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<th>Page</th>
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</table>

For more information on brand standards and to access the branding assets, visit [identity.vcu.edu](http://identity.vcu.edu).
**Brand architecture matrix**

**Classification**
The brand standards guide comprises three classifications into which all constituents fall:

- **Master brand** – All VCU entities
- **Co-brand** – VCU Alumni, VCU Foundation, MCV Foundation, VCU School of Business Foundation and VCU School of Engineering Foundation
- **Sub-brand** – Special services, programs and/or initiatives that have a need for marketability to the VCU community (subject to approval by University Relations)

**Level**
Applied nomenclature based on organizational hierarchy

- **University** – All VCU entities
- **Unit** – Schools, divisions, departments, offices and programs
- **Secondary unit** – The second level within schools, divisions, departments, offices and programs

---

<table>
<thead>
<tr>
<th>Classification</th>
<th>Master brand</th>
<th>Co-brand</th>
<th>Sub-brand</th>
</tr>
</thead>
<tbody>
<tr>
<td>University</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Unit</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Secondary unit</td>
<td>X</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Any requests for exemption from branding must be approved in writing by the president’s office.**

To access branding assets, visit [identity.vcu.edu](http://identity.vcu.edu).
Master brand marks
Master brand marks

University brand mark

• The VCU brand mark is made up of the official seal, the VCU typography and the Virginia Commonwealth University text bar.

• Preferred brand mark
• Used as a stand-alone element on a variety of marketing materials (sponsorships, novelty items, collateral, etc.)
To access branding assets, visit identity.vcu.edu.

Master brand marks

Official seal

- The official seal of the university
- Must accompany the VCU typography
- Alternative color options available
- May not be used as a stand-alone element unless approved by University Relations
Master brand marks

VCU brand mark lockup and clear zone

- The VCU brand mark is made up of the official seal, the VCU typography and the Virginia Commonwealth University text bar.
- The lockup is the area containing the brand mark and it cannot be altered or manipulated.
- The clear zone around the brand mark is the distance equivalent to the width of the Egyptian Building illustration in the official VCU seal.
- Brand mark should be at least 0.375” high.

To access branding assets, visit identity.vcu.edu.
Master brand marks

Unit brand mark

- Primary mark for branding units, (i.e., school, division, department, office, program)
- Includes seal, typography and bar
- Used as a stand-alone element on a variety of marketing materials (sponsorships, novelty items, collateral, etc.)

To access branding assets, visit identity.vcu.edu.
Master brand marks

Secondary-unit brand mark

- Primary mark for branding the relationship between unit and secondary unit
- Includes seal, typography and bar
- Used as a stand-alone element on a variety of marketing materials (sponsorships, novelty items, collateral, etc.)

To access branding assets, visit identity.vcu.edu.
Master brand marks

Unit brand mark – horizontal

- Primary mark for branding units, (i.e., school, division, department, office, program)
- Includes seal, typography and bar
- Used as a stand-alone element on a variety of marketing materials (sponsorships, novelty items, collateral, etc.)
Master brand marks

Secondary-unit brand mark – horizontal

This option is not available for secondary units, due to extreme length.

To access branding assets, visit identity.vcu.edu.
Master brand marks

Dual branding configuration

- Used primarily for co-hosted events
- Equal billing must be given to both units; neither is treated as a secondary unit.

To access branding assets, visit identity.vcu.edu.
To access branding assets, visit identity.vcu.edu.
Color
Color

Primary color palette
The primary colors for Virginia Commonwealth University are VCU gold, black and VCU gray.

<table>
<thead>
<tr>
<th>Color</th>
<th>Coated</th>
<th>Uncoated*</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>VCU gold</td>
<td>Pantone 130C</td>
<td>Pantone 109U</td>
<td>#FFBA00</td>
</tr>
<tr>
<td></td>
<td>C 0</td>
<td>C 0</td>
<td>R 255</td>
</tr>
<tr>
<td></td>
<td>M 27</td>
<td>M 22</td>
<td>G 186</td>
</tr>
<tr>
<td></td>
<td>Y 100</td>
<td>Y 100</td>
<td>B 0</td>
</tr>
<tr>
<td></td>
<td>K 0</td>
<td>K 0</td>
<td></td>
</tr>
<tr>
<td>Black</td>
<td>C 0</td>
<td>C 0</td>
<td>R 0</td>
</tr>
<tr>
<td></td>
<td>M 0</td>
<td>M 0</td>
<td>G 0</td>
</tr>
<tr>
<td></td>
<td>Y 0</td>
<td>Y 0</td>
<td>B 0</td>
</tr>
<tr>
<td></td>
<td>K 100</td>
<td>K 100</td>
<td></td>
</tr>
<tr>
<td>VCU gray</td>
<td>Pantone Cool Gray 8C</td>
<td>Pantone Cool Gray 8U</td>
<td>#969491</td>
</tr>
<tr>
<td></td>
<td>C 0</td>
<td>C 0</td>
<td>R 150</td>
</tr>
<tr>
<td></td>
<td>M 0</td>
<td>M 0</td>
<td>G 148</td>
</tr>
<tr>
<td></td>
<td>Y 0</td>
<td>Y 0</td>
<td>B 145</td>
</tr>
<tr>
<td></td>
<td>K 80</td>
<td>K 80</td>
<td></td>
</tr>
</tbody>
</table>

Spot color for gold ink:

Coated paper: Pantone 130 C

*Uncoated paper: A custom “VCU Gold Mix” should be used consisting of 1.1% Warm Red, 2.2% Rubine Red and 96.7% Process Yellow. This custom ink should be made by a certified ink vendor and purchased by your offset printer. It is essentially a custom PMS color made just for printing on uncoated paper. It cannot be specified in a layout program comprising a CMYK build.

NOTE: If cost is a consideration, Pantone 109U may be used in place of the custom mix on uncoated stock. (University Relations can supply 109U versions of the brand mark on request.)

Four-color process for gold ink:

This is made up of a CMYK build and should only be used for offset printing on coated paper: 0% cyan, 30% magenta, 100% yellow and 0% black. It should be monitored on press to ensure it matches up to the PMS 130.

For in-house printing on a standard/generic desktop printer (inkjet or laser), please use the four-color process (CMYK) versions of the logo.

To access branding assets, visit identity.vcu.edu.
## Secondary color palette

This secondary color palette provides an aid to designing print and Web communications that reflect VCU’s brand in tone and style through consistent use of color. Designing effective marketing communications benefits from a flexible and sophisticated use of color harmony and contrast that works in conjunction with VCU’s primary color palette. It is recommended to limit the use of secondary color to two or three options.

