

SOUTHERN ARKANSAS UNIVERSITY

*Style*  
*Styleguide*

*guide*

2016-17

# ABBREVIATIONS

- When an abbreviation is not quickly recognizable, spell out the entire name in the first reference. The abbreviation, generally without periods, can be used thereafter.
- Southern Arkansas University, Magnolia, should be spelled out in the first reference. The identifying abbreviation may be omitted following the reference because of its customary usage among schools. “SAU” or “the University” may be used thereafter.

All documents going to State of Arkansas officials or offices must use Southern Arkansas University, Magnolia and SAUM since this is the official state designation. This will prevent confusion.

- The abbreviations “for example” and “that is” should be preceded by and followed by commas, and periods should be used.

, i.e., e.g.,

- Spell out days of the week and months of the year. Where space is limited, use the following abbreviations:

Sun., Mon., Tues., Wed., Thurs., Fri., Sat.

Use these abbreviations for time terminology:

a.m., p.m. - Lowercase with periods.

The abbreviation Esq. (for Esquire) and other titles such as Mr., Mrs., and Dr. should not appear with any other title or with abbreviations indicating scholastic degrees.

**Correct:**

Ford Maddux, AB, Ph.D.

**Incorrect:**

Mr. Ford Maddux, AB, Ph.D.

**Correct:**

George Gray, MD

**Incorrect:**

Dr. George Gray, MD

**Incorrect:** President Dr. Bill Ingram

**Correct:**

John L. Smith, Esq.

James A. Jones, Jr., Esq.

**Incorrect:**

Mr. John L. Smith, Esq.

John L. Smith Esq., AM

# DEGREE ABBREVIATIONS

## > Undergraduate

<b>Degree</b>	<b>Abbreviations</b>
Associate of Arts	AA
Bachelor	
Bachelor of Arts	BA, AB
Bachelor of Business Administration	BBA
Bachelor of Education	BEd
Bachelor of Engineering	BE
Bachelor of Fine Arts	BFA
Bachelor of Music in Education	BME
Bachelor of Nursing	BN
Bachelor of Science	BS
Bachelor of Science in Business Administration	BSBA
Bachelor of Science in Chemical Engineering	BScHE
Bachelor of Science in Education	BSE
Bachelor of Science in Nursing	BSN

## > Graduate

Master

Degrees conferred for coursework/research after having attained a bachelor's degree.

<b>Degree</b>	<b>Abbreviations</b>
Master of Arts	MA
Master of Arts in Liberal Studies	MLA
Master of Business Administration	MBA
Master of Education	MEd
Master of Fine Arts	MFA
Master of Science	MS
Master of Science in Nursing	MSN
Master of Social Work	MSW

## > Doctorate

Generally awarded with a research project and thesis.

<b>Degree</b>	<b>Abbreviations</b>
Doctor of Business Administration	DBA
Doctor of Education	EdD
Doctor of Jurisprudence (Juris Doctor)	JD
Doctor of Medicine	MD
Doctor of Nursing Practice	DNP
Doctor of Philosophy	PhD

# ADDRESS

- Return addresses on envelopes and publications should list:
  - name of the university
  - name of the college, school or department
  - street address and MSC #
  - city, state, and ZIP (plus four) code

Example: Southern Arkansas University  
Admissions Office  
100 E. University, MSC 9382  
Magnolia, AR 71753-2181

# ALUMNI

- Identify past and current students by their class years with an apostrophe before the year.

David Butler '78 is president of the Alumni Association.

- alumna = feminine
- alumnae = feminine plural
- alum, alumnus = masculine
- alumni = male plural or male and female plural

# AMPERSANDS

- Use an ampersand only when it is part of an organization's formal name. An ampersand should never replace the word "and" otherwise.

The Department of Theatre and Mass Communication

I do my banking at FB&T.

# APOSTROPHES

- Use an apostrophe to indicate where letters are omitted in a contraction.

It's so easy if you're familiar with the rules.

- Do not use an apostrophe to indicate a plural; use the apostrophe only to indicate possession.

Southern Arkansas University reached its highest enrollment last year.

The University's baseball team is one of the best in the nation.

The Joneses and the Johnsons were among those in attendance.

The 1980s were good for the University.

