# TABLE OF CONTENTS

4 BRAND PLATFORM  
5 KEY MESSAGES  
6 AUDIENCES  
8 BRAND VOICE AND PERSONALITY  
9 LOGO USAGE AND STYLE  
10 APPROVED LOGOS  
14 LOGO ALTERATIONS  
15 TYPEFACE  
16 COLOR PALETTE  
18 BRAND LOOK AND FEEL  
20 TRADEMARKS, COPYRIGHTS AND MORE  
22 SYSTEM OF COMMON USAGE
WHY BRAND STANDARDS

At Avila University we give our students more than an education – we give them inspiration. Our culture fosters relationships rich in personal growth by encouraging inclusive learning, focusing on cooperative accomplishment, genuine caring and true diversity of thought. Students leave ready to make a difference.

Our brand promise – “Be Inspired.” – is more than a tagline. It should be reflected in every word, image and idea we convey. Whether in print, online or on campus, our brand depicts who we are, what we offer and what makes us unique.

This Brand Standards Guide was created and is updated periodically to ensure the Avila University brand maintains continuity and proper application in the many materials and media in which it appears. This, and future editions, address the most common applications of our brand identity, including internal and external university marketing materials to the extent they can be applied. Though it cannot possibly speak to every design situation that may arise, this manual serves as an overall framework for design strategy and execution. From logo to tagline, color usage to graphic elements, inside are guidelines and examples that will help all of us create clear, uniform presentations of the Avila University brand identity.
BRAND PLATFORM

A brand is an organization’s avenue to building an image and a relationship with its audience. A brand has functional and emotional elements, which convey the “heart and soul” of what it stands for and its promise of what it brings to the marketplace.

Just as the logo and imagery define the look of the Avila University brand, “Be Inspired.” is the voice that sets the tone for our key messages – encompassing our student focus, engaging campus and passionate beliefs, which should resonate throughout all branded materials. Every marketing communication is an opportunity to share the “Be Inspired.” message, no matter how big or small.

Positioning Statement
A positioning statement describes the “mental space” a brand should occupy in the minds of the target audience. It serves as a foundational, internal statement to guide a company or organization’s marketing strategies. The following statement defines Avila University’s unique difference.

Our approach to education brings out the best in our students, so they can bring out the best in others.

Brand Driver
A brand driver is a word, phrase or notion that captures the essence of the brand’s promise to the target audience. It is used as an internal litmus test to ensure the brand essence is being clearly and accurately portrayed with every opportunity. As the driver of faculty and staff mindsets, words and actions, it must be straightforward and simple so its message will be carried out in every brand-related activity and behavior.

Inspire the best.

Tagline
A tagline is an external representation of the brand. It gives a snapshot of the brand’s promise and resonates in the minds of the target audience. The tagline’s meaning and purpose should be intuitive and stimulate an emotion that connects the audience to Avila. The tagline must be insightful and memorable and drive inspired branding.

Be Inspired.
KEY MESSAGES

Key messages help provide a framework – a baseline and springboard for all communications.

Student and Academic Focus
- We help students reach their full potential with one-on-one attention, high-quality academics, interdisciplinary classes and co-curricular activities.
- Our collaborative and respectful approach attracts the best faculty and educators, who prepare students for the road ahead.
- Students benefit from involvement with our industry, community and global connections.

Energetic Campus
- More than 40 campus organizations provide opportunities to get involved and be a leader.
- Our students participate in service learning and community service totaling more than 120,000 hours annually, affirming the values of the founding Sisters of St. Joseph of Carondelet.
- We offer a wide range of athletics, intramurals and other fun fitness activities.

Passionate Beliefs
- We emphasize inclusive learning and embrace individuality.
- We believe the true strengths of leadership are collaborative accomplishment and genuine caring.
- We believe the world is unfinished and our students will make responsible lifelong contributions to the global community.

MISSION

Avila University, a Catholic university sponsored by the Sisters of St. Joseph of Carondelet, is a values-based community of learning providing liberal arts, professional, undergraduate and graduate education to prepare students for responsible lifelong contributions to the global community.
AUDIENCES

Knowing, understanding and prioritizing our audiences are critical steps in effective communications. The following are the primary and secondary audiences identified for Avila University:

Current and Prospective Traditional Undergraduate Students
Regardless of whether they are current students of Avila University or are considering Avila, undergraduates need to know Avila is there for support and encouragement from recruitment to graduation.

This group includes anyone interested in pursuing a college education and possibly participating in organized collegiate sports. The primary age range for this group is 16 to 18. Influencing factors include cost, location, program and school size.

We want undergraduate students to know the journey is important. They’re not in it alone, and together, Avila will help them get there.

Call to action: Be inspired to be more.

Current and Prospective Adult Learners
Adult learners include anyone either interested in or currently pursuing a graduate degree, as well as adults who want to complete their undergraduate degrees but need a flexible schedule to do so.

Graduate or MBA
The target demographic for those seeking graduate degrees includes young professionals ages 25 to 35. Factors that influence them include program, convenience, flexibility, support and cost.

We want them to know that in the business world, collaboration and differentiation carry the day. To get ahead, they need to equip themselves the best they can to advance their careers.

Graduate call to action: Be inspired to lead the way.
MBA call to action: Be inspired to create a better way to do business.

