



STYLE GUIDE



MISSION STATEMENT

The UOAA community makes the University of Oregon stronger by fostering lifelong relationships, helping Ducks become champions and cheerleaders, ambassadors and advocates for a strong UO.

TABLE OF CONTENTS

4	DUCK PRIDE
5	WHY IS A STYLE GUIDE IMPORTANT?
6	COLORS
8	TYPOGRAPHY
9	LOGOS
13	PHOTOGRAPHY
16	COPY MANUAL
22	SOCIAL MEDIA



DUCK PRIDE

- > The UOAA was launched in 1879 by members of the UO's first graduating class.
- > The University of Oregon has more than 195,000 alumni worldwide.
- > UO alumni include two Nobel Laureates, three Peabody Award winners, seven governors, thirteen Pulitzer Prize winners, and sixteen Olympic medalists.
- > More than 24,500 Ducks—including more than 5,000 current students—are dues-paying members of the UOAA.
- > The UOAA has twenty domestic chapters, two international chapters, and three cultural and interest groups.
- > The UOAA keeps Ducks informed about UO and UOAA news and events through its LinkedIn, Facebook, Twitter, and Instagram pages; a website, uoalumni.com; and a monthly e-newsletter, sent to more than 68,000 recipients.
- > UO alumni stay connected to their alma mater by attending UOAA and chapter events, including member appreciation nights, Duck Alumni Tailgates, PDX Science Nights, receptions, Duck Biz Lunches, and more.
- > The UOAA and its chapters fund thirteen scholarships and internships for current students.
- > Launched in 2014, the UOAA's Duck Career Network provides career support and networking opportunities for Ducks long after they've graduated.
- > Members of the UOAA actively advocate on behalf of the UO. Ducks were instrumental in the state's passage of SB 270, which allowed for the formation of a Board of Trustees for the university.

WHY IS A STYLE GUIDE IMPORTANT?

A Duck's years at the University of Oregon will be among the more memorable of his or her life. From days spent working hard in the classroom to evenings spent making new friends, and from Saturday nights in Autzen Stadium to Sunday afternoons spent hiking in the hills or relaxing on the coast, their time at the UO will be a period they look back upon more fondly as the years pass.

The University of Oregon Alumni Association and its chapters keep Ducks worldwide connected to the UO and each other through regional events, social gatherings, educational evenings, and more. By consistently following the UOAA style manual, we ensure that any mail an alumnus, an alumna, or a friend of the university receives, be it physical or electronic, will immediately stand out as coming from the UOAA or an official chapter. It will spur memories of the UO campus, where lifelong friendships are forged and a top tier education is earned; or a UOAA or chapter event, where Ducks gather to keep the UO spirit alive and firing in their lives.

Through consistent use of these guidelines, the UOAA will enjoy greater awareness and recognition, aiding us in our mission to make the University of Oregon stronger by fostering lifelong relationships, helping Ducks become champions and cheerleaders, ambassadors and advocates for a strong UO.

The University of Oregon Alumni Association reserves the right to edit any communication it receives, that is intended to be used by the UOAA in conjunction with the UOAA mark, to align it with this style guide.

COLORS

PRIMARY

Green and yellow have been the University of Oregon's identifying colors since 1894. They represent our environment: the UO campus, the city of Eugene, and the state of Oregon. Our colors are the most readily identifiable components of our identity.

UO GREEN

For print:
Pantone 3425

For web:
RGB 0/79/39
Hex #004f27

UO YELLOW

For print:
Pantone 108 (uncoated)
Pantone 109 (coated)

