



# UWC Publications Guide

November 2011

**Purpose:** To achieve consistency in editorial style throughout all UWC Publications and establish an identity/brand consistent with that recommended by the University of Colorado (per <http://brand.colorado.edu/>).

UWC Publications include *MESSAGES*, Directory, Brochures, Website, Constitution and Bylaws, Invitations, and Announcements.

This document will discuss logos, colors, and specific style requirements. It will refer to particular names to be used for interest groups and events.

## Part 1 – Logos



The CU-Boulder signature includes two elements: the logomark (interlocking CU) and the wordmark (university name). Always use the original artwork (both elements) as provided; never recreate or reposition the elements. This logo is available online at <http://brand.colorado.edu/visual-identity/logo>



The University Women's Club logo above is the standard to be used on publications.



P.O. Box 18844, Boulder, CO 80308-1844

This is the UWC logo to be used for mailings.

## Part 2 – Typography/Colors

Arial is the primary font to be used.

For effect, *Lucida Handwriting* is a secondary font.

These may be varied with size, bold, and italic treatments.

## Colors

We will use the colors from the Colorado University plus maroon and blue as shown below.

### CU Colors:

**Black** and also:



**CU Gold**  
C0 M10 Y48 K22  
(or PANTONE® 466 C)  
R207 G184 B124  
#CFB87C



**CU Dark Gray**  
C38 M28 Y21 K63  
(or PANTONE® 425 C )  
R86 G90 B92  
#565A5C

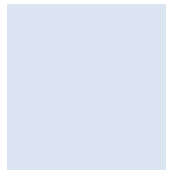


**CU Light Gray**  
C16 M11 Y11 K29  
(or PANTONE® 422 C)  
R162 G164 B163  
#A2A4A3

Non CU Colors:



**UWC Maroon**  
Red: 165  
Green: 0  
Blue: 33  
#A50021



**UWC Pale Blue:**  
Red: 219  
Green: 229  
Blue: 241  
#DBE5F1

### Style Features:

Not all style points are covered in this document. Aim to achieve consistency within each publication. Refer to a recognized style manual (e.g., *The Chicago Manual of Style* or in many dictionaries)

1. *Capitalization:*

In titles, capitalize nouns, verbs, adjectives, adverbs, subordinate conjunctions; do not capitalize prepositions, articles, conjunctions

University of Colorado Boulder, the university

UWC Executive Board, the board

Titles of UWC officers (e.g., President, President-elect, Secretary)

University of Colorado Foundation, the foundation

2. *Names:*
  - a. Events
    - Honors Reception (not Honors Tea or Honors' xxx, or Honor's xxx)
    - Annual Spring Scholarship Luncheon
    - Membership Coffee (to introduce potential new members to UWC and to register returning members)
    - New Members Wine & Cheese Event (to welcome new members who have joined)
  - b. Interest Groups—Capitalize as proper names and be consistent with list in Directory or *MESSAGES*. Also, display in a table format in *MESSAGES*.
    - On the Road Again
    - Needlecraft (not Needlework)
    - Readers' Theatre
    - Spanish – Beginning Conversation
    - Spanish – Conversational
  - c. Web address  
UWC web address is boulderuwc.org (all lower case)
3. *Fonts and punctuation*
  - a. Arial for brochures and other standard mailings. Use Verdana and Lucida Handwriting in *MESSAGES* and other online publications.
  - b. Invitations and announcements can use various fonts where needed for creative display.
  - c. Distinguish between a dash and a hyphen (note: typing two hyphens usually inserts a dash).
  - d. No punctuation at the end of a line in a heading unless the heading contains more than one sentence.
  - e. Serial comma: include a comma before “and” and “or” in series (a, b, c, and d)
  - f. Italics: titles of publications. *MESSAGES* (newsletter) should appear in capitals and italics.
  - g. Punctuation should be in the same font (including bold and italics) as the letter or word preceding it, e.g. **Period:** *MESSAGES*;
  - h. Type one space between sentences for proper spacing.
  - i. Force hyphens at the end of lines, especially in narrow columns, to avoid a very ragged right margin or stretched out lines with justified margins.
  - j. Periods should be placed within the quotation marks except when single quotation marks at the end of a sentence.
4. *Date and time formats*
  - a. Date ranges 2010-11 or 2010-2011 depending on which looks best. (NOT 2010/11)
  - b. a.m., p.m.
  - c. May 2011 (not May, 2011); May 31, 2011 (not 31 May 2011)
5. *Abbreviations and word usage (examples)*
  - a. email (not e-mail)
  - b. Close up prefixes, e.g., nonprofit, not non-profit; bylaws, not by-laws
  - c. Use first and last name of person when first used in a paragraph
6. *MESSAGES*
  - a. Interest Group page should have a consistent format for each entry.
  - b. Standard colors should be used (with font/style variations) as much as possible. Invitations (included in *MESSAGES*) may use nonstandard colors and fonts for effect.
7. *Statement of UWC Description and Benefits*

When appropriate (such as Membership Brochure or web site), a list of UWC benefits and a description of the organization should be included.

**Description:**

The University Women's Club of the University of Colorado Boulder was founded in 1919 to promote friendship among members and to provide service to the University and to the Boulder community. These goals continue to this day. Since 1982 we have awarded scholarships for

nontraditional students as part of our service commitment. More than 20 Interest Groups provide opportunities for activity and friendship. Club membership is open to women who are members or friends of the University.

**Membership benefits include:**

- Interest Group opportunities
- Lecture Luncheons
- Membership Coffee
- New Members Wine & Cheese Event
- Honors Reception
- Annual Opera Brunch
- *MESSAGES* newsletter and UWC web site
- UWC Membership Directory
- CU email address and BuffOne Card
- Free access to University Libraries.

8. *Table of Interest Groups*

Where the interest groups are all listed, a table format should be used.