Advantage
Advantage students include anyone with a busy life that requires a flexible class schedule to complete their degree. The age range of this category is 19 to 34. Influencing factors include flexibility, convenience, cost, support and location. We want them to know that pursuing a degree can be done on their own time. Avila Advantage is for today’s generation, desiring to be more.

Call to action: Be inspired to finish your degree.
Alumni
Alumni of Avila University can speak firsthand to the quality of their educations. Keeping alumni informed and up to date on the latest occurrences at Avila will show them that our dedication to inspiring the best never changes. The demographic for this group includes anyone, of any age, who has graduated from Avila University.

*Call to action: Be inspired to inspire others.*

Secondary
The secondary target audience for Avila University is composed of Key Stakeholders, which can include prospective and current students’ parents, university faculty and staff, board of trustees, donors and the community. Word-of-mouth is essential to impacting our secondary audience. By giving our primary audience the attention and inspiration they’re seeking, we will also positively impact our secondary audience.
BRAND VOICE AND PERSONALITY

Inspiring the best in us all is at the core of everything Avila University has to offer. The drive to help students reach their full potential needs to radiate from every ad, collateral piece, headline and line of copy we produce.

Voice
Just as every piece should look like it is part of the same brand family, all copy should sound like it is coming from the same brand voice. We have a primarily young, academic audience, so the tone should be caring, genuine and vibrant. It should sound equally inspirational and aspirational, leading students to conclude that Avila will help them be better equipped to succeed in the real world. Avila University advertising and Web copy needs to have all of the above attributes, and sentence structure should be rich, powerful and succinct.

Brand Personality Traits

- Intelligent
- Passionate
- Personable
- Diverse
- Faith-based
- Inclusive
- Approachable
- Empowering
- Collaborative
- Inspired

Grammar, Spelling and Punctuation

Use AP style when writing editorial copy, including publications and brochures. When crafting advertising and Web copy, AP guidelines may be overruled to achieve a certain persuasive style, as long as it’s in keeping with the Avila University voice. Additional rules include:

- Avoid widows and orphans in copy.
- Avoid hyphenated line breaks in copy.
- Both of the above statements apply primarily to printed or digital materials. Due to limitations and constraints, this is sometimes unavoidable in Web/HTML use.
- Use lowercase “w” on website. Use capital “W” when referring to the Web.
- Use periods as separators in phone numbers.
LOGO USAGE AND STYLE

The Avila University logo is one of the most important brand signals. Even without additional copy or “Avila University” set beside it, the logo represents the university as a stand-alone entity of the brand. It is a powerful tool and an emblem of all the brand represents.

- The logo may appear in color as PMS 2627, one-color black, or reversed white. The color version is preferred and should be used whenever possible.
- For Web, substitute PMS 2607 with the appropriate hex number 43165E.
- The black logo should be used for fax transmissions and one-color productions.
- When using the reversed-white version of the logo, restrict its placement to solid blocks of color and never place over images or graphic elements.
- Never apply the logo to a bold or dark color unless it is reversed.
- Never apply the reversed logo to light colors.
- The logo may never be altered, separated or distorted in any way. The logo should always be reproduced from approved digital files.
- Never change the color of the logo.
- Never screen back the logo.
- Never change the proportional size of the logo.
- Never condense or expand the logo.
- Never re-create the logo with different fonts.
- Separate use of individual logo elements should be extremely limited and is strongly discouraged so as not to compromise the logo’s integrity.
- Always use the Avila University logo with “Be Inspired.” except for specific cases in which the readability is compromised.
- “Be Inspired.” should always appear in Calibri Italic along with the Avila University logo.
- Reproducing the logo smaller than 1 inch (print) or 100px wide (Web) should be avoided; if necessary, use the “Avila University” portion of the logo only, without “Be Inspired.”
- A minimum of a quarter inch must be allowed around the logo in all applications; 20px for Web.

All approved logo variations have been provided.

Approximately 1/4” or 20px minimum clearance around logo.

Do not use the tagline when the logo is smaller than 1” wide (print) or 100px wide (Web).
APPROVED LOGOS

Avila University One Line

One-Color PMS 2627

AVILA UNIVERSITY
Be Inspired.

One-Color Black

AVILA UNIVERSITY
Be Inspired.

Reversed

AVILA UNIVERSITY
Be Inspired.

Avila University Extreme Horizontal

Two-Color PMS 2627 and PMS 7406*

* PMS 871 may be used instead of the PMS 7406 when a metallic ink is used.

AVILA UNIVERSITY
Be Inspired.

One-Color Black

AVILA UNIVERSITY
Be Inspired.

