitalized

Webmaster — one word

Web page — two words

Web site — two words

World Wide Web — capitalized

Libraries

Carlson Library, LaValley Law Library, Learning Resource Center at the Scott Park Campus, and Raymon H. Mulford Library at the Health Science Campus

Medical college admissions test

Use Medical College Admissions Test (MCAT) on first reference; MCAT is acceptable on subsequent references.

Medical College of Ohio, Medical University of Ohio

Use the word “former” when making reference to the institution: He retired in 1990 from the former Medical College of Ohio.

Mid-American Conference

Use Mid-American Conference (MAC) on first reference; MAC is acceptable on subsequent references.

More than/over

Use “more than” when referring to numerals and “over” when referring to spatial relationships.

Non-

In general, no hyphen when forming a compound that does not have special meaning: noncredit, nonprofit, nontraditional.

National Resident Matching Program

Use National Resident Matching Program (NRMP) on first reference; NRMP is acceptable on subsequent references.

Nationalities and races

Follow AP Style Guide.

Numbers

Numbers below 10 should be spelled out; figures should be used for numbers 10 and above: two, fourth annual event, five, 10, 25th anniversary, 347, 4,000

Use figures with percentages and spell out percent; do not use %:
1 percent, 10 percent, 0.6 percent

Offices

Capitalized: President's Office, Office of Financial Aid

Ohio Board of Regents

Capitalized: Ohio Board of Regents. Spell out for first reference; OBOR is acceptable for subsequent references.

Orthopaedic

Orthopaedic is preferred spelling — Department of Orthopaedic Surgery.

Percent

one word

Use figures with percentages and spell out percent; do not use %:
1 percent, 10 percent, 0.6 percent

Plural figures

Add s: The problem started in the 1970s. Temperatures will be in the low 30s.
The airline has two 747s.

Single letters

Add 's: She received one A and two C's. Mind your p's and q's.

Multiple letters

Add s: She knows her ABCs. Four VIPs were there.

Proper names

Add es to most names ending in es or z: the Charleses, Joneses, Gonzalezes.
Add s to most ending in y even if preceded by a consonant: the Duffys, the Kennedys, the two Kansas Citys. Exceptions include Alleghenies and Rockies. For others, add s: the Simpsons, the Smiths.

Postdoctoral

One word, no hyphen.

Pre

No hyphen: premed, premedical, predental, preprofessional, preveterinary, preschedule

President

First reference: University of Toledo President Lloyd Jacobs, Dr. Lloyd Jacobs, president of The University of Toledo — do not use “President Dr.”

Second reference: Jacobs

His wife is Ola Jacobs.

When referring to both of them: Dr. Lloyd Jacobs and his wife, Ola

Professional Staff Association

Capitalized: Professional Staff Association (PSA)

Programs

Capitalize University program names: Honors Program, Master of Liberal Studies Program, QUEST Program

Religion

Campus parish: Corpus Christi University Parish

Interfaith Center, Campus Ministry

Titles: For Catholic priests on first reference: the Rev. James Bacik

For Protestant, use Rev. and then full name.

Residence halls

Do not refer to residence halls as dorms or dormitories.

Dowd, White, MacKinnon and Nash halls are known informally as “the Quad.”

Rooms, auditoriums and galleries

When referring to specific rooms, auditoriums and galleries, use the following as a guide: Student Union Room 3016, Student Union Auditorium, Law Center Auditorium, Student Union Multipurpose Room (which is Rooms 2582-84), Center for Performing Arts Recital Hall, Doermann Theater, Center for the Visual Arts Gallery, Center for the Visual Arts Clement Gallery, Health Education Building Room 105 on the Health Science Campus

Scholarships

Capitalize names: Trustees Scholarship, Tower Scholarship

Semesters

References to semesters are lowercase: fall semester, spring semester

State names

Use standard AP abbreviations.

Eight states are not abbreviated: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah. Michigan is Mich.

State routes and federal and interstate highways

U.S. 23, I-75, State Route 2 are acceptable references.

Student Government

Capitalize: Student Government

Student organizations

Capitalize student organization names: Black Student Union, Campus Activities and Programming, MECHA-Latino Student Union, Student Government, Student Senate

Telephone numbers

Use figures and periods: 419.530.2675, 419.383.4359
For extension numbers use: Ext. 2675

Television and radio stations

Use the following as guides:
WTOL-TV Ch. 11
WIOT-FM 104.7

Time

10 a.m., 10 p.m., noon (not 12 noon or 12 p.m.), midnight (not 12 midnight, 12 a.m.), 9 to 11 a.m., 10 a.m. to 3 p.m.

Titles books and cd/albums:

Use italics and capitalize titles; do not use underlines or quotation marks.
The Catcher in the Rye by J.D. Salinger, Jack Kerouac's *On the Road*
Let It Be by The Beatles includes the song "The Long and Winding Road."

Art exhibits, dissertations, lectures, movies, papers, plays, poetry, research projects, songs, TV programs:

Capitalize titles in quotation marks.
Deborah Orloff's photography exhibit, "Reclaiming the Night," will be on display in the Center for the Visual Arts Clement Gallery.
Dr. Rane Arroyo's dissertation is titled "Babel USA: A Writer of Color Rethinks the Chicago Renaissance."
The lecture is titled "African Elders as Healers."
"The Wizard of Oz," "King Kong"
Dr. Christi Bergin co-wrote a paper, "Measuring Prenatal Drug Exposure," which will be published in the Journal of Pediatric Nursing.
Edward Albee's play, "Who's Afraid of Virginia Woolf?"
"The Bells" by Edgar Allan Poe
Dr. Joan Mullin received a \$32,585 grant from the Ohio Board of Regents for her project titled "Early English Composition Assessment."
"Roxanne" by The Police, Beethoven's "Six Bagatelles" (Opus 126)
"The Mary Tyler Moore Show"

Journals, newspapers, magazines:

Do not use quotation marks or italics.
Pacific Economic Review, Mid-American Journal of Business
The Blade
Toledo Alumni Magazine

Titles: individuals

Do not capitalize if titles are given after name (unless it is a named professorship):

Dr. Lawrence Elmer, director of the Center for Neurological Disorders
Dr. Craig Hatfield, professor emeritus of geology
Dr. Johnnie Early II, dean of the College of Pharmacy
Dr. Bernard Bopp, Distinguished University Professor of Astronomy
Dr. Laurence Coleman, Judith Daso Herb Endowed Chair in Curriculum and Instruction
Daniel Morissette, senior vice president for finance and strategy

Capitalize academic titles when they immediately precede names:

Dean Jeffrey P. Gold
Professor Jamie Barlowe
Trustee Richard McQuade Jr.

Toward ... is preferred over towards.

Trustees

Richard Stansley Jr., a University trustee; University Trustee Richard Stansley Jr.; the University's Board of Trustees

The University of Toledo Medical Center

The University of Toledo Medical Center refers to elements of the Health Science Campus that constitute the clinical enterprise, including the hospitals and clinics. UT Medical Center, University Medical Center, and UTMC are acceptable in subsequent references.

The University of Toledo

The University of Toledo should be used on first reference; the University is preferred on second and subsequent references. UT also is acceptable in headlines and when space is needed.

University motto

The University of Toledo's motto appears on its seal in Old Spanish: "Coadyuvando El Presente, Formando El Porvenir." This translates to "Guide to the Present, Moulder of the Future."

UT Police Patrolman's Association

Capitalized: University of Toledo Police Patrolman's Association (UTPPA)

Vice presidents

Lowercase: vice president for student services, vice president for institutional advancement

Voice mail ... is two words.

Web

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