This secondary color palette is intended to complement the VCU primary color palette and should not be used in place of official university colors.

### Coated

<table>
<thead>
<tr>
<th>Pantone 152C</th>
<th>Pantone 138U</th>
<th>#E57200</th>
</tr>
</thead>
<tbody>
<tr>
<td>C 0</td>
<td>C 0</td>
<td>R 229</td>
</tr>
<tr>
<td>M 66</td>
<td>M 50</td>
<td>G 114</td>
</tr>
<tr>
<td>Y 100</td>
<td>Y 100</td>
<td>B 0</td>
</tr>
<tr>
<td>K 0</td>
<td>K 10</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pantone 461C</th>
<th>Pantone 461U</th>
<th>#E9DF97</th>
</tr>
</thead>
<tbody>
<tr>
<td>C 2</td>
<td>C 0</td>
<td>R 233</td>
</tr>
<tr>
<td>M 1</td>
<td>M 4</td>
<td>G 223</td>
</tr>
<tr>
<td>Y 45</td>
<td>Y 35</td>
<td>B 151</td>
</tr>
<tr>
<td>K 2</td>
<td>K 9</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pantone 570C</th>
<th>Pantone 3248U</th>
<th>#6BCABA</th>
</tr>
</thead>
<tbody>
<tr>
<td>C 57</td>
<td>C 47</td>
<td>R 107</td>
</tr>
<tr>
<td>M 0</td>
<td>M 0</td>
<td>G 202</td>
</tr>
<tr>
<td>Y 36</td>
<td>Y 8</td>
<td>B 186</td>
</tr>
<tr>
<td>K 0</td>
<td>K 21</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pantone 292C</th>
<th>Pantone 2915U</th>
<th>#69B3E7</th>
</tr>
</thead>
<tbody>
<tr>
<td>C 59</td>
<td>C 55</td>
<td>R 105</td>
</tr>
<tr>
<td>M 11</td>
<td>M 23</td>
<td>G 179</td>
</tr>
<tr>
<td>Y 11</td>
<td>Y 0</td>
<td>B 231</td>
</tr>
<tr>
<td>K 0</td>
<td>K 9</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pantone 7544C</th>
<th>Pantone 7545U</th>
<th>#768692</th>
</tr>
</thead>
<tbody>
<tr>
<td>C 35</td>
<td>C 19</td>
<td>R 118</td>
</tr>
<tr>
<td>M 14</td>
<td>M 8</td>
<td>G 134</td>
</tr>
<tr>
<td>Y 11</td>
<td>Y 0</td>
<td>B 146</td>
</tr>
<tr>
<td>K 34</td>
<td>K 43</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pantone 7532C</th>
<th>Pantone 4625U</th>
<th>#63512D</th>
</tr>
</thead>
<tbody>
<tr>
<td>C 23</td>
<td>C 0</td>
<td>R 99</td>
</tr>
<tr>
<td>M 37</td>
<td>M 18</td>
<td>G 81</td>
</tr>
<tr>
<td>Y 45</td>
<td>Y 38</td>
<td>B 61</td>
</tr>
<tr>
<td>K 65</td>
<td>K 61</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pantone 3425C</th>
<th>Pantone 341U</th>
<th>#6341</th>
</tr>
</thead>
<tbody>
<tr>
<td>C 93</td>
<td>C 100</td>
<td>R 0</td>
</tr>
<tr>
<td>M 13</td>
<td>M 0</td>
<td>G 99</td>
</tr>
<tr>
<td>Y 85</td>
<td>Y 34</td>
<td>B 65</td>
</tr>
<tr>
<td>K 44</td>
<td>K 61</td>
<td></td>
</tr>
</tbody>
</table>

To access branding assets, visit identity.vcu.edu.
Typography
### Typography

#### Print
The primary sans serif font family for Virginia Commonwealth University’s print marketing materials is **Univers**, which is used in the brand mark. If Univers is not available, **Arial** is an acceptable alternate.

The primary serif font family for Virginia Commonwealth University’s print marketing materials is **Goudy Old Style**. If Goudy Old Style is not available, **Times New Roman** is an acceptable alternate.

#### Primary sans serif

<table>
<thead>
<tr>
<th>Font</th>
<th>Font Family</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Univers 75 black</strong></td>
<td>Univers</td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>0123456789</td>
<td></td>
</tr>
<tr>
<td><strong>Univers 57 condensed</strong></td>
<td>Univers</td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>0123456789</td>
<td></td>
</tr>
<tr>
<td><strong>Univers 67 bold condensed</strong></td>
<td>Univers</td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>0123456789</td>
<td></td>
</tr>
</tbody>
</table>

#### Alternate sans serif

<table>
<thead>
<tr>
<th>Font</th>
<th>Font Family</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Arial black</strong></td>
<td>Arial</td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>0123456789</td>
<td></td>
</tr>
<tr>
<td><strong>Arial narrow</strong></td>
<td>Arial</td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>0123456789</td>
<td></td>
</tr>
<tr>
<td><strong>Arial narrow bold</strong></td>
<td>Arial</td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>0123456789</td>
<td></td>
</tr>
</tbody>
</table>

#### Primary serif

<table>
<thead>
<tr>
<th>Font</th>
<th>Font Family</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Goudy Old Style Bold</strong></td>
<td>Goudy Old Style</td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>0123456789</td>
<td></td>
</tr>
<tr>
<td><strong>Goudy Old Style Regular</strong></td>
<td>Goudy Old Style</td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>0123456789</td>
<td></td>
</tr>
</tbody>
</table>

#### Alternate serif

<table>
<thead>
<tr>
<th>Font</th>
<th>Font Family</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Times New Roman Bold</strong></td>
<td>Times New Roman</td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>0123456789</td>
<td></td>
</tr>
<tr>
<td><strong>Times New Roman Regular</strong></td>
<td>Times New Roman</td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>0123456789</td>
<td></td>
</tr>
</tbody>
</table>

To access branding assets, visit [identity.vcu.edu](http://identity.vcu.edu).
Typography

Web
The primary sans serif font family for Virginia Commonwealth University’s Web applications is Arial. If Arial is not available, Helvetica is an acceptable alternate.

The primary serif font family for Virginia Commonwealth University’s Web applications is Georgia. If Georgia is not available, Times New Roman is an acceptable alternate.