Reversed

AVILA UNIVERSITY
Be Inspired.
APPROVED LOGOS

Avila University Stacked

One-Color PMS 2627  One-Color Black  Reversed

Avila University “A” Shield

One-Color PMS 2627  One-Color Black  Reversed

Avila University “A” Shield with Tagline

One-Color PMS 2627  One-Color Black  Reversed
APPROVED PROGRAM LOGOS

**AVILA UNIVERSITY**
Be Inspired.

College of Liberal Arts & Social Sciences

**AVILA UNIVERSITY**
Be Inspired.

School of Business

**AVILA UNIVERSITY**
Be Inspired.

School of Education

**AVILA UNIVERSITY**
Be Inspired.

School of Nursing

**AVILA UNIVERSITY**
Be Inspired.

School of Visual & Communication Arts

**AVILA UNIVERSITY**
Be Inspired.

Avila Advantage School of Graduate Studies

**AVILA UNIVERSITY**
Be Inspired.

Center for Global Studies & Social Justice

**AVILA UNIVERSITY**
Be Inspired.

School of Science & Health
APPROVED PROGRAM LOGOS

College of Liberal Arts & Social Sciences

School of Visual & Communication Arts

School of Business

Avila Advantage School of Graduate Studies

School of Education

Center for Global Studies & Social Justice

School of Nursing

School of Science & Health
APPROVED PROGRAM LOGOS

Est. 1916

Est. 1916

Est. 1916

Est. 1916
LOGO ALTERATIONS

The horizontal and vertical configurations and color standards for the Avila University logo are intended to meet most design needs. Exceptions to the guidelines in this document may be made only with prior approval.

Examples of Incorrect Usage

DO NOT alter arrangement of elements.

DO NOT overlap with a busy pattern.

NEVER add effects or shadows to the logo.

NEVER delete, add or adjust any element of the logo.

DO NOT use the logo in any alternative colors. It should only appear in PMS 2627, white or black.

DO NOT expand or condense the logo.

NEVER change the proportional size of the logo.

NEVER apply the logo to a bold or dark background color unless it is reversed.
TYPEFACE

Charis and Calibri are the primary Avila University fonts used for printed materials. Calibri Regular should be used for primary copy and subheads, and Charis Regular for headlines. Verdana is the preferred font for Web usage and can be used in all forms displayed below. To every rule there are exceptions. Contact the marketing department with any questions or if additional clarification is needed.

Headlines
Charis Regular, *Italic*, **Bold** and **Bold Italic**

AaBbCcDdEeFfGgHhIiJjKnLmMnNo
PpQqRrSsTtUuVvWwXxYyZz

AaBbCcDdEeFfGgHhIiJjKkLmMnNo
PpQqRrSsTtUuVvWwXxYyZz

AaBbCcDdEeFfGgHhIiJjKkLmMnNo
PpQqRrSsTtUuVvWwXxYyZz

AaBbCcDdEeFfGgHhIiJjKkLmMnNo
PpQqRrSsTtUuVvWwXxYyZz

Body Copy and Subheads

Calibri Light, *Italic*, **Bold** and **Bold Italic**

AaBbCcDdEeFfGgHhiIjJkLmMnNo
PpQqRrSsTuVvWwXxYyZz

AaBbCcDdEeFfGgHhiIjJkLmMnNo
PpQqRrSsTuVvWwXxYyZz

AaBbCcDdEeFfGgHhiIjJkLmMnNo
PpQqRrSsTuVvWwXxYyZz

Web Copy

Verdana Regular, *Italic*, **Bold** and **Bold Italic**

AaBbCcDdEeFfGgHhiIjJkLmMnNo
PpQqRrSsTuVvWwXxYyZz

AaBbCcDdEeFfGgHhiIjJkLmMnNo
PpQqRrSsTuVvWwXxYyZz

AaBbCcDdEeFfGgHhiIjJkLmMnNo
PpQqRrSsTuVvWwXxYyZz

AaBbCcDdEeFfGgHhiIjJkLmMnNo
PpQqRrSsTuVvWwXxYyZz
COLOR PALETTE

The Avila University color palette is designed to give Avila University a strong and consistent professional brand while being flexible enough to allow different departments to execute various materials within its parameters. The chart on the next page illustrates how this works.

Corporate Colors
The Avila University color palette consists of the primary colors Avila University Purple (PMS 2627C) and Gold (PMS 871). Avila University Purple should be the prominent color in Avila University materials and should always be used as an additional spot color (PMS 2627), with Wikoff Primer Aqueous coating, to ensure correct color matching across all printed materials. The secondary colors should be used only in spot color form on key collateral materials. (When printing, always work closely with the marketing department and print vendor to achieve correct color and consistency.)

Web Colors
When using the Avila University color palette in Web applications, it is important to use the primary colors consistently. See illustration on the next page regarding how those colors are interpreted through both RGB and HEX format.
# COLOR PALETTE

## Primary Brand Colors

<table>
<thead>
<tr>
<th>PANTONE 2627</th>
</tr>
</thead>
<tbody>
<tr>
<td>R=73 G=23 B=109</td>
</tr>
<tr>
<td>HEX=48176D</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PANTONE 7527</th>
</tr>
</thead>
<tbody>
<tr>
<td>R=237 G=231 B=221</td>
</tr>
<tr>
<td>HEX=EDE7DD</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PANTONE 871</th>
</tr>
</thead>
<tbody>
<tr>
<td>R=255 G=207 B=1</td>
</tr>
<tr>
<td>HEX=FFCF01</td>
</tr>
</tbody>
</table>

