



UWC Publications Guide

March 2023

Purpose: To achieve consistency in editorial style throughout all UWC Publications.

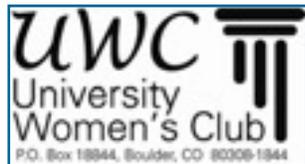
UWC Publications include *MESSAGES*, Directory, Brochures, Website, Constitution and Bylaws, Invitations, and Announcements.

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



This is the UWC logo to be used for mailings.

These logos can be downloaded from the Boulder UWC website.

Part 2 – Typography

Arial is the primary font to be used. This may be varied with size, bold, and italic treatments.

Part 3 – Colors

Color		Pantone	RGB	CMYK	Hexadex
	Black	Black C	R0 G0 B0	C0 M0 Y0 K1	#000000
	Gold	466 C	R207 G184 B124	C0 M10 Y48 K22	#CFB87C
	Dark Gray	425 C	R86 G90 B92	C38 M28 Y21 K63	#565A5C
	Gray	422 C	R162 G164 B163	C16 M11 Y11 K29	#A2A4A3
	Red	200C	R 165 G0 B33	C0 M100 Y80 K35	#A50021
	Pale Blue	656C	R219 G229 B241	C9 M5 Y0 K5	#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 and dictionary (e.g., *The Chicago Manual of Style*, *Merriam Webster’s Dictionary*).

1. Capitalization:

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

Examples:

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

- Lecture Luncheons
- 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 Welcome Event (to welcome new members who have joined)

b. Interest Groups—Capitalize as proper names in *MESSAGES*. For example:

- Book Group, Afternoon Book Group, Original Book Group, Bookies
- On the Road Again
- Needlecraft (not Needlework)
- Readers' Theater
- Spanish – Beginning Conversation
- Spanish – Conversational

c. Web address

UWC web address is boulderuwc.org (all lower case)

3. **Fonts and punctuation**

- a. Use Arial for brochures and other standard mailings. *Raleway* and *Montserrat*, are default fonts on the web. *Montserrat* is used for headings in *MESSAGES* and other online publications; *Raleway* is used for regular text.
- b. Invitations and announcements can use a limited number of 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 only 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 quotations marks at the end of a sentence.

4. Date and time formats

- a. Date ranges 2023-24 or 2023-2024 depending on which looks best. (NOT 2023/24)
- b. a.m., p.m.
- c. May 2023 (not May, 2023); May 31, 2023 (not 31 May 2023)

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
- d. Use RSVP, MA, PhD (without periods)
- e. Dr., Mrs., Ms., etc. (with periods)
- f. US, not U.S.
- g. Degrees: Use bachelor's, master's, doctoral (lower case, and apostrophe) in informal reference

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. Formatting

- a. When submitting copy for *MESSAGES*, it is not necessary to submit a formatted copy. All special formatting (bullets, bold font, etc.) gets reformatted when pasted into the online editing system. In particular, please avoid adjusting the formatting with spaces (e.g., use "indent," and "hanging indent"; do not use the space bar to make the formatting line up).
- b. When submitting copy for the website, format in the desired manner, using tabs and indents, not spaces.