For web:
RGB 255/204/0
Hex #ffcc00

GREY

For print:
Pantone 446

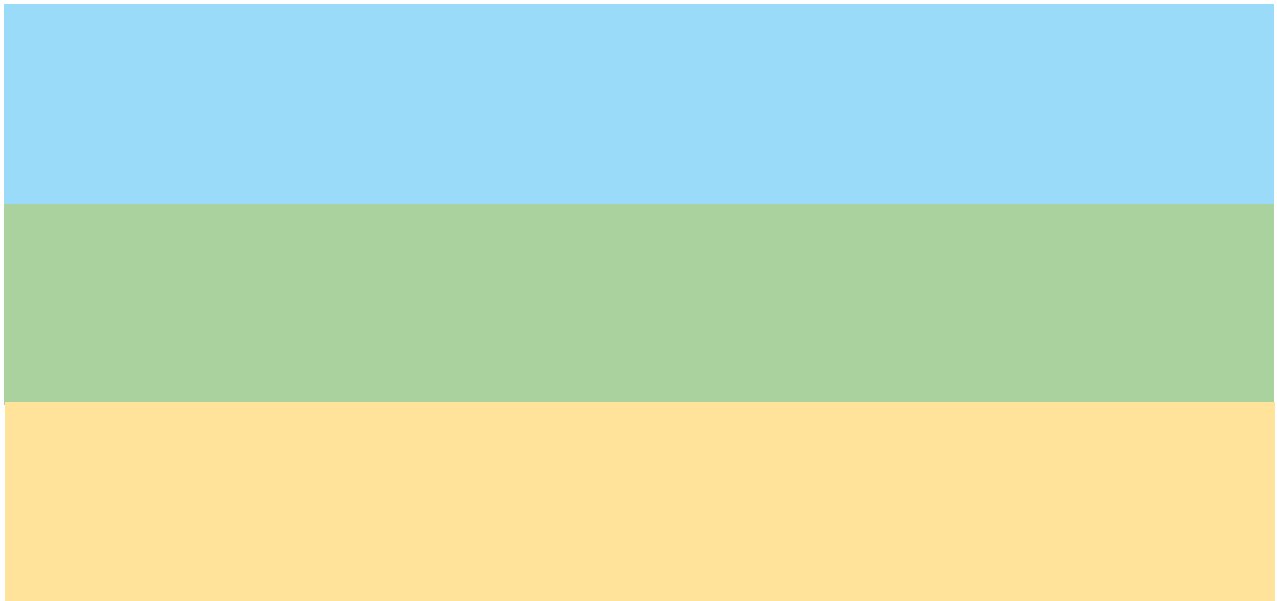
For web:
RGB 65/64/66
Hex #414042

COLORS

COMPLIMENTARY COLORS

Complementary colors should be subordinate to green and yellow. Other greens and yellows are acceptable, but should not be close in value to the official colors. Color combinations that represent competitors' schools, such as purple and gold (Washington) or orange and black (Oregon State), should not be used as standalone colors, as they are more readily identifiable with other institutions.

DO:



DON'T:



TYPOGRAPHY

PRIMARY

Trade Gothic LT Standard Bold Condensed No. 20 is the primary UOAA font. For publications and formal material, Melior medium should be used as the body copy. Chapters who do not have access to these fonts should contact the UOAA.

Trade Gothic LT Standard Bold Condensed No. 20

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Melior Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

SECONDARY

Trade Gothic Condensed No. 18 is to be used for all caps secondary headers. For items that need to be italicized, such as publication names, use Trade Gothic Oblique.

Trade Gothic Condensed No. 18

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Trade Gothic Oblique

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Xx Yy Zz
1 2 3 4 5 6 7 8 9 0*

LOGOS

CHAPTERS

The University of Oregon logo works in concert with the university mark, and provides a bold, memorable mark for all forms of communication. The new logo provides a simple, yet modern look, and should be used on all forms of communication produced by the UOAA.

Each UOAA chapter has its own logo, produced by the UOAA to reflect the look of the main UOAA mark. These logos should be used by chapters, and follow the same rules for usage as the UOAA mark.

VERTICAL UOAA



HORIZONTAL UOAA



CHAPTERS



LOGOS

PADDING

When used in design, the UOAA and chapter marks must have a clear zone around them to ensure that they stand out. An area equal to half the height of the “O” in the logo must be kept clear.

In print pieces, the logo must be no smaller than 0.75”.

DO:



Give enough space between the UOAA logo and other elements of page.



This is the smallest the logo can be on any print work.