# BUILDING CODES

## BUILDING AND CAMPUS CODES

BUILDING	CODE
AGRI SHOP	AGS
AGRICULTURE	AGR
ARMORY (NATIONAL GUARD)	ARM
AUBURN P SMITH FIELD HOUSE	ASF
BASEBALL CLUBHOUSE	BBC
BIOLOGICAL FIELD STATION	BFS
BRINSON ART BUILDING	BAB
BRUCE CENTER	BCT
BUSINESS/AG BUSINESS	BUS
BUSSEY HALL	BUH
CHILDS	CHL
COLUMBIA HALL	CLH
CROSS	CRS
DAWSON FIELD	DSF
DOLPH CAMP	DCB
DONALD W REYNOLDS	DWR
ENGINEERING	ENG
FINCHER HALL	FNH
FACULTY/STAFF HOUSING	FSH
FARM	FRM
GLOBAL CENTER	GSC
GREEK THEATER	GRK
GREENE HALL	GRH
HARROD HALL	HAH
HARTON THEATER	HRT
HONORS HALL N/S	HNH
MAGALE LIBRARY	MAG
MAGNOLIA HALL	MGH
MULE BARN	MBN
MULERIDER STABLES	STB
MULERIDER ACTIVITY CENTER	MAC

BUILDING	CODE
MAGNOLIA BUSINESS INDUSTRIAL TRAINING CENTER	MTC
NATURAL RESOURCE RESEARCH CENTER	NRC
OLIVER BAND	OLV
NELSON	NEL
OVERSTREET	OVR
OZMER HOUSE	OZM
PEACE	PCE
PHYSICAL PLANT	PPB
RIBBLE STRENGTH TRAINING CENTER	RTC
SCIENCE	SCI
SOFTBALL COMPLEX	SBC
STEVE GOODHEART FIELD	SGF
STORY ARENA	STA
TALBOT HALL	TBH
TALLEY HALL	TLH
TENNIS COURTS	TNC
TRACK	TRK
UNIVERSITY COURT APTS	UCA
UNIVERSITY HALL	UVH
UNIVERSITY VILLAGE PAVILLION	UVP
UNIVERSITY VILLAGE	UVA
WALKER STADIUM	WRS
WALKING TRAIL	WLK
WATER BELL TOWER	WBT
WATSON/BROWN	WBF
WELCOME CENTER	WEL
WHARTON NURSING BUILDING	WNB
WILKINS STADIUM (FOOTBALL)	WKS
WILSON	WIL
WORKFORCE SERVICES	WFS

# CAPITALIZATION

- Do not capitalize words to make them seem important. Important words and phrases carry their own weight.
- Use lower case for civil and professional titles unless they immediately precede the name.

SAU's vice president for student affairs is Dr. Donna Allen.

Dr. Trey Berry, Southern Arkansas University System president, will be in attendance.

Southern Arkansas University President Dr. Trey Berry will be the speaker.

## CAPITALIZATION CONTINUED

- Capitalize a title when it appears on the line following the name when using tabbed listings.

Dr. Donna Allen  
Vice President for Student Affairs

- Capitalize academic degrees in the following manner:

PhD, BSN, MSN  
(The University uses no periods and excludes spaces between letters.)

doctoral degree, master's degree, bachelor's degree,  
associate's degree

She earned a bachelor of arts degree in journalism.  
(The word "degree" should not follow a degree abbreviation, example: He has a BA in history.)

BSN and MSN always come before nursing credentials such as RN, RNC. No periods used on nursing credentials.

- Capitalize an academic subject only when it is the name of a language or is followed by a course number.

He majored in engineering technology with a minor in Spanish.

Dr. Linda Selman teaches technical writing.

Dr. Linda Selman teaches Technical Writing 3102.

- Capitalize the word "university" when referring specifically to Southern Arkansas University.

He is a graduate of the University.

## CAPITALIZATION CONTINUED

- Capitalize the formal names of SAU's schools, departments, divisions, offices and organizations. Lower case all subsequent references when the formal name is not used in its entirety.

The Brinson Fine Arts Building has beautiful exhibits.

The school is growing at an alarming rate.

Sarah Jennings is the dean of Enrollment Services.

Sarah Jennings works in admissions.

