

# Illinois State University

## Editorial and Visual Identity Standards

### Introduction: Editorial Standards

Illinois State University's identity—its name, graphic identity, and editorial presentation—are among its most valuable assets. The University's identity is an important tool that is used to shape public opinion and public perceptions about the University among many key audiences.

Therefore, it is absolutely critical that the strengths of Illinois State's identity be protected to help the University secure its position in a fiercely competitive higher education marketplace—now and in the future.

This editorial and visual standards manual has been created to help secure and protect the University's good name and image—and advance the University with many constituencies. It is the *official guide* to the correct across-the-board application of the institution's editorial and graphic identity.

Louis D. Boccardi, president and chief executive officer of The Associated Press, has written that the “orders” for writing a style manual are: “Make clear and simple rules, permit few exceptions to the rules, and rely heavily on the chosen dictionary as the arbiter of conflicts.”

The Illinois State style manual shares these same “orders.”

Publications produced by Illinois State University represent the campus to the world, helping to create a first and lasting impression of the University. The way Illinois State treats the written word and its visual identity—signature, wordmarks, logos, seal, and name—go a long way toward communicating the personality and reputation of the University.

These elements are important aspects of the University's *image* and *brand*, they help to define the University in an increasingly cluttered and competitive higher-education marketplace. They help to sharpen the University's distinctiveness.

When the public—prospective students and their parents, Illinois State students, alumni, business leaders, government officials, donors, and others—read Illinois State publications, they form an image and impression of the University.

This manual is designed to help shape that image by establishing important rules and guidelines for how the University communicates to its important publics in magazines, newsletters, brochures, posters, invitations, and other written pieces. These rules and guidelines help to ensure:



- Bernstein, Theodore M. *The Careful Writer: A Modern Guide to English Usage*. Antheneum, 1965.
- Cappon, Rene J. *The Word*. The Associated Press, 1982; second edition, 1991.
- Strunk, William Jr. and White, E.B. *The Elements of Style*, fourth edition. Pearson Higher Education, 2000.

The editorial and visual standards in this manual are applicable to television, video, and digital media, as well as to printed materials.



- The United States declared its independence from England in 1776.
- There are 100 members of the U.S. Senate.

**State Names.** Spell out the names of the 50 U.S. states when they stand alone in text. The names of eight U.S. states are never abbreviated: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas, and Utah. These state abbreviations should be used in text and tables rather than the ZIP Code abbreviations that are shown in parentheses:

- Alabama—Ala. (AL)
- Arizona—Ariz. (AZ)
- Arkansas—Ark. (AK)
- California—Calif. (CA)
- Colorado—Colo. (CO)
- Connecticut—Conn. (CT)
- Delaware—Del. (DE)
- 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)



**Acronym Punctuation.** Acronyms should be capitalized without spaces and periods between letters.

- PTA
- FBI
- NASA
- USDA

*Exception:* Rsvp. Rsvp, the abbreviation for the French phrase *repondez s'il vous plait*, means, reply, if you please; therefore, say it in English and avoid confusion.

- Please reply
- Please reply no later than . . .
- Please reply no later than . . . to . . .

## ADDRESSES

**Address Style.** The following style and sequence should be used for university addresses. Although the first two or three lines of an address may vary due to information included, the last two lines of the address—the delivery line and the city line—should be configured exactly as shown.

Illinois State University  
College, department, or office  
Individual's name  
Campus Box 0000  
Normal, IL 61790-0000

## APOSTROPHE

**Usage.** Use an apostrophe to indicate plurals of single letters and omitted letters and figures.

- She earned two A's and three B's.
- Rock 'n' roll is here to stay.
- Class of '01.

Do not use an apostrophe when indicating eras or forming plurals of acronyms.

- 1990s
- ABCs

When a proper name is in italic type, its possessive should be in roman (upright) type.

- The *Taming of the Shrew*'s opening night was a rousing success.
- *The Daily Vidette*'s report of the event was accurate.











