## Secondary Brand Colors

### Undergraduate

<table>
<thead>
<tr>
<th>PANTONE 1375</th>
</tr>
</thead>
<tbody>
<tr>
<td>R=250 G=166 B=52</td>
</tr>
<tr>
<td>HEX=FAA634</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PANTONE 215</th>
</tr>
</thead>
<tbody>
<tr>
<td>R=183 G=0 B=80</td>
</tr>
<tr>
<td>HEX=B70050</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PANTONE 2305</th>
</tr>
</thead>
<tbody>
<tr>
<td>R=158 G=167 B=0</td>
</tr>
<tr>
<td>HEX=9EA700</td>
</tr>
</tbody>
</table>

### Graduate

<table>
<thead>
<tr>
<th>PANTONE 2213</th>
</tr>
</thead>
<tbody>
<tr>
<td>R=45 G=112 B=120</td>
</tr>
<tr>
<td>HEX=2D7078</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PANTONE 7597</th>
</tr>
</thead>
<tbody>
<tr>
<td>R=215 G=64 B=36</td>
</tr>
<tr>
<td>HEX=D74024</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PANTONE 131</th>
</tr>
</thead>
<tbody>
<tr>
<td>R=231 G=166 B=20</td>
</tr>
<tr>
<td>HEX=E7A614</td>
</tr>
</tbody>
</table>

### Alumni

<table>
<thead>
<tr>
<th>PANTONE 7768</th>
</tr>
</thead>
<tbody>
<tr>
<td>R=143 G=126 B=52</td>
</tr>
<tr>
<td>HEX=8F7E34</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PANTONE 7622</th>
</tr>
</thead>
<tbody>
<tr>
<td>R=152 G=37 B=43</td>
</tr>
<tr>
<td>HEX=98252B</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PANTONE 2211</th>
</tr>
</thead>
<tbody>
<tr>
<td>R=112 G=153 B=164</td>
</tr>
<tr>
<td>HEX=7099A4</td>
</tr>
</tbody>
</table>
BRAND LOOK AND FEEL

The following example illustrates the proper use of visual elements appearing in Avila University materials. When used properly and consistently, the combination of elements will become emblematic of the Avila University look and feel. Use of graphics should, however, be considered in situations where readability is an issue and altered when necessary.

Graphic Elements

“A” Shield with Tagline
Logo mark should be used buttoned to the top of layouts to quickly identify the Avila University brand.

Full Bleed Images
Whenever possible use full bleed photos in layout.

Headlines
Headlines should appear primarily in Charis all caps, italics, 65% black with the payoff in PMS 2627, and positioned surrounded by a substantial amount of white space.

Tabbed Color Block
Tabbed copy box should always be two colors, buttoned to the edge of the layout, and placed opposite of the “A” shield, for balance. The gray portion of the box should always contain the call to action and sponsorship line. The top color should contain the body copy and logo. The color of the box should be selected based on layout and audience (see color palettes).
BRAND LOOK AND FEEL

Photography
Avila University photography should reflect a diverse, energetic and positive collegial environment, with an emphasis on teamwork and real-life college moments that feel inspired. Photos, especially “people pictures,” should be used at every opportunity, with the subjects largely matching the demographics of the Avila University target market. The examples below depict some of the various impressions Avila University photographic materials should make.

• To maintain a consistent look and feel, the subject(s) should be in focus while the background is more atmospheric and diffused.
• Photos should be rich in color and tone and have a distinctive inspirational light source.
• Most images should include a subtle faith-based element; for example, a chapel in the background, a bible on a desk or a cross necklace.
• Composition should allow ample space for all required graphic elements as needed.

Do not use clip art graphics or photos and images that have a stock-like predictable quality.
TRADEMARKS, COPYRIGHTS AND MORE

Core Trademarks and Copyrights
For more information on trademarks and copyrights registered to Avila University, please contact:

Penny Slicer, Partner
816.691.3438 | penny.slicer@stinsonleonard.com
STINSON LEONARD STREET
1201 Walnut, Suite 2900
Kansas City, MO 64106

Required Elements for Marketing
- Logo mark
- Sponsorship line “Avila University is sponsored by the Sisters of St. Joseph of Carondelet.”
- Avila.edu

Recommended Elements for Marketing
- Student categories “Undergraduate | Graduate | MBA”
- Logo mark with tagline
- Call to action
- Contact information

Preferred Phrases for Marketing and Communications

University Marketing
CORRECT: Catholic University
INCORRECT: in the Catholic tradition

Undergraduate Marketing
CORRECT: $10,000 in Scholarships
INCORRECT: $10,000 Scholarship

Avila Advantage
Adult Education through Accelerated Degrees in Kansas City
CORRECT: Master of Management with an emphasis in Fundraising
INCORRECT: Masters in Fundraising

Program Marketing

Executive Coaching
CORRECT: Refer to leadership or executive when referring to coaching
INCORRECT: Use of the term wellness coach, life coach of anything related to psychology
Education
CORRECT:
• Preparing professional teachers
• Teacher certification
• Flexibility
• Personal attention

INCORRECT:
• Alternative
• Accelerated

MBA
CORRECT:
• 11-week sessions
• Flexible working professional
• Choose your own pace

INCORRECT:
• Accelerated

Psychology
CORRECT:
• Competitive
• Developing professionals through personal practices and training

INCORRECT:
• Psychologist

Project Management
Please refer to page 6 of the following link for guidelines for PMI R.E.P. – http://www.pmi.org/professional-development/media/PDF/Professional-Development/REPCriteria.ashx

RN to BSN
CORRECT: NLN Accredited

INCORRECT: Accelerated in relation to description of the degree
SYSTEM OF COMMON USAGE

Maintaining consistency is important in keeping a brand strong and undiluted. Everything from graphic elements to grammar style and uses needs to be uniform and consistent. Below is a reference that each piece of Avila University communication should support.