- In titles of works (such as novels, essays, and professional papers), capitalize the first words, the last words and all the principal words, including those that follow hyphens in compound terms. As a general rule, capitalize all words of four or more letters that fall in the middle of a title.

“Focusing on International Entrepreneurship: A New Contribution of Business Education for a Changing Economy”

“The Teaching of Spanish in English-Speaking Countries”

- Lower case seasons.

More than 1,250 students have registered for the spring semester.

- Lower case when indicating a direction; capitalize when referring to a region of the country.

Southern Arkansas University is located in the southwest part of Arkansas.

He is from the Deep South.



# COLONS

- Use a colon after an independent clause to list, restate, clarify, or illustrate. Do not use a colon where a semicolon is appropriate.

Illustrate the correct usage of the following punctuation marks: commas, semicolons and colons.

Quality is a concern; our reputation is based on it.

# COMMAS

- In a series use commas to separate items but no comma before a conjunction. Example: We bought eggs, milk and cheese at the store.

The flag is red, white and blue.

The University offers classes in nursing, sociology, social work, and history.

- Use a comma to separate adjectives equal in rank and the word “and” could be inserted without changing the intent of the statement.

He considered the situation in a thoughtful, precise manner.

The tickets will be sold on a first-come, first-served basis.

- Introductory phrases such as “Last year” and “In 1966” do not require commas. When in doubt, **leave it out**.

In 1966 the board was established.

- When a conjunction such as *and*, *but* or *for* links two clauses that could stand alone as separate sentences, use a comma before the conjunction.

He teaches English, and she teaches history.

# DATES

- Spell out the names of months when standing alone or with a year alone.

November 2000

- When a month is used with a specific date, abbreviate it if it contains six or more letters.

Jan., Feb., Aug., Sept., Oct., Nov.

- Do not use a comma between month and year or season and year.

The Imon E. Bruce Student Center was dedicated in October 1991.

- A comma should follow the year when used with a month and day.

The students gathered on October 17, 1985, for a birthday celebration.

- Use cardinal numbers with the day after the month.

The event will be on April 30.

Always use ordinal figures (1st, 2nd, . . . ) when the day precedes the month or stands alone.

The next meeting will be the 10th of the month.

- Always spell out the days of the week.

The game will begin at 1 p.m. Saturday, Sept. 17.

# EMPHASIS

- Limit over emphasis in text. Never use All Caps, Bold, Underline, and Italics at the same time.

NEVER DO THIS!

- Limit the use of ALL CAPS. It is difficult to read. In e-mail, all caps is associated with shouting.
- **Bold** is recommended for emphasis.
- Limit the number of fonts used in a document.

Fonts commonly used in SAU publications include:  
Times New Roman  
Helvetica Neue  
Roboto Slab

# HYPHENS

- Hyphenate compound words that are used as adjectives.

full-time job, on-campus housing, triple-option offense, so-called neurosis, 12-year-old boy

- Do not hyphenate compound words that have an “-ly” ending or those that are used as nouns.

widely known speaker, sensibly tailored suit, firmly held opinion, sharply reduced prices

- Whenever self is used as a prefix, it must be followed by a hyphen.

self-confidence, self-esteem, self-denial, self-taught

# HYPHENS CONTINUED

- “Suspension” hyphens are always used when parts of the compound words are separated from each other.

In second- and third-down situations, the coach usually sends in a pass-option play.

- Do not hyphenate “vice president.”

Roger Giles is the vice president for administration and general counsel.  
Vice President Roger Giles will give the report.

- Hyphenate part-time and full-time when using it as a compound modifier (adjective).

She works part time.  
He has a full-time job.

- Do not hyphenate African American.

# INCLUSIVE LANGUAGE

- Don't say "he" when referring to an unspecified person. Instead, rephrase the sentence into the plural, or avoid the use of pronouns altogether.

The students' papers are due on Tuesday.

- Avoid gender specific titles or terms.

Roger Giles is the vice president for administration and general counsel.

Vice President Roger Giles will give the report.

- Avoid stereotypes: Age, gender, national or ethnic background, disabilities need not be mentioned at all, unless they are relevant to the story.

Be sensitive.