<table>
<thead>
<tr>
<th>Primary sans serif</th>
<th>Primary serif</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arial narrow</td>
<td>Georgia</td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>0123456789</td>
<td>0123456789</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Alternate sans serif</th>
<th>Alternate serif</th>
</tr>
</thead>
<tbody>
<tr>
<td>Helvetica</td>
<td>Times New Roman</td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>0123456789</td>
<td>0123456789</td>
</tr>
</tbody>
</table>

To access branding assets, visit identity.vcu.edu.
Co-brand marks
Co-brand marks

Co-brand mark

- Primary brand mark for VCU Alumni, VCU Foundation, MCV Foundation, VCU School of Business Foundation and VCU School of Engineering Foundation
- Includes seal, typography, bar and co-brand word mark
- Used as a stand-alone element on a variety of marketing materials (sponsorships, novelty items, collateral, etc.)
- Please note: VCU Medical Center and other clinical marks are now under the VCU Health brand. Visit brand.vcuhealth.org for more information, logos, etc.

To access branding assets, visit identity.vcu.edu.
Co-brand marks

Co-brand mark – horizontal

- Primary brand mark for VCU Alumni, VCU Foundation, MCV Foundation, VCU School of Business Foundation and VCU School of Engineering Foundation
- Includes seal, typography, bar and co-brand word mark
- Used as a stand-alone element on a variety of marketing materials (sponsorships, novelty items, collateral, etc.)
- Please note: VCU Medical Center and other clinical marks are now under the VCU Health brand. Visit brand.vcuhealth.org for more information, logos, etc.
Sub-brand marks
Sub-brand marks

Sub-brand mark

- Used for services, programs and/or initiatives that have a need for marketability to the VCU community
- Uses secondary color palette; colors outside of palette require approval
- Uses a consistent graphic style that complements the master brand
- Requires approval

Note: Schools, departments, offices and divisions are not sub-brands.

The following questions will help determine if you are eligible for VCU sub-branding:

1. Are you a chartered academic center or institute?
2. Are you an administrative office, department or division?
3. Are you affiliated with a regional or national organization?
4. Do you offer services that require marketing or advertising support in a competitive market? Do you charge a fee for those services?

Please provide your answers, a written description of your organization, plus a sample of your existing logo (if you have one) and send to identity@vcu.edu.

To access branding assets, visit identity.vcu.edu.
Sub-brand marks

Sub-brand mark – VCU in endorsing position

• Shows VCU as an endorser of services, programs and/or initiatives that have a need for marketability to the VCU community
• Uses secondary color palette; colors outside of palette require approval
• Uses a consistent graphic style that complements the master brand
• Requires approval

Note: Schools, departments, offices and divisions are not sub-brands.

To access branding assets, visit identity.vcu.edu.
Sub-brand marks

Sub-brand mark – VCU in lead position

- Shows VCU in a lead role with services, programs and/or initiatives that have a need for marketability to the VCU community
- Uses secondary color palette; colors outside of palette require approval
- Uses a consistent graphic style that complements the master brand
- Capitalizes on the equity of the master brand
- Requires approval

Note: Schools, departments, offices and divisions are not sub-brands.

To access branding assets, visit identity.vcu.edu.
Brand exceptions

VCUarts

The legacy VCUarts brand mark has been granted an executive exception and is grandfathered into university brand standards. However, it must be used in conjunction with either the VCU master brand or School of the Arts unit mark, with equal weight. This applies to all media channels and communications collateral.

Any requests for exemption from branding must be approved in writing by the president’s office.

To access branding assets, visit identity.vcu.edu.
Alternate brand marks
Alternate brand marks

Alternate master brand mark — vertical

- Includes seal, typography and bar
- Used as a stand-alone element on a variety of marketing materials (sponsorships, novelty items, collateral, etc.)
- Allows for unit name only in vertical usage (secondary unit format shown on Page 9)
- Space dictates usage

To access branding assets, visit identity.vcu.edu.
Alternate brand marks

Make it real.

- Includes seal, typography, bar and tagline
- May be used as a substitute for the master brand mark at all institutional levels

To access branding assets, visit identity.vcu.edu.
Restricted-use brand marks
Restricted-use brand marks

Simple seal brand mark

- Includes simple seal and typography
- Text bar may be removed
- Used when production techniques prohibit the use of the master brand mark (i.e., embroidery)
- Not to be used on collateral, Web or other communications
- Requires approval by University Relations (not available on identity site)
Restricted-use brand marks

Simple seal brand mark

In compliance with the VCU Office of Trademarks and Licensing, the ® or ™ needs to be on all merchandise, whether retail or non-retail (meaning for internal purposes, ordered by internal departments). Licensed vendors should be able to handle this.

™ appears on all athletic marks; ® marks on all institutional marks, except brand bug (which is ™).

Wordmarks:
Virginia Commonwealth University®
VCU®
VCU Rams ™
Rams ™
Havoc ™

To access branding assets, visit identity.vcu.edu.
**Restricted-use brand marks**

**Brand “bug”**

- Includes seal and typography
- Used on items where the production techniques require a more flexible design (i.e., hats)
- Restricted to apparel, novelty and promotional items
- One-color version ONLY used when color printing is not an option
- Requires approval by University Relations (not available on identity site)

To access branding assets, visit [identity.vcu.edu](http://identity.vcu.edu).
Restricted-use brand marks

**Master brand mark without bar**
- Includes seal and typography
- Used as a stand-alone element on a variety of marketing materials (sponsorships, novelty items, collateral, etc.)
- Used when the text bar is not legible due to size or production restrictions

**Master brand mark with rule**
- Includes seal and typography
- Used as a stand-alone element on a variety of marketing materials (sponsorships, novelty items, collateral, etc.)
- Used when the text bar is not legible due to size or production restrictions

**Word mark**
- Used when the production process limits the use of the master brand mark
- Use only Univers 57 Condensed

To access branding assets, visit [identity.vcu.edu](http://identity.vcu.edu).
Restricted-use brand marks

Master brand mark without bar

In compliance with the VCU Office of Trademarks and Licensing, the ® or ™ needs to be on all merchandise, whether for retail or non-retail (meaning for internal purposes, ordered by internal departments). Licensed vendors should be able to handle this. ™ appears on all athletic marks; ® marks on all institutional marks, except brand bug (which is ™).

Virginia Commonwealth University®
VCU®
VCU Rams ™
Rams ™
Havoc ™

To access branding assets, visit identity.vcu.edu.
Retired logos
Retired logos

The legacy VCU logos shown here are retired and should not be used.