A
abbreviations and acronyms - Avoid abbreviations in running text, except when part of names, street addresses, courtesy titles or academic degrees.

Missouri Undergraduate Psychology Conference
The College of Humanities & Performing Arts, not the Coll. Of hum. & Perf. Arts.

Avoid acronyms on first reference unless they are so well-known that most readers will recognize the reference at first glance, such as NAACP, IOU and IQ. In general, acronyms may be used beginning with the second reference, providing it would not be difficult for the reader to understand what the acronym stands for. If the acronym would not be easily understood, do not use it, or use the following rule. If an acronym must be used and is not well-known, it may be placed in parentheses following the reference. However, do not use an acronym in parentheses in the first paragraph (lead) of text, especially news releases. This makes the lead too cumbersome.

Intensive Language & Culture Program (ILCP).
the program (ILCP)

Do not use periods in acronyms, except for academic degrees.

Acronyms should be set off with parentheses after a first reference if they are not well-known, as in Intensive Language & Culture Program (ILCP).

To create the plural form of an abbreviation, add s. To create the possessive form of an abbreviation, add an apostrophe before the s.

VIPs
AU’s basketball program is wildly popular.

See also academic degrees; academic and administrative titles; addresses; grades; Jr., Sr., III; Dr.; MO and AU.

academic degrees - Avoid abbreviating academic degrees in text that is meant for general audience readers. Rather, spell out the degree name. If an abbreviation is used, it should be on second reference. Use periods and no spaces in the abbreviation. Use commas to set off degree designations in running copy.

Wrong: the student earned her M.A. from AU in 2001.
Correct: the student earned her master’s degree from AU in 2001.

Use commas to set off degree designations in running copy.

Use the designation only if it adds needed detail to the information.

Mary Jones, Ph.D., was named dean of the School of Business.

When writing official Commencement information, spell out the name of the degree. If the degree has been or will be conferred by Avila University, check with the
Registration & Student Records Office for an official degree name. All words, except prepositions, that are part of the official degree name, should be capitalized.

Master of Arts
Bachelor of Science

**academic departments** - Capitalize academic departments when used as a formal name and lowercase when used as an informal name. Do not abbreviate the word department in either form.

Formal: The Department of Music
Informal: The music department
Formal: The School of Visual & Communication Arts
Informal: the visual and communication arts school

**academic and administrative titles** - Titles such as professor, dean, vice president and president are capitalized when used as titles preceding a person’s name. When following a name, the title is lowercased. Academic and administrative titles are never abbreviated.

Dean Laura Sloan
Richard Woodall, dean of the School of Business

**A.D., B.C.** - Acceptable in all cases for designating the appropriate time period.

**addresses** - Use official names of offices and departments in university addresses.

Office of Marketing & Communication, not Marketing & Communication Office
Office of the President, not President’s Office

Spell out names of buildings. In many cases, it is acceptable to leave off the given name or names of a person after whom a building, center, etc., was named. The proper names for the Avila University buildings and facilities are as follows:

Blasco Hall
Borserine Nursing Education Center
Carondelet Hall
Dallavis Center
Foyle Hall
Goppert Theatre
Hodes Center
Hooley-Bundschu Library
Mabee Fieldhouse
Marian Center
O’Rielly Hall
Orscheln Memorial Chapel
Ridgway Hall
Schlumpberger Facility
Thomas R. Zarda Family Athletic Complex
Thornhill Gallery
Whitfield Center

Follow AP style for state abbreviations in text.

- Missouri
- Kansas

When listing mailing addresses on envelopes, use the two-letter postal abbreviation for the state and the nine-digit ZIP code when possible. Most AU addresses follow this format:

Avila University
person or office
building
street address (if applicable)
city, state and ZIP code

Avila University
Attn: John Smith
Blasco Hall
11901 Wornall Road
Kansas City, MO 64145
adjunct - An adjunct professor has a temporary faculty appointment. Lowercase.

Admission, Office of - No “s” on Admission.

devise - Use the -er spelling, unless the -or spelling is part of an official name.

African American - When used as a noun, African American is not hyphenated. When used as an adjective, it takes a hyphen. This word is not synonymous with black. It is to be used for American people of African descent.

Alumni Association - The organization and office should be referred to as the Avila University Alumni Association.

alumnus, alumna, alumni, alumnae - Use alumnus (alumni in the plural) when referring to a man who has attended a school. Use alumna (alumnae in the plural) for similar references to a woman. Use alumni when referring to a group of men and women.

American College Test - ACT is acceptable in all references to this test.

a.m., p.m. - Acceptable in all uses for time designation.

art gallery - Avila has an art gallery, Thornhill Gallery, located adjacent to Whitfield Conference Center.


Athletic Association - It is Eagle Athletic Association, not Athletics Association. However, Avila has an athletics department and an athletics director.

Avila Day - Capitalize both words.