- people with hearing impairments (instead of the deaf)
- people with disabilities (instead of disabled or handicapped)
- person with AIDS (instead of victim of AIDS)
- gay person (instead of homosexual)
- wheelchair-user (instead of wheelchair-bound)

# LOGO USAGE

## Improper Use of Southern Arkansas University Logos

All logos shown below are for the exclusive use of Southern Arkansas University. Any person using University logos must follow the guidelines outlined below. Please contact the University Communications and Marketing office for additional information on University branding and logo usage.

University Logo



University Mascot



University Seal



Do not alter logo proportions.



Do not use out dated versions of University logos.\*



Do not alter logo colors.



Do not place on shape that visually competes with the University logo.



\*Some exceptions can be made by contacting University Marketing and Communications at (870) 235-4026.

# MASCOT

- The University mascot, the Mulerider, is to be used for athletics and as deemed appropriate by SAU Administration and SAU Communications and Marketing.



# NUMBERS

- As a general rule, spell out numbers one through nine; use figures starting with 10. Spell out first through ninth; use figures starting with 10th.

The Muleriders made a first down.  
She was 14th in her graduating class.

- Express related numbers in a series in the same style.

Four freshmen, twenty sophomores and three juniors attended class.

- Always spell out numbers at the beginning of a sentence.

Fifteen sophomores attended the meeting.

- When large numbers must be spelled out, use a hyphen to connect a word ending in “y” to another word.

Thirty-seven students registered for the class.

- Use a comma in numbers of 1,000 and above, except for temperatures and dates.
- Always use numerals with abbreviations or symbols and in addresses, dates, decimal fractions, and page references. Please note, however, that abbreviations and symbols are primarily reserved for tabular indexing and are rarely used in text material.

## QUOTATION MARKS

- Quotation marks appear in pairs with one exception. If an individual's dialogue extends more than a paragraph, put quotation marks at the beginning of each paragraph but at the end of only the final paragraph.
- In general, quotations within quotations require single marks.

She asked, "Have you read the poem 'To Autumn' by Keats?"

- Commas and periods should be placed inside the closing quotation marks in all circumstances.

"I'll let you know in the morning," he replied.

- Colons and semicolons appearing at the end of a quote should always be placed outside the closing quotation marks.

The bird said, "Nevermore"; I said, "Why do you always take such a negative attitude?"



## QUOTATION MARKS CONTINUED

- Question marks, exclamation points, and dashes go either inside or outside the closing quotation marks depending on their function. If they are punctuating the quoted material itself, they go inside.

“Is it healthy to sit around all day and watch television?” he asked.

Do you think the bird could be taught to say “I’ll think it over and get back with you later”?

## SEMICOLONS

- Semicolons may be used to connect closely related independent clauses not joined by coordinating conjunctions.

I have ordered the book you requested; we no longer have it in stock.

- Semicolons may be used to separate a series of items that require internal commas.

He traveled to Austin, Texas; Baltimore, Md.; Norman, Okla.; Phoenix, Ariz.; and South Bend, Ind.

# SAU STYLE

- The University Communications and Marketing staff oversees production of recruiting, marketing, and communication materials for the University. The goal is to ensure everything produced by the University sends the same message and is branded with University colors, fonts, design and writing styles.

## APPROVAL OF MATERIALS

- **All materials must go through the University's established approval process.** This includes, but is not limited to, all advertisements, publications, brochures, videos, flyers, posters, letters, bulk e-mails, mailouts, etc.

If a department requests a design to be sent off campus, proper time must be allotted for the whole process, which includes gathering content, design, departmental proofing, revisions, departmental approval, proofing by the Office of the Vice President for Student Affairs, final approval by the President and the requesting department, printing or bidding out, production, and distribution. See chart on opposite page.

# APPROVAL PROCESS

FOR MATERIALS TO BE PRESENTED TO OFF-CAMPUS CONSTITUENTS

## Departmental Request

Colleges and departments at SAU are encouraged to think of ways to market themselves as a part of the University's overall marketing efforts. The University Communications and Marketing staff are happy to assist. Keep in mind that production costs incurred for print materials will be charged to the department making the request.

## Content Generation

Content generation is the **responsibility of the department** requesting the materials. Materials should be submitted digitally through the Design Request Form online. Communications' staff will assist with ideas, photography, videography, and text editing.