DON'T:



Elements of this page are placed too close to the logo. Never place an element of the page within the “O” boundaries.



This logo is too small. Never shrink the logo down to smaller than 0.75 inches.

LOGOS

COLORS AND PLACEMENT

The UOAA and chapter logos must be in the official UOAA shades of green and yellow; or black, white, or grey. Select color and placement based on providing maximum visibility to the logo, while giving preference to the green and yellow options.

When possible, place the logo at the top or in the bottom right corner on the front of printed material. On the back, the UOAA logo should be accompanied by the UOAA address.

DO:



LOGOS

DON'T:



Never place the logo in a place where it has low readability.

Never use colors that represent another school or institution.

Unless necessitated by the design of a piece, avoid placing the logo in the bottom left corner.



PHOTOGRAPHY

UOAA events are often fun and spirited affairs, and as such our photography should reflect that. Photos of alumni and students in relaxed settings, enjoying themselves in the company of fellow Ducks, help reinforce the welcoming and inclusive UOAA brand.

Photographers and designers should make sure that the subject of an image is well-lit, with no shadows obscuring the face. With photos showing multiple alumni, minimize the negative space between each person. Consider the background of an image, too: Is it distracting? What are the people doing? Wherever possible and appropriate, try to include a range of ages and ethnicities in photos to fully represent the UOAA's commitment to inclusivity.

Photos taken can be used in a number of different places, from print pieces to social media posts. Consider the potential usage of a photo when taking it: ensure that there are no objects partially obscuring the subject, and leave enough space around the subject so that it can be cropped in multiple ways. For posed photos taken at events, ensure that no identifiable name tag is visible.

Use of the Duck should be limited to spirited events or posts, to keep the tone consistent. A general rule of thumb: if the Duck would look out of place at the event, don't use him when preparing promotional items.

PHOTOGRAPHY

DO:



PHOTOGRAPHY

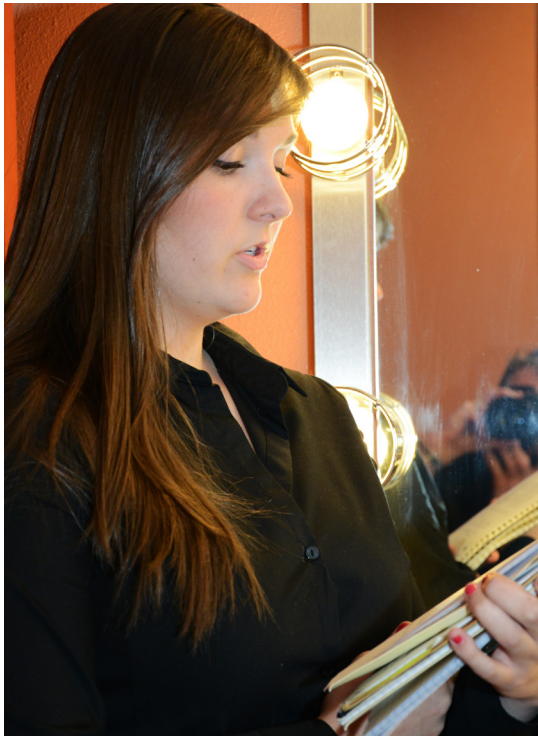
DON'T:



Do not use photos that have distracting backgrounds and excessive space between people



Do not use photos that have identifiable nametags.



Do not use photos that have visible photographers.



Do not use photos that are dimly lit.

COPY MANUAL

The UOAA is fortunate in that our target audience is readily identifiable and rarely changes. Primarily, we are communicating with college-educated people who are already fans of the institution we represent. Don't be afraid to be fun, humorous, and unconventional when appropriate—just don't lose sight of the audience and the purpose of the work you are producing.

When communicating, consistency is key. Just as the UOAA represents the UO, so too the chapters represent the UOAA, and in turn the UO. The UO and UOAA manuals draw heavily from the *Chicago Manual of Style* and the *American Heritage Dictionary of the English Language*.