B
collegiate - Use the less formal bachelor’s degree, or bachelor’s. In some cases, such as documents for Commencement, use the more formal baccalaureate.

bimonthly - Means every other month; semimonthly means two times a month.

black - Preferred usage for those of the Negro race. If specific ethnicity is known, use that.

African-American
Caribbean
African

Board of Trustees - Capitalize in reference to Avila’s governing body; lowercase single-word second references.

The Avila University Board of Trustees
the board
the trustees

building names - See list under the address section.

C
call letters - Capitalized and followed by a hyphen and designation of either FM or AM.

KRBZ-FM

campus security - Public Safety is the preferred term at Avila.

campuswide - Do not hyphenate.

capitalization - Capitalize formal or official names of offices, buildings, schools, colleges, departments, programs, institutes, centers,
committees and task forces. Capitalize names of celebrations. Do not capitalize seasons, semesters or academic periods. The exception is Spring Break.

Avila Day, Harmony Month, Spring Break
fall 2005, summer session, orientation, finals week

**Catholic** - Capitalize.

**chairperson** - University preference is to use chairperson instead of chairman or chairwoman. Do not use “chair” as a title. In references to people who work outside the University, use their preferred titles.

Right: Chairperson John Smith
Wrong: Chair John Smith
Right: women's studies chairperson
Wrong: women's studies chair

**coach** - Uppercase when used without a qualifier before a name, but lowercase when used with a qualifier.

Coach Max Smith
men's basketball coach Max Smith

**Commencement** - Capitalized when referencing the spring graduation ceremony of the University.

**composition titles** - Capitalize all principal words, including first words and conjunctions and prepositions of four or more letters. Put quotation marks around the titles of all works (books, songs, plays, operas, chapters, television shows, speech titles) except the Bible and compositions that are primarily catalog or reference materials, including newspaper and magazine names; do not italicize.

“A Tale of Two Cities”
“The Tonight Show”

The New York Times
Rousseau’s “War,” not “La Guerre”
“The Star-Spangled Banner”
“Gone With the Wind”

Capitalize but do not put quotes around the descriptive titles for orchestral works. If instrumentation is not part of the title but is added for explanation, lowercase the instrument names.

Use quotes for nonmusical terms in a title.

Bach’s Suite No. 1 for Orchestra
Beethoven’s “Eroica” Symphony
Beethoven’s Serenade for Flute
Mozart’s Sinfonia Concertante in E flat major (the common title) for violin and viola

Translate foreign titles into English.

**company/corporation** - In news releases, abbreviate as Co./Corp. when used at the end of a company name. In brochures, spell out each.

JC Penney Co.
Intel Corp.

Convocare - Avila's one-of-a-kind first-year student welcoming ceremony.

**Country Club Plaza, The** - After the first reference, Plaza may be used.

**course titles** - Use the specific title as it appears in the official course schedule. Capitalize official course titles, except for articles, conjunctions and prepositions. If course numbers must be used, capitalize the letter prefix.

Dramatic Theory Criticism
New Testament
EDU 123

course work - Two words.
credit hours - Use numerals to refer to credit hours.

3 credit hours

CSJ - Congregation of the Sisters of St. Joseph. Use CSJ without spaces or periods.

CSJA - Congregation of the Sisters of St. Joseph Associate. Use CSJ without spaces or periods.

D

dance team - The official title is the Avila University Dance Team.

dean's list - Lowercase.

department - Capitalize only proper names of departments and offices.

Office of Admission
the admission office

Department of History
history department

dining hall - The preferred term at Avila. Not cafeteria.

disabled - Do not use this word as a primary adjective, as if a disability is a person’s most important trait. Instead, use “people with disabilities,” “people who are blind” or “people who are deaf.” Avoid using altogether unless there is a compelling reason to use.

dormitory/dorm - Use residence hall instead.

Dr. - When writing for a general audience (press releases, newspapers, external nonacademic publications), use this abbreviation ONLY as a formal title for a person who has a doctor of medicine, dental science or veterinary medicine degree. For all others, use Ph.D. or the appropriate degree abbreviation. This is an effort to avoid confusion in a general population that associates “Dr.” with hospitals more than academics.

E

Eagles - Capitalize. The Avila University mascot.

Eagles’ Nest - Capitalize. A gathering place for students in lower Marian Center.

e-mail, e-mail addresses - Lowercase the “e” in e-mail and use a hyphen. Avoid breaking e-mail addresses if at all possible. However, if it cannot be avoided, e-mail addresses in text can be broken with spaces at a section end in the address, the preferred break being after the @. Do not add hyphens to break the address.

Her e-mail address is First Name. Last Name@Avila.edu.

emeritus/emerita/emeritae/emeriti - Honorary title used to denote a retired faculty member. Their title corresponds to that held last during active service. To be a professor emeritus of Avila, one must retire from Avila. People teaching at Avila, moving to another school, then retiring are professor emeriti of those other institutions. Use emeritus when referring to men, and emerita for women. Emeritae is the plural feminine form; emeriti is plural for a group of men, or a group of men and women.

entitled - Use this word to mean a right to do or have something, not the title of a composition.

According to the rules, she was entitled to additional time on the test.