## Design

Once all the content is prepared and submitted through the Design Request Form, a design is created for review (submitted photos must be in .jpg format and be at full 300 dpi resolution), allow three to five days for publication updates and a proof of a new publication or design.

## Departmental Proof

The department will receive a proof via e-mail of the requested design.

## Departmental Revisions

Should the department have revisions, they will be incorporated.

## Review by VPSA

Once the department has approved the design, Communications' staff will review and send to the Office of the Vice President for Student Affairs for approval of content and design.

## Final Revisions

Any revisions from the VPSA office are incorporated.

## Final Approval

The Office of the President will approve or suggest revisions.

*The department will see any revisions made before the designed piece is reproduced.*

## Production

Because production at the Copy Center is limited, bidding to an off-campus print shop is highly considered for orders of 500 or more of any piece. The Associate Director of Communications and Marketing will assist in bidding out such print jobs. Please allow 15 working days for the delivery of the final production material.

# TITLES

- In general, underline or italicize the titles of works published independently and use quotation marks for the titles of works published within larger works.
- Use full names preceded by an earned title such as Dr., Rev., or Lt. Col. in first references only. Do not use a courtesy title such as Mr., Miss, or Ms. Use the last name only in subsequent references unless a title is necessary to identify persons with the same last name.

# TITLES (ETHNIC GROUPS)

- The preferred usage for African Americans is “black.” The term is not capitalized.
- Preferred usage for Caucasians is “white,” also not capitalized.
- Preferred usage for Asian people is “Asian,” capitalized. Please note that in British usage the term applies only to people of the Indian Subcontinent.
- “American Indian,” capitalized with no hyphen, is preferred over “Native American.”

# TITLES (SEASONS)

- Lowercase “spring,” “summer,” “fall” and “winter” and derivatives such as “wintertime” unless part of a formal name: I love Paris in the springtime; the Winter Olympics.

# UNIVERSITY COMMUNICATIONS AND MARKETING (UCM)

- **The University Communications and Marketing** department provides services for all the University departments. The Copy Center maintains black-and-white and color copiers, and staffs student workers. The SAU website is maintained by UCM, including all updates, daily duties, and development. Campus and recruitment publications are developed, produced, and bid out or created in-house, as are all television advertisements and video pieces. Public relations, including writing press releases, photography and videography, is handled by the UCM staff. Marketing for the University is also handled by this department.
  
- **Mantra**  
Support.Brand.Innovate.
  
- **Mission**  
Support the University's mission internally and externally through innovation, quality service and passionate storytelling.
  
- **Values and Goals**
  - Instill University pride
  - Lead by positive action and professionalism
  - Support one another in personal and professional growth
  - Strive to continually raise the standard

## Aaron Street

*Assistant Dean for Integrated Marketing and Media Relations*



aaronstreet@saumag.edu  
235-4027  
Slot 20

- Administrative duties
- SAU marketing
- Photography
- Video production
- Media relations, press releases and feature stories
- Oversees production of University publications

## Vicki Butler

*Associate Director*



vickibutler@saumag.edu  
235-4026  
Slot 20

- Administrative duties
- Oversees SAU Copy Center
- Bids out printed materials
- Assists with production of University publications
- Mulerider Yearbook
- Places orders for store, office, and Copy Center
- SAU marketing

## Derek Hall

*Administrative Assistant / Copy Center*



derekhall@saumag.edu  
235-5376  
Slot 20

- Assists with all functions
- of the Copy Center
- Bills end-of-month copy charges and store charges
- Oversees maintenance and supplies for Copy Center copiers and satellite copiers
- Special print projects

## Bryce Harman

*Senior Graphic Designer*



bryceharman@saumag.edu

- SAU publications
- SAU print ads, brochures, banners, billboards, etc.
- Maintains SAU brand and style

## Aaron Wallis

*University Photographer/videographer*



aaronwallis@saumag.edu  
235-4029  
Slot 20

- Video production and editing
- Photography capture, editing, and cataloging
- Event coverage
- Mulerider Yearbook

## Josh Jenkins

*Manager of Web Communications and Online Marketing*



- Creates and maintains SAU's Web Image:
  - saumag.ed
  - Facebook
  - Instagram
  - Twitter
- Landing pages and other Online Marketing initiatives
- E-mail marketing
- Website statistics
- Server and software upgrade management