To access branding assets, visit identity.vcu.edu.
Print brand bar headers/footers
Print brand bar headers/footers

Print brand bar header – collateral

- Primary brand mark on print collateral materials
- Includes the branding bar with seal, typography and bar
- Only one unit name allowed in the branding bar lockup
- Available in a variety of sizes/colors
Print brand bar headers/footers

Print brand bar footer – collateral

- Primary brand mark on print collateral materials
- Includes the branding bar with seal, typography and bar
- Only one unit name allowed in the branding bar lockup
- Available in a variety of sizes/colors
Print brand bar headers/footers

Print brand bar header – Make it real.

- Primary brand mark on print collateral materials
- Includes the branding bar with seal, typography and bar
- Only “Make it real” tagline allowed in the branding bar lockup
- Available in a variety of sizes/colors

To access branding assets, visit identity.vcu.edu.
Print brand bar headers/footers

Print brand bar header/footer – collateral: alternate colors

- Primary brand mark on print collateral materials
- Includes the branding bar with seal, typography and bar
- Only one unit name allowed in the branding bar lockup
- Available in a variety of sizes/colors

To access branding assets, visit identity.vcu.edu.

Personal pursuits
From jazz singing to oyster gardening, faculty members lead different lives off campus
This is why.

2011-12 Development Annual Report

VCU Libraries presents
11th Annual Black History Month Lecture

Justice for All?
Race, Wrongful Conviction and the Innocence Project

Presented by Peter Neufeld, co-director of the Innocence Project, and Marion Anderson, wrongly imprisoned for 15 years in Virginia

Tuesday, Feb. 5 - 7 p.m.
W.E. Singleton Center for the Performing Arts
922 Park Ave.

Limit one free ticket. Tickets available at VCU 11th Hour theatre and on the main information. Parking is available for $5 in the visitors parking lot. A limited number of seats will be available on a first-come, first-served basis.

The 11th Annual Black History Month Lecture is sponsored by the VCU Libraries and the Virginia Commonwealth University.

VCU Libraries

VIRGINIA COMMONWEALTH UNIVERSITY

This is why.

2011-12 Development Annual Report

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The 11th Annual Black History Month Lecture is sponsored by the VCU Libraries and the Virginia Commonwealth University.

VCU Libraries

VIRGINIA COMMONWEALTH UNIVERSITY
Spirit mark
Spirit mark

The VCU RamCrest is sanctioned for use by university units, departments and students strictly for school spirit and campus and alumni activities (merchandise, apparel, decals, signs, banners, posters, fundraising, student recruitment, etc.).

The RamCrest is **not** to be used for institutional or academic-related programs, should never be locked up with the VCU brand mark or typography, and is not meant to replace the unit brand mark.

It is always recommended that VCU be identified along with the spirit mark. The VCU brand mark can be used as long as the two logos are separated. It is also permissible to use the spirit mark and the VCU word mark together in certain circumstances.

In all cases, usage of the RamCrest must be approved by University Relations. Any merchandise or apparel must be produced by a licensed vendor and approved by the Office of Trademarks and Licensing.

To access branding assets, visit [identity.vcu.edu](http://identity.vcu.edu).
Support our VCU Rams!

Special Watch Party
Saturday March 15th
2:00pm
Come cheer on the Rams!

The spirit mark may be used by academic units when promoting support for the VCU Rams, as long as the mark is separated from the master brand mark.

ENROLL TODAY!

Principles of Project Management
Lecture

Even though the marks are separated, never use the spirit mark in association with academic-oriented activities or programs.

When separated, use the RamCrest and the VCU brand mark.

When used together, only the word mark is allowed.

Never use the RamCrest and VCU typography together. The RamCrest is never a replacement for the Seal.
The RamCrest is the only approved spirit mark for use by students and institutional and academic units.

The VCU RamHorn logo, the Charging Ram and all VCU Rams word and combination marks are **not** to be used as spirit marks; they are reserved for VCU Athletics use only.

To access branding assets, visit [identity.vcu.edu](http://identity.vcu.edu).
Spirit mark

The RamCrest may not be altered or manipulated in any way.

Do not remove background crest.
Do not add additional elements.
Do not change colors.
Do not flip orientation.
Do not rotate.
Do not distort.

To access branding assets, visit identity.vcu.edu.
Student organizations
Student organization guidelines

Student organizations may use the logo and symbols of the university but may not represent themselves as agents of the university. If a student organization chooses to use any version of the official VCU branding in creating their logo/brand mark or communication, they must follow the established brand standards and submit for approval any logo that uses a university visual identifier.

If an organization does not choose to use a university visual identifier, it is exempt from the brand standards.

Students are not permitted to use the university’s logo or spirit mark for personal use. University symbols should not be displayed on personal Web pages, nor should personal pages use the name of the university in such a way that the reader would perceive the page to be an official university website. Personal use of university symbols on merchandise is prohibited without approval.

To access branding assets, visit identity.vcu.edu.
Web brand standards
Web brand standards

Web brand bar

- Primary brand mark on electronic media
- Includes seal, typography, bar and color bar (NOTE: The “Make it real” tagline is optional)
- No additional information allowed in the branding bar lockup
- Available in a variety of sizes/colors
- Static and responsive scripts available for download at identity.vcu.edu/downloads/vcu/web.aspx

Static script

- Used for websites that do not automatically resize when viewed on various mobile devices

Responsive script

- Used for websites that resize with your browser to fit various mobile devices, including tablets and phones

To access branding assets, visit identity.vcu.edu.
Web brand standards

Unit-level branding
When using system fonts to display the unit name in the website’s masthead, the suggested sans serif system font family is Arial. The suggested serif system font family is Georgia.
Web brand bar – responsive script
Social media identity
All university, college, school, department and unit social media channels should adhere to the VCU brand standards. This ensures that university-related accounts represent VCU on third-party social platforms appropriately and also facilitates your audience’s immediate connection of you to the university.

**Profile pictures**

Two VCU-themed templates are available for creating avatars, or profile pictures, on unit-level Facebook and Twitter accounts (see Page 65). The VCU brand mark is restricted to primary university accounts; do not use the VCU brand mark as a graphical representation on school, office, department, division, etc., social media pages, unless it appears in a photo.

When possible, use images unique and relevant to your audience within these templates. Photos are preferred over text inside the templates because of sizing limitations in a small format. A bank of pre-formatted general VCU photos also are available for download on the VCU Identity site for any social media use, such as cover photos, profile pictures, etc. To access the downloads, visit identity.vcu.edu/downloads.

For an optimal look, we recommend that you use the correct specs for art on all social media sites.