That said, the English language is constantly changing. When coming across modern terminology not covered in this or the official UO style guide, the *Chicago Manual of Style*, or the *American Heritage Dictionary of the English Language*, keep your audience and the purpose of your project in mind and use your best judgment as a communications professional.

ADDRESSES

In mailing addresses, use the two-digit postal abbreviation for states. In running copy, spell out the name of the state.

Abbreviate compass directions when used in conjunction with addresses. One-letter directions require a period (N., W.), while two-letter directions (NW, SE) do not.

Specific geographic regions that include compass directions are capitalized, while general compass degrees are not.

EXAMPLES

Pacific Northwest

West Coast

Midwest

The east bank of the Willamette River

Mt. Hood's ski fields are on the south side of the mountain.

COPY MANUAL

ALUMNA/ALUMNAE/ALUMNUS/ALUMNI

Alumna	female graduate
Alumnae	multiple female graduates
Alumnus	male graduate
Alumni	multiple graduates

Note: in Latin, there is no gender-neutral version of “alumna” or “alumnus.” Use “graduate,” “Duck,” or another like term if the gender is not known. Also, “alumni,” “alumnae,” “alumnus,” and “alumna” are lowercase.

CERTIFICATES AND DEGREES

Don’t capitalize general references to degrees, and do not use periods in degree abbreviations. Only capitalize majors and minors that are proper nouns.

For degree recipients, indicate the degrees received from the UO following their name. Degrees should be separated by commas, and should follow the format of degree (unless it is only a bachelor’s degree) followed by two-digit abbreviation of year.

EXAMPLES

The University of Oregon offers bachelor’s, master’s, and doctoral degrees, including the bachelor of arts and master of arts. John Doe ’98, MA ’00 received his BA in English, and MA in comparative literature.

To avoid confusion, the title “Doctor” or “Dr.” is reserved for people holding medical degrees. Recipients of PhDs have their degree indicated following their name.

DATES

Write out months and days of the week unless space is limited. Use commas to offset the year in dates where the day is included.

EXAMPLES

January 2014

January 1, 2014

On January 1, 2014, I made a New Year’s resolution.

COPY MANUAL

FIRST AND SECOND REFERENCE

In running copy, use the formal name of an organization or campus building on first reference. In all subsequent references, you may use generally understood abbreviated forms. In the event that the formal name includes the full name of a person, there are two acceptable formal names.

EXAMPLES

FIRST REFERENCE

University of Oregon

University of Oregon Alumni Association
Association

Cheryl Ramberg Ford & Allyn Ford Alumni Center

Ford Alumni Center

Lee Barlow Giustina Ballroom

Charles H. Lundquist College of Business

Lundquist College of Business

PDX Ducks

Robert Donald Clark Honors College

Clark Honors College

The University of Oregon Alumni Association

The University of Oregon

SECOND REFERENCE

UO

UOAA, UO Alumni

Ford Alumni Center

Ford Alumni Center

Giustina Ballroom

Lundquist College,
the college

Lundquist College,
the college

The chapter

The honors college

The honors college

the association

the university

Capitalize only the formal names of departments, institutes, schools, centers, and agencies. Don't capitalize abbreviated versions of names. When writing about people, include their titles with the first reference.

COPY MANUAL

ADDRESSES (MAILING)

Abbreviate compass directions in mailing addresses and in running text. One-letter compass directions require a period; two-letter abbreviations do not.

In running text, spell out standard abbreviations used in mailing addresses.

MAILING ADDRESS (FORMAT AS FOLLOWS)

University of Oregon Alumni Association
1204 University of Oregon
Eugene OR 97403

RUNNING TEXT ADDRESS (FORMAT AS FOLLOWS)

University of Oregon Alumni Association, 1204 University of Oregon, Eugene OR 97403

ADDRESSES (WEB)

Keep all letters within a URL lowercase and on one line.

EXAMPLES

CORRECT

uoalumni.com
uoalumni.com/reallylongpath

INCORRECT

UOAlumni.com
uoalumni.com/reallylong
path

AMPERSAND

Do not use the ampersand (&) unless it is in a formal title.