## Dan Marsh

*Communications Assistant*



- Supports campus website content creation
- Completes all non-technical content updates
- Evaluates site content for accuracy, timeliness, and audience value
- Produces Faculty/Staff bulletins
- Press releases
- Stater

## Bekah Kee

*Social Media Coordinator*



- Operates official University social media outlets
- Special design projects
- Mulerider Yearbook



# STATES / TERRITORY

Name	Abbreviation	Postal Code
Alabama	Ala.	AL
Arizona	Ariz.	AZ
Arkansas	Ark.	AR
California	Calif.	CA
Colorado	Colo.	CO
Connecticut	Conn.	CT
Delaware	Del.	DE
District of Columbia	D.C.	DC
Florida	Fla.	FL
Georgia	Ga.	GA
Illinois	Ill.	IL
Indiana	Ind.	IN
Kansas	Kan.	KS
Kentucky	Ky.	KY
Louisiana	La.	LA
Maryland	Md.	MD
Massachusetts	Mass.	MA
Michigan	Mich.	MI
Minnesota	Minn.	MN
Mississippi	Miss.	MS
Missouri	Mo.	MO
Montana	Mont.	MT
Nebraska	Neb.	NE
Nevada	Nev.	NV
New Hampshire	N.H.	NH
New Jersey	N.J.	NJ
New Mexico	N.M.	NM
New York	N.Y.	NY
North Carolina	N.C.	NC
North Dakota	N.D.	ND
Oklahoma	Okla.	OK
Oregon	Ore.	OR
Pennsylvania	Pa.	PA
Rhode Island	R.I.	RI
South Carolina	S.C.	SC
South Dakota	S.D.	SD
Tennessee	Tenn.	TN
Vermont	Vt.	VT
Virginia	Va.	VA
Washington	Wash.	WA
West Virginia	W.Va.	WV
Wisconsin	Wis.	WI
Wyoming	Wyo.	WY

➤ The two states that are not part of the continental United States, Hawaii and Alaska, and the continental states that have five letters or fewer, Idaho, Iowa, Maine, Ohio, Texas, and Utah, should not be abbreviated. Do not use the postal abbreviations.

➤ A comma should follow the name of a state when preceded by a city.

The Magnolia, Ark., contingent traveled to Dallas.

# SAU STYLE DESIGN

## SOUTHERN ARKANSAS UNIVERSITY

**LEARFIELD**  
LICENSING PARTNERS

### ATHLETIC MARKS



### INSTITUTIONAL MARKS



### COLOR INFORMATION

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COLORS	PANTONE®	HTML	PROCESS
Athletic Blue	PMS 293	003DA5	C:100% M:69% Y:0% K:4%
Athletic Yellow	PMS 113	FAE053	C:0% M:2% Y:83% K:0%
Royal Blue	PMS 287	003087	C:100% M:75% Y:2% K:18%
Yellow Gold	PMS 110	DAAA00	C:2% M:22% Y:100% K:8%
Black	Process Black		

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For licensing information, please contact Learfield Licensing Partners at (616) 395-0676.

# TRADEMARKS

The University owns registered trademarks relating to logos and word marks. Due to federal restrictions on trademarks, and to protect the University's interest in the trademarks, the following guidelines must always be followed.

## ➤ WORD MARKS

MULERIDER and MULRIDERS must always be followed by the ® symbol.

## ➤ LOGOS

The University's logos as they appear on in the Style Guide sections "Logo" and "Mascot" must always be accompanied by the trademark ™ symbol.

All merchandise carrying the University's trademarks must be manufactured by a licensed vendor. This also applies to merchandise that is being sold or given away by on-campus groups or organizations.

Questions about the University's trademark and licensing program should be directed to Michael Westbrook, assistant to the president for special projects at ext. 5090.

# WEB SPECIFIC STYLES

## UNDERSTAND YOUR PURPOSE AND AUDIENCE

*Guideline:* Identify and clearly articulate the primary goals of the website before beginning the design or content creation process.

- Ensure the content meets user expectations.
- Do not use words that typical users may not understand.
- Do not use unfamiliar or undefined acronyms or abbreviations.
- Compose sentences in active rather than passive voice.