The speech, titled “A New America,” was presented.

ethnic and racial references - Use only when necessary to add required detail to text. Capitalize all proper names; lowercase
designations of color. Compound proper nouns, such as African American, generally do not need a hyphen. However, when used as an adjective, such as African-American studies, hyphenate. See individual entries for specific references.

African-American student
Thai faculty members
black and white students

F
faculty - When used as a collective noun, faculty takes a singular verb form. The faculty at the Avila University listens to students.

fax - Short for facsimile; don't capitalize unless it begins a sentence.

first reference - Use full official names and titles on first reference; spell out all abbreviations and acronyms, unless so common they would be easily recognized.

foreign words and phrases - Do not italicize the many commonly used foreign words, such as ex officio and vis-à-vis. Do not use a foreign word unless it is known to most of the audience. English-language alternatives are preferred.

freshman - First-year student is the acceptable term.

fund raising - fund raising (n.), fund-raising (adj.), fund-raiser (n.)

The vice president was in charge of fund raising. Fund-raising activities include bake sales. A fund-raiser was held.

G
grade point average, GPA - GPA is an acceptable acronym in all references.

grades - Use a capital letter when you refer to a grade. When pluralizing, use an apostrophe before the s.

She made all A's last year.

H
his/her - To avoid confusing and sexist writing, use plural nouns and pronouns such as “they,” rather than a singular noun that then requires a singular pronoun. Also avoid the use of possessive pronouns when talking about workers.

Correct: Students who study please their professors.
Incorrect: A student who studies pleases his or her professor.
Correct: the department staff assistant
Incorrect: His staff assistant

Hispanic - Refers to people of Spanish or Spanish-and-Portuguese ancestry or Spanish-speaking people of Latin American origin living in the United States. Use an individual's country of ancestry, such as Cuban American, if such designation is pertinent.

home page - Use in reference to the first page of a Website.

I
I-435 - Capitalize and hyphenate.

ID - This is an established acronym that needs no explanation.

incorporated - Abbreviate as Inc. when used at the end of a business name.

international students - This phrase is preferable to the phrase foreign students.
**Internet** - Capitalize it - it’s a proper noun. Also capitalize the Net when referring to the Internet, and Web when referring to the World Wide Web. Addresses should be placed in a self-contained paragraph at the end of a composition, but may be included earlier if they are vital to the text at that point and do not disrupt the flow of the text. Do not use the http:// prefix.

Correct: www.avila.edu
Incorrect: http://www.avila.edu

Attempt to avoid breaking addresses into sections.

However, if an address needs to be broken, break it after a “/.”

Correct: www.avila.edu/admission
Incorrect: www.avila.edu/admission

Other common Internet terms:
- **BBS**: Bulletin Board System
- **Browser**: software used to navigate the Internet
- **HTML**: acronym for hypertext markup language
- **HTTP**: acronym for hypertext transport protocol
- **URL**: acronym for Universal Resource Locator
- **Usenet**: Worldwide system of discussion areas called newsgroups
- **Website**: a location on the World Wide Web
- **Web page**: a page within a website
- **World Wide Web**: Graphical information area of the Internet
- **FAQ**: Frequently Asked Questions
- **Intranet**: An internal Internet-like communication system

**J**
- **Jr., Sr., III** - Abbreviate junior or senior after an individual’s name. Note also that no punctuation precedes these. However, in using signatures, use the preference of the person signing.

**Martin Luther King Jr.**

**K**
- **Kansas City** - To avoid confusion, specify Kansas City, Kan. or Kansas City, Mo., even in datelines. The Kansas City area is acceptable when the entire metropolitan region is intended.

**Le Puy, France** - The homeland of the original six Sisters of St. Joseph, who later founded Avila.

**library** - Hooley-Bundschu Library.

**M**
- **M.D.** - Words such as physician or surgeon are preferred. The abbreviation Dr. is acceptable when referring to doctors of medicine, dental science or veterinary science. Also see Dr.

**midnight** - Use midnight instead of 12 a.m.

**months** - In press releases, abbreviate when followed by a specific day. No comma is needed in a month-and-year construction. A comma is needed between the date and the year and after the year in a specific date construction.

The party was held in December 2001 in Marian Center.
The reception was held Dec. 25, 2001, in the Marian Center.

**multicultural** - Do not hyphenate.

**N**
- **National Association of Intercollegiate Athletics** - NAIA on second reference. Avila’s athletic conference.
Native American - Native American is preferred, but American Indian is also acceptable. Whenever possible, try to ascertain a person’s tribal affiliation. Note that many Native American tribes have been recognized as sovereign nations within this country; therefore, many Native Americans prefer the term nation rather than tribe. The adjective form is not hyphenated.

noncredit - Do not hyphenate.

nonsexist writing - Eliminate words, like co-ed or housewife, that reinforce sexist stereotypes. Try to use the plural pronoun they instead of the singular he, since they is inclusive. Instead of using man or mankind, use humans, human beings, humanity, women and men, people or individuals. Replace manmade with artificial. Chairperson is preferred over chairman and chairwoman.

No. 1 - Abbreviate and capitalize number and use figures when used to indicate position.

No. 1, No. 34

noon - Use instead of 12 p.m.

O

on campus, off campus - Use two words, without a hyphen, unless used as an adjective before a noun.