EXAMPLES

The professor in the School of Architecture and Allied Arts has a calling plan with AT&T.

APOSTROPHE

Don't insert an apostrophe before the "s" in a plural noun (unless it's to avoid ambiguity).
Don't use an apostrophe in "its" (unless you want to indicate "it is").

Don't follow an apostrophe with an "s" in plural possessive nouns that already end in "s."

EXAMPLES

CORRECT

Prizes are awarded
My favorite music is from the 1970s
The puppies' paws

INCORRECT

Prize's are awarded
My favorite music is from the 1970's
The puppies's paws

COPY MANUAL

COLONS AND SEMICOLONS

A colon introduces a list or series, but is not used in conjunction with verbs such as “are” and “include.”

A semicolon joins two independent clauses, and is also used to separate items in a list when there are internal commas used.

EXAMPLES

I watched three movies last night: *The Good, the Bad, and the Ugly*, *The Goonies*; and *Animal House*.

I enjoy watching comedy movies; my spouse is a fan of science fiction.

DASHES AND HYPHENS

A hyphen joins two compound adjectives to eliminate any possible ambiguity. Adverbs ending in -ly followed by an adjective are not hyphenated.

An en dash is the width of the letter “n” and is used to denote a period of time, in lieu of “to.”

An em dash is the width of the letter “m” and is used to denote added emphasis, an interruption, an abrupt change of thought, or an aside.

EXAMPLES

Fast-sailing ship

Highly complex issue

EXAMPLES

The festival takes place May 8–10

EXAMPLES

Of my three favorite movies filmed in Oregon—*Animal House*, *The Goonies*, and *Stand By Me*—only *Animal House* was filmed on the UO campus.

Hyphens, en dashes, and em dashes do not have spaces on either side of them.

ELLIPSES

Use an ellipsis to indicate when something has been removed from a sentence or paragraph. If the removed portion includes sections from multiple sentences, use four dots instead of three. Never remove a portion of a sentence or paragraph if it will alter the meaning of the original work.

COPY MANUAL

ITALICS VS. QUOTATION MARKS

Italics are used for titles of books, plays, periodicals, movies, newspapers, musical compositions, ships, works of art, and some scientific terms.

Quotation marks are used for episodes of TV shows or radio series, interviews, excerpts, short poems or plays, and other unpublished writing.

EXAMPLES

My favorite movie is *Animal House*.

Rudyard Kipling's finest poem is titled "If."

NUMBERS

In running text, spell out numbers between 1–100, and always spell out a number when it begins a sentence.

Use "percent," not "%." Always use figures and decimals in conjunction with it.

Format telephone numbers as follows: XXX-XXX-XXXX

SPELLING

Use the first spelling listed in the *American Heritage Dictionary of the English Language*, except in official titles or proper names.

EXAMPLES

Flier, not flyer

Fundraising, not fund-raising

Toward, not towards

TITLES

Capitalize a person's formal title if it precedes their name in a sentence. If an informal version of the title is used, or if the title follows the person's name, it should be lowercase. Do not use a comma between a person's title and name unless it is to offset the title.

EXAMPLES

Assistant Professor Jane Doe

Jane Doe, assistant professor of history, attended the event.

SOCIAL MEDIA

SOCIAL MEDIA

Be sociable, but professional, when using social media. Reply to messages received, and have fun with alumni you are communicating with. Social media is just one of the many ways we interact with alumni, and if done correctly, it should be enjoyable for everyone.

Whenever possible, continue to follow the UOAA style manual when using social media, and don't use internet jargon that the target audience is not likely to understand.

FACEBOOK

Our followers on Facebook are typically between 25 to 54 years old. When posting, ask the audience questions to spark conversation. Reply to, and "like" their comments to interact as much as possible. Don't, however, "like" your own Facebook post or comment.

TWITTER

Our Twitter audience is younger than our Facebook audience, and generally speaking contains more current UO students. When using Twitter, it will often be necessary to break style manual rules to get a thought down to the limited number of characters available. Feel free to do so, just ensure you're not doing so at the expense of clarity.