## AVOID SURPRISES

*Guideline:* Do not have unsolicited windows or graphics ‘pop-up’ to users.

- Links should open in the same window.
- Links to Word documents [.doc], PDF files [.pdf], Excel spreadsheets [.xls], Zip files [.zip], etc., should be clearly labeled as such to indicate to the user that a download or non-html file load will take place.

## PROVIDE TEXT EQUIVALENTS FOR NON-TEXT ELEMENTS

*Guideline:* Provide a text equivalent for every non-text element that conveys information. This means descriptive alternative and title text for images, videos, and even text links.

## AVOID CLUTTERED DISPLAYS

*Guideline:* Create pages that are not considered cluttered by users.

- Use bold text only when it is important to draw the user’s attention to a specific piece of information. Do not bold entire sentences or paragraphs.
- Images should be relevant to the content and add value to the information presented.

- Information should be logically organized with descriptive headers.
- Use normal capitalization and punctuation. WE DON'T USE ALL CAPS ON THE WEBSITE.

### ESTABLISH LEVEL OF IMPORTANCE

*Guideline:* Establish a high-to-low level of importance for information and infuse this approach throughout each page on the website. Research shows users scan (vs. read) Web content. Make your content easily scannable.

- Include the primary theme and scope in the first sentence of each paragraph.
- Arrange lists and tasks in an order that best facilitates efficient and successful user performance.
- Place a list's most important items at the top.
- Display a series of related items in a vertical list rather than as continuous text.
- Provide an introductory heading at the top of each list.

### LINKS:

- Use link labels and concepts that are meaningful, understandable, and easily differentiated by users.  
“Chemistry degree plan” vs “click here to learn more about our chemistry degree requirements”
- Provide links to other pages in the website with related content.
- Make the link text consistent with the title or headings on the destination (target) page.
- Items that are not clickable should not appear to be. Do not underline text for emphasis.
- Use text links rather than image links (“buttons”).

# WORD USAGE

## ➤ **a, an**

Use the article **a** before a consonant sound, **an** before a vowel sound.

Exceptions: Use **a** before a pronounced *h*, long *u* sound or *eu*, and *o* as pronounced in *one*. Use **an** before a vowel sound such as an *e* sound as pronounced in SAU and “an h” when the *h* is silent.

a one-on-one discussion	an SAU student
a history test	an hour
a eucalyptus plant	
a united way fundraiser	

When an article precedes a number, the choice between a and an is the same as if the number were spelled out.

a 9 percent rate
an 8 percent increase

## ➤ **affect, effect**

**Affect** is a verb, except when used as a term in the field of psychology to indicate emotive responses. It can also mean to influence, simulate, imitate or pretend.

**Effect** is commonly used as a noun meaning result. If used as a verb, **effect** means to bring into existence or accomplish.

## ➤ **complement, compliment**

**Complement** is a noun and verb. As a noun, it means something that completes or makes perfect. As a verb, it means to suit, make complete.

The dressing complements the salad. (v)
The gravy is a nice complement to the meat. (n)

**Compliment** is also a noun and verb. As a noun, it means an expression of admiration or act of praise or flattery. As a verb, it means to praise or flatter.

Thanks for the compliments. (n)
I must compliment you all for your hard work. (v)

## WORD USAGE CONTINUED

➤ **emeritus, emerita, emeriti**

Emeritus - male retired faculty member

Emerita - female retired faculty member

Emeriti - plural form for both

➤ **entitled or titled**

**Entitled** means one has the right to do something.

As he promotes, John is **entitled** to more pay.

➤ **Title** is the name given to something (such as a book, song, or movie) to identify or describe it.

I highly recommend seeing the play **titled** “Hamlet.”

➤ **federal, state**

Do not capitalize federal, state, or city unless part of the an official name.

state of Arkansas

Federal Reserve System

city of Magnolia

➤ **freshman, freshmen**

**Freshman** can be used as a noun or adjective. **Freshmen** is only a noun.

Freshman students are registering early.

The freshmen are excited about the game.

➤ **off campus, on campus**

Hyphenate only when using as an adjective, not as an adverb.

**Off-campus** students are always on time.

If you live **on campus**, you must be on time.