For questions concerning use of the VCU brand on social media sites or to submit a design to the University Communications Review Committee, please call (804) 828-1463 or email identity@vcu.edu.
Social media identity

Nomenclature guidelines

Twitter
@username Use VCU in the @username and your official department, school or organization name, if possible, in the 20-character limit, as your “name” (personal identifier). Don’t use VCU alone. For example:
@ugradVCU — VCU Undergraduate Admissions
@VCUTMLibrary — VCU Tomkins-McCaw Library for the Health Sciences
@StudyAbroadVCU — VCU Education Abroad

Location If you’re on or near VCU’s Richmond campus, use Virginia Commonwealth University as your location. Don’t use Monroe Park Campus or MCV Campus.

Facebook
Page name Use VCU with the official name of your college, school, department or organization.

Custom URL Use your profile name to create a custom URL for your Facebook page that you can use in communications and on marketing materials.

To access branding assets, visit identity.vcu.edu.
Social media identity

Primary university account marks

- Restricted for use on primary university social media accounts
- Not approved for use on unit (school, office, department, division, etc.) pages

Unit-level templates

- For use on unit (school, office, department, division, etc.) social media pages
- To be used in conjunction with background photography or graphics specific to a unit
- Allows units to create a distinct social media identity while maintaining an official connection to the university

To access branding assets, visit identity.vcu.edu.
Specialty marks
Specialty marks

- May be created for anniversaries, events, promotions, etc.
- Restricted to short-term/limited use
- Must be used in conjunction with the VCU master brand
- Not intended to replace standard branding or be used as a permanent branding element
- Requires approval by University Relations

To access branding assets, visit identity.vcu.edu.
Stationery
Stationery

Stationery guidelines and ordering information are available at identity.vcu.edu/stationery.

Electronic letterhead is available at identity.vcu.edu/downloads.

To access branding assets, visit identity.vcu.edu.
Editorial style guide
Introduction

Virginia Commonwealth University’s editorial style guide provides nomenclature standards and usage guidelines for writers of internal and external university communications. Augmenting the university’s preferred style, Associated Press, this guide serves as a resource to ensure that VCU websites, publications and other materials promoting the university maintain consistency in nomenclature, capitalization, punctuation, etc.

For notes on style not addressed here, please refer to the AP Stylebook. You can access the AP Stylebook Online with your VCU eID through VCU Libraries: apstylebook.com/vcu_library. Where notes on style, usage and punctuation differ, adhere to the VCU editorial style guide.

For notes on spelling not covered here, consult Webster’s New World College Dictionary, Fourth Edition. Use the first spelling listed unless a specific exception is listed in this guide.

If your material is scholarly or technical, consult manuals specific to your discipline, such as guides published by the American Psychological Association or the Modern Language Association.

For additional guidance, please contact University Marketing at (804) 828-1463.
Virginia Commonwealth University

About our name

The university’s official name is Virginia Commonwealth University. On second reference and in headlines, VCU is preferred. For websites, spell out Virginia Commonwealth University on the first reference for each index (or section) page. Virginia Commonwealth University does not require a callout (VCU) following the first reference to be abbreviated in subsequent references. Do not use periods in VCU.

When Virginia Commonwealth University is followed by a college, school or department name, Virginia Commonwealth University may or may not take the possessive form. For example, the Virginia Commonwealth University School of the Arts or Virginia Commonwealth University’s School of the Arts.

When Virginia Commonwealth University is followed by the name of a center, institute or program, Virginia Commonwealth University is not possessive. For example, Virginia Commonwealth University Rice Rivers Center or VCU Pauley Heart Center.

Do not capitalize university when it stands alone and refers to Virginia Commonwealth University.

Drop university from the beginning of internal names when preceded by Virginia Commonwealth University but keep university when preceded by VCU.

Examples

• Virginia Commonwealth University Student Commons
• Virginia Commonwealth University Conference and Scheduling Services
• VCU University Student Commons
• VCU University Conference and Scheduling Services
Virginia Commonwealth University, continued

**Historical context**
References to the Medical College of Virginia and Richmond Professional Institute as separate institutions may occur only in historical context before 1968, the year that Virginia Commonwealth University was established.

**Examples**
- A graduate who obtained an M.D. in 1949 is an alumnus of MCV.
- A graduate who received a B.F.A. in 1961 is an alumnus of RPI.
- All graduates after 1968 are alumni of VCU.

The Medical College of Virginia does not exist as a stand-alone entity (except in historical context before 1968), and references using only these initials are incorrect (i.e., VCU/MCV, MCV/VCU or MCV). However, MCV Foundation and MCV Alumni Association are exceptions to this rule.
VCU text marks

VCU’s strategic plan is Quest for Distinction. It is not italicized.

The university’s brand tagline is “Make it real.” When standing alone or ending a sentence, it takes a period. When occurring at the beginning or in the middle of a sentence, it does not. When referring to the official campaign, place “Make it real” in quotes. Do not uses quotes or capitalize generic references.

Examples

• Shannon’s internship experience underscores a key message of VCU’s branding campaign, “Make it real.”
• “Make it real” is a branding program that will help raise regional and national awareness of the university’s high-caliber academics and unique, spirited culture.
• Partnering with Dominion on a microgrid project is just another example of how we make it real.
Virginia Commonwealth University Medical Center

Spell out Virginia Commonwealth University Medical Center the first time you refer to it. On subsequent references, VCU Medical Center or medical center is acceptable. Do not use the in front of VCU Medical Center unless it is followed by a department or division name.

Examples

- At VCU Medical Center, we’re striving to become America’s safest health system.
- In 2011, VCU Medical Center’s Virginia Coordinated Care program established the Complex Care Clinic.
- The VCU Medical Center Department of Performance Improvement implemented “Safety First, Every Day.”

VCU Medical Center refers to VCU Health System and the clinical initiatives of the VCU health sciences schools. VCU Medical Center is a collective term and can also be used as a location. Many of the departments and divisions within the medical center also have teaching components within the health sciences schools. The context should drive the usage.

Examples

- Students in the School of Medicine’s Department of Internal Medicine participate in a collaborative curriculum with the Department of Theatre.
- The VCU Medical Center Department of Internal Medicine provides patient care in cardiology, nephrology and rheumatology.

Virginia Commonwealth University Health System

Spell out Virginia Commonwealth University Health System the first time you refer to it. On subsequent references, VCU Health System or health system is acceptable. Do not use the abbreviation VCUHS.

VCU Health System should be used in reference to employment only (i.e., job postings); do not use VCU Medical Center in reference to employment.

One component of VCU Medical Center, VCU Health System is the official governing and management organization for MCV Hospitals, MCV Physicians and the Virginia Premier Medicaid HMO. In an effort to streamline formal names and to more accurately reflect the comprehensive nature of VCU’s academic medical center, the preferred designation for VCU Health System (including its hospitals and clinics) and the health sciences schools of VCU is VCU Medical Center.
A-10
VCU is a member of the Atlantic 10 Conference. A-10 is acceptable on second reference.