Jill works off campus.
Jill has an off-campus job.

online - Spell without the hyphen in reference to the computer connection term.

orientation - Lowercase this word when referring to the student orientation program.

P

passive voice - Avoid the passive voice whenever possible; use active voice. Using the passive voice weakens what we say, and it also hides the subject.

Passive: The story was read to me.
Active: Mother read the story to me.
Passive: The money was requested.
Active: The coalition asked for money.

percent - Use the word percent instead of the symbol %. A numeral is required before the word percent unless it comes at the beginning of a sentence.

She gave 7 percent of her income to charity.
Ten percent of her income was given to charity.

phone numbers - Do not use parentheses around the area code. Use dashes or periods to divide numbers.

816-942-8400
816.942.8400

pre, post - Do not hyphenate words that take these prefixes unless the first letter of a prefix is the same as the first letter in the second word.

postbaccalaureate
preregistration
postsecondary
pre-enrollment

president - Capitalize when used as a title preceding a name.

Avila President John Smith
John Smith, president of Avila public safety - Used instead of campus security.

Q

quotes - Quoted material that runs more than four lines is usually set as a block quote. Quotation
marks are not needed. When quoting and paraphrasing, be precise and accurate. Look for quotes to illustrate your story and to advance it with the reader. Choose interesting quotes, and don’t feel compelled to use every word the person said. Don’t change the person’s meaning by leaving out words or paraphrasing.

Don’t use a quote that repeats information already stated.

Take care with ellipses, particularly if you want to shorten direct quotes. Make sure the meaning remains the same.

When attributing quotes, simply use the word “said,” and in printed material, give the attribution at the end of the sentence. In material that will be broadcast or read (such as a speech), attribution should come before the quote.

Print: “Ask not what your country can do for you, but what you can do for your country,” President John F. Kennedy said.

Spoken/broadcast: President John F. Kennedy said, “Ask not what your country can do for you, but what you can do for your country.”

R

regions - Geographical terms commonly accepted as proper nouns are capitalized.

the Midwest the Far East
Western Missouri Eastern Missouri
the Southeast the South and the
Northern Missouri North
Central Missouri

registrar - Lowercase unless referring to the official name or used as a title before a name.

Registrar Sally Smith
Sally Smith, registrar at the university

resident assistant - Paraprofessional undergraduate student living in a residence hall and working with residence directors.

resident director - Paraprofessional staff member living in a residence hall and supervising residence assistants.

residence halls - Use residence halls instead of dormitories or dorms.

S

sabbatical - A sabbatical is a leave from routine employment duties. Sabbatical leave is redundant.

Saint - Abbreviate with place names, such as St. Louis. For personal names, spell it the way the individual spells it.

schools and colleges - Avila University has eight schools and one college.

School of Business
School of Education
School of Graduate Studies
School of Nursing
School of Professional Studies
(Avila Advantage) - AdoH
School of Science and Health
School of Visual and Communication Arts
School of Graduate Studies
College of Liberal Arts and Social Sciences

semesters - lowercase

fall semester, spring semester, summer session

Sisters of St. Joseph of Carondelet - Abbreviate saint. The sponsor of Avila University.

Spring Break - Capitalize.
student worker - Term used for an Avila work-study student.

T
TDD - Use Telecommunications Device for the Deaf on first reference.

theatre - Preferred spelling is with the RE ending.

Goppert Theatre

times - Use numerals and omit the zeros in text. Use noon for 12 p.m. and midnight for 12 a.m.
Correct: 9 a.m. (preferred construction) or 9 o’clock
Incorrect: 9:00 a.m. or nine a.m.

titles of people - Capitalize official titles when immediately preceding a name. Lowercase otherwise. When referring to a title a person formerly held, capitalize the title but not the word former.
Dean Mike Smith
Joe Little, dean of the nursing school
AU Trustee John Doe
The Commencement speaker for 2001 was former Avila Trustee John Smith.

top-20 - Hyphenate when used as an adjective; lowercase top; always use the numeral 20, not the word twenty. Do not hyphenate when used in a noun form.
Avila is striving for top-20 status
Avila ranks first among the nation’s top 20.
toward - no “s” at the end

U
under way - Two words, unless used in its nautical sense, then underway is acceptable.

underclassmen - Use first-year students and sophomores instead.

United States, U.S. - United States is the proper noun; U.S. is the adjective.
We are U.S. citizens.
I like living in the United States.

university - Capitalize when referring to Avila University.

university-wide - Hyphenated when used as an adjective. This is an exception to the rule governing words ending in “wide” and is meant to make the word less cumbersome.

upperclassmen - Use juniors and seniors instead.

V
vice president - Do not hyphenate. Capitalize when used before a name.
John Smith, vice president for student affairs
Vice President John Doe

W
Web page - a page within a website.

website - a location on the World Wide Web.

well-being - Hyphenated.

workforce, workplace - Both one word.


World Wide Web addresses - Long cumbersome Web addresses should be placed in a self-contained paragraph at the end of
a text. An address may be included earlier if it is vital to the text at that point and does not disrupt the flow of the text. Do not use the http:// prefix. Do not use brackets or underlines to indicate the address. Avila's home page is www.avila.edu/.

**work-study** - The term student worker is used instead.

**Wornall Road** - The main street at which Avila University is located.