Board of Visitors
Use credentials following names, per AP Style, when listing members of the VCU Board of Visitors. For example: John Smith, Ed.D, J.D. See the full board member listing at president.vcu.edu/board.

Buildings
Capitalize the names of university structures when using their full titles. For a complete listing of VCU buildings, visit maps.vcu.edu.

Campuses
VCU has two main campuses: Monroe Park Campus and MCV Campus. Do not use the campus names unless needed to note a location.

Examples
• The 30-minute information session is followed by a walking tour of the Monroe Park Campus.
• The university’s campus reflects the character of its host city by mixing modern, high-tech amenities with historical buildings and small-town charm.

The university also has branch campuses and satellite locations in Northern Virginia; Doha, Qatar; Charlottesville, Va.; and Charles City County, Va. In referring to these campuses and locations, the first reference in text copy should be the complete title.

VCU Rice Rivers Center
VCU Medical Center at Stony Point
VCU School of the Arts in Qatar
VCU School of Medicine Inova Campus
VCU School of Pharmacy Inova Campus
VCU School of Pharmacy University of Virginia Division

Centers and institutes
VCU has more than 30 research centers and institutes. For a complete list, go to research.vcu.edu/centers_cores/institutes.
Colleges, schools and departments

VCU has one college and 13 schools:

- College of Humanities and Sciences (has.vcu.edu)
  - Richard T. Robertson School of Media and Culture (masscomm.vcu.edu)
  - School of World Studies (has.vcu.edu/wld)
- School of Allied Health Professions (www.sahp.vcu.edu)
- School of the Arts (arts.vcu.edu)
- School of Business (business.vcu.edu)
- School of Dentistry (dentistry.vcu.edu)
- School of Education (soe.vcu.edu)
- School of Engineering (egr.vcu.edu)
- L. Douglas Wilder School of Government and Public Affairs (wilder.vcu.edu)
- School of Medicine (medschool.vcu.edu)
- School of Nursing (nursing.vcu.edu)
- School of Pharmacy (pharmacy.vcu.edu)
- School of Social Work (socialwork.vcu.edu)

Capitalize college, school and department when referring to a specific VCU unit. Do not capitalize when referring to VCU colleges, schools and departments in a more general sense. Example: Virginia Commonwealth University’s Department of Biology or the biology department.

When a generic term is capitalized as part of an official name, the plural used with another name is lowercase. Example: the schools of Nursing and Dentistry.

In copy, department and office names do not take ampersands; write out and.

For a full listing of VCU departments, view the A to Z index at atoz.vcu.edu.
Commencement

Capitalize commencement when referring to the university’s official ceremonies in May and December. Do not refer to the ceremonies by season (spring, winter). Example: VCU will celebrate 3,000 graduates at its May Commencement.

Department of Intercollegiate Athletics

Use the official name, Department of Intercollegiate Athletics, on first reference. VCU Athletics is acceptable on second reference.

EEO/AA statement

In compliance with VCU’s equal employment opportunity/affirmative action policy, one of the following statements should be used on print materials (except invitations) for external audiences. For invitations, refer to the special accommodations entry (see Page 83).

Long version: Virginia Commonwealth University is an equal opportunity, affirmative action university providing access to education and employment without regard to age, race, color, national origin, gender, religion, sexual orientation, veteran’s status, political affiliation or disability.

Short version: an equal opportunity/affirmative action university

Ads referring to employment opportunities should also include the following statement: Women, minorities and persons with disabilities are encouraged to apply.

Mascot

The university’s athletic teams are formally called the Rams. When used as an adjective, use the singular form. Example: Ram spirit

VCU’s mascot is Rodney the Ram.
Academic terms and usage

Academic and administrative titles

Capitalize a formal title immediately preceding a name, but lowercase the title if it follows the name or stands by itself.

Examples

VCU President Michael Rao  BUT  Michael Rao, president of VCU
department Chair John Doe  BUT  John Doe, chair of the department

Lowercase professor before a name, but capitalize professor emeritus (male) and professor emerita (female) as a conferred title before a name. Example: Professor Emerita Susan Johnson

Courtesy titles, such as Mr., Mrs., Ms., Miss and Dr., are not used — even on first reference.

Academic credentials

Include earned doctoral degrees following a person’s name but not bachelor’s or master’s degrees. Do not use Dr. as a formal title. Use the academic abbreviation for the doctoral degree, set off by commas, following the individual’s name. Example: John Smith, Ph.D.; Annie Wright, M.D. (Note: This is an exception to AP style.)

Adviser

Not advisor

Alumni

Alumnus (alumni in the plural) refers to a man who attended VCU. Use alumna (alumnae in the plural) for similar references to a woman. Use alumni when referring to a group of men and women.

Students who have completed at least 24 credit hours are considered alumni, so be aware that the term alumnus is not necessarily synonymous with graduate.

Course titles

Capitalize the formal name of courses, without quotes. Example: She’s taking history. She’s taking American history. She’s taking History 101.

Course work

Two words in all uses
### Degrees

Use the following abbreviations or full, formal names when referencing the academic degrees available through VCU’s 222 bachelor, master’s, doctoral, first professional and certificate programs.

- **B.A.** Bachelor of Arts
- **B.F.A.** Bachelor of Fine Arts
- **B.I.S.** Bachelor of Interdisciplinary Studies
- **B.M.** Bachelor of Music
- **B.S.** Bachelor of Science
- **B.S.W.** Bachelor of Social Work
- **D.D.S.** Doctor of Dental Surgery
- **D.N.A.P.** Doctor of Nurse Anesthesia Practice
- **D.P.T.** Doctor of Physical Therapy
- **M.A.** Master of Arts
- **M.Acc.** Master of Accountancy
- **M.A.E.** Master of Art Education
- **M.B.A.** Master of Business Administration
- **M.Bin.** Master of Bioinformatics
- **M.D.** Doctor of Medicine
- **M.Ed.** Master of Education
- **M.Envs.** Master of Environmental Studies
- **M.F.A.** Master of Fine Arts
- **M.H.A.** Master of Health Administration
- **M.I.S.** Master of Interdisciplinary Studies
- **M.M.** Master of Music
- **M.P.A.** Master of Public Administration
- **M.P.H.** Master of Public Health
- **M.P.S.** Master of Pharmaceutical Sciences
- **M.P.I.** Master of Product Innovation
- **M.S.** Master of Science
- **M.S.C.M.** Master of Supply Chain Management
- **M.S.D.** Master of Science in Dentistry
- **M.S.H.A.** Master of Science in Health Administration
- **M.S.N.A.** Master of Science in Nurse Anesthesia
- **M.S.O.T.** Master of Science in Occupational Therapy
- **M.S.W.** Master of Social Work
- **M.T.** Master of Teaching
- **M.Tax.** Master of Taxation
- **M.U.R.P.** Master of Urban and Regional Planning
- **O.T.D.** Post-professional Occupational Therapy Doctorate
- **Pharm.D.** Doctor of Pharmacy
- **Ph.D.** Doctor of Philosophy

Do not capitalize the names of school or college studies, fields of study, major areas or subjects (except languages) unless a specific course is being referred to.  

*Example:* He is studying philosophy and English.
Dr.
Do not use *Dr.* as a formal title. Use the academic abbreviation for the doctoral degree, set off by commas, following the individual’s name. *Example:* John Smith, Ph.D.; Annie Wright, M.D. (Note: This is an exception to AP style.)

**Freshman, freshmen**
*Freshman* is the singular noun and also is used in adjective form. *Freshmen* is the plural form.

*Examples*
- Randy is a freshman at VCU.
- Biology 101 is often considered a freshman course.
- The university welcomed incoming freshmen with a party in Monroe Park.

**Special accommodations**
Invitations or fliers, posters, etc., announcing events should include a special accommodations contact phone number or email, or both. *Example:* For special accommodations, call (804) 828-XXXX or email xxx@vcu.edu.

**Student-athlete**
Always hyphenated

**The Grace E. Harris Leadership Institute**
*The* should always be capitalized as part of the institute’s formal name.

**VCU Honors College**
Use *VCU Honors College* or *The Honors College*.

*Examples*
- The VCU Honors College comprises more than 1,000 of VCU’s most creative, talented and committed students.
- Membership in The Honors College will facilitate your transition to life beyond your undergraduate experience.
General style preferences
Abbreviations and acronyms
An acronym is a word formed from the first letter or letters of a series of words: scuba (self-contained underwater breathing apparatus). An abbreviation is not an acronym.

Do not follow a word or phrase with an abbreviation or acronym in parentheses or set off by dashes. If an abbreviation or acronym would not be clear on second reference without this arrangement, do not use it.

Addresses
Street addresses and states should be spelled out in return addresses, Web signatures and in “contact us” sections.

In the “contact us” section, indicate phone and fax numbers and email addresses as follows:

Virginia Commonwealth University
Division of University Relations
University Marketing
827 West Franklin Street, Room 206
P.O. Box 842041
Richmond, Virginia 23284-2041
Phone: (804) 828-1463
Fax: (804) 828-8172
Email: email@vcu.edu
univrelations.vcu.edu

For on-campus addresses, the correct ZIP+4 will incorporate 232 plus the campus P.O. Box number.

Note also that Website: is not used to introduce the URL.

In running copy, use abbreviations if the address includes an actual street number. Example: 827 W. Franklin St., Richmond, Va.
To access branding assets, visit identity.vcu.edu.

Editorial style guide

General style preferences

**Capitalization**

If in doubt, use lowercase rather than capital letters.

Lowercase the names of the classes: *graduate, senior, junior, sophomore* and *freshman*.

Lowercase *commonwealth* when referring to Virginia. *Example:* VCU is located in the commonwealth of Virginia. *State* is similarly lowercase in all constructions. *Example:* She visited the state of Maine last fall.

Capitalize *central* when paired with Virginia to describe the region. *Example:* The Children’s Hospital of Richmond at VCU NICU is the oldest and the newest in Central Virginia as well as the first.

Capitalize *city* if part of a proper name, an integral part of an official name or a regularly used nickname. *Example:* Because of its location on the James, Richmond is often called the River City. Lowercase elsewhere. *Example:* The city of Richmond plays hosts to numerous festivals in the summer.

Capitalize *class* when joined with a year. *Example:* The Class of 2012 announced its gift to the school.

Capitalize *commencement* when referring to the university’s official ceremonies in May and December. *Example:* VCU will celebrate 3,000 graduates at its May Commencement.

When a generic term is capitalized as part of an official name, the plural used with another name is lowercase. *Example:* Broad and Belvidere streets, the schools of Nursing and Dentistry

**Company names**

Abbreviate *company* (Co.), *corporation* (Corp.), *incorporated* (Inc.) and *limited* (Ltd.) when part of the name but do not use a comma before these abbreviations.

Do not use all caps on a company name unless the individual letters are pronounced. *Example:* UPS delivered the package on Sunday. The office supply closet has a new bag of Bic pens.

If the company’s name or product begins with a lowercase letter (like *iPhone* or *eBay*), try to reorder the sentence so that you can capitalize the name as the company usually does. If reordering is impossible, capitalize the first letter and any other letter the company usually capitalizes. *Example:* The new iPhone comes out July 1. EBay is a great way to sell your attic treasures.
Composition titles
Put quote marks around book titles, movie titles, play titles, song titles, computer game titles, poem titles, titles of lectures and exhibits, works of art and TV program titles. Do not use quotes for newspapers, magazines or journals or for books that are primarily catalogs of reference material, such as dictionaries and encyclopedias. Names of most websites and apps are capitalized without quotes: Facebook, Foursquare. Capitalize principal words in titles, including prepositions and conjunctions of four or more letters.

Days of the week and months/dates
Always capitalize and spell out the days of the week.

When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Spell out months when using them alone, or with a year alone.

When a phrase lists only a month and a year, do not separate the year with commas. When a phrase refers to a month, day and year, set off the year with commas.

Examples
• January 1972 was a cold month.
• Jan. 2 was the coldest day of the month.
• His birthday is May 8.
• Feb. 14, 1987, was the target date.
• She testified that it was Friday, Dec. 3, when the accident occurred.

In tabular material, use these three-letter forms without a period: Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec.

Email
One word, no hyphen

FAQ
Not FAQs

Fewer, less
In general, use fewer for individual items, less for bulk or quantity.

Examples
• I had fewer than 50 $1 bills in my wallet. (individual items)
• I had less than $50 in my bank account. (bulk item)
Headlines
Where possible, use sentence-structured, active headlines. *Example:* Brandcenter team innovates its way to the top

Capitalize only the first word and proper nouns. The one exception is that the first word after a colon is always uppercase in headlines.

Always use single quotation marks.

Health care
Two words in all uses

Home page
Two words

Internet
Always uppercase. The Web is a subset of the Internet. The two terms are not synonymous and should not be used interchangeably.

Meta descriptions
VCU websites should include a brief description that will show up on Internet search results pages below the title of the site. The meta description should include keywords that users would type in during their search of the site. The recommended length of a meta description is 140 to 150 characters.

Numbers
Spell out numbers one through nine and their corresponding ordinals and use numerals for 10 or more. *Example:* three blind mice, 24 black birds

If the same category contains numbers both above and below nine, use numerals within that category. *Example:* Alice took first-place in the contest by eating 13 pies while Norm, who came in second, only ate nine.

When a number begins a sentence, spell it out. The exception to this rule is years. *Example:* 2011 marked the first year the VCU Rams went to the Final Four.

Use No. as the abbreviation for number in conjunction with a figure to indicate position or rank. *Example:* No. 1 program, No. 8 seed
Editorial style guide

General style preferences

Online
One word in all uses for the computer connection term

Over, more than
Over generally refers to spatial relationships. Example: She threw the ball over the fence.

More than is preferred with numerals. Example: VCU enrolls more than 31,000 students. (Note: This is an exception to AP Style.)

Page titles
The page title on a VCU website should spell out Virginia Commonwealth University on the home page. Sublevel pages should list the page name, followed by the name of the site (with VCU abbreviated).

Examples
• The page title for ugrad.vcu.edu is Virginia Commonwealth University Undergraduate Admissions.
• The page title for ugrad.vcu.edu/why is Why VCU? – VCU Undergraduate Admissions.

PDF/Doc
When including links to PDFs and Word documents on websites, place the respective identifier next to the hyperlink to alert users of the download.

Examples
• Pay Action Worksheet [DOC]
• University administration [PDF]

Percent
Use numerals for percentages, even in running text. Spell out percent and percentage in text and headlines. The percent sign (%) may be used in tables.

Pre-eminent
Hyphenated in all uses

Residence hall
Use residence hall, not dormitory or dorm, when referencing one of VCU’s residence halls.
Room
Use figures and capitalize room when used with a figure. Example: Room 2, Room 211

RSVP
No periods

Seasons
Lowercase the four seasons: spring, summer, fall and winter.

State names
Spell out the names of the 50 U.S. states when used in body copy, whether standing alone or in conjunction with a city, town, village, etc. When Richmond is used in the same sentence as Virginia Commonwealth University, Virginia is not used. Example: Virginia Commonwealth University is located Richmond, a capital city teeming with real-world opportunities.

Use the following state abbreviations in lists, tabular materials and datelines. The names of eight states are never abbreviated: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah.

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<td>Ark.</td>
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<td>Calif.</td>
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<td>Fla.</td>
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<td>Ind.</td>
<td>Neb.</td>
<td>R.I.</td>
<td></td>
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</tbody>
</table>

Times
Use figures except for noon and midnight. Use a colon to separate hours from minutes. Example: 11 a.m., 1 p.m., 3:30 p.m., 9-11 a.m., 9 a.m. to 5 p.m.

Avoid redundancies such as 10 a.m. this morning, 10 p.m. tonight or 10 p.m. Monday night. Instead, use 10 a.m. or 10 p.m. Monday, etc.

For formal invitations, the construction 4 o’clock is acceptable, but time listings with a.m. or p.m. are preferred.
Telephone and fax numbers
Use figures and set off area codes with parentheses. (Note: This is an exception to AP Style.)

Top
Capitalize top when it is the formal name of a ranking, but lowercase in more casual references.

Examples
- VCU moved into the top 50 for American public research universities.
- The National Association for Female Executives named the VCU Health System to the 2011 NAFE Top 50 Companies.

Trademarks
VCU does not use register mark, service mark or trademark symbols (®, ™, ©), but capitalizes the marked text according to AP style.

Underserved, underrepresented
No hyphens

University Student Commons
Not Student Commons

Universitywide, campuswide
No hyphens
URLs

As a best practice, the cleanest, shortest working URL should be used in print pieces, websites and on stationery. Most sites, including vcu.edu addresses no longer require the www (even if they appear on the landing page). As long as the URL works without www, http:// and https:// they can be removed. However, because some sites do still require these prefixes, the URL should be tested in multiple browsers (IE, Firefox and Chrome) before removing any part of the address.

The same rule applies to suffixes such as /index.html, which appear in the browser bar but aren’t needed to access the site.

For example, http://www.ugrad.vcu.edu/why/index.html can become ugrad.vcu.edu/why.

If the website if part of a list and some URLs in the list require www and others don’t, include www in all entries for consistency.

For print publications when the URL does not fit entirely on one line, break it into two or more lines without adding a hyphen or other punctuation mark, and carry any punctuation in the URL to the second line.

*Example*

pubapps.vcu.edu/Bulletins
/undergraduate/?did=20671

The URL should always be the last item in a sentence. *Example:* To make a donation to the school, contact Troy Smith at (804) 555-5555, or make a gift online at support.vcu.edu.

Do not use http:// or https:// in URLs that do not require it.

On websites, use a hyperlink versus spelling out the URL in text.

**U.S.**

The abbreviation is acceptable as a noun or adjective for United States.

**Web, website, webcam, webcast, webmaster**

As a shortened form of World Wide Web, Web is uppercase. But website, webcam, webcast and webmaster are lowercase.

**Web signature**

In accordance with VCU’s Web Standards and Guidelines, all VCU websites must include a signature/footer block in order to provide consistent methods for visitors to contact the respective department and to notify visitors that the site is kept up to date. View the required content outlined by VCU Technology Services at webstandards.vcu.edu/content.
Editorial style guide

Punctuation

A single space follows all punctuation, including periods and colons.

Periods and commas are always placed inside quotation marks; all other punctuation is placed outside quotation marks, unless part of the material is being quoted.

Ampersand

Use the ampersand (&) only for formal company names and composition titles. Always spell out and unless the ampersand is part of a formal name.

Bulleted lists

In a bulleted list, the bullet takes the place of punctuation (such as commas or semicolons) between items in a list. Don’t use any punctuation at the end of bulleted items that are not sentences.

Example

Join the alumni association and receive the following benefits:

• Special invitations to all VCU sporting events
• VCU’s alumni magazine
• Discounts on auto and home insurance
• Free T-shirts for you and your family

There is also no need for a concluding period at the end of a bulleted list, even when that list continues a sentence.

Example

These conclusions led the alumni association to:

• Create an incentive for membership
• Plan a fall event for recent graduates
• Start a local chapter

Keep bulleted lists consistent. If some of the items in a list are sentences, make all of them sentences and use appropriate ending punctuation.
Editorial style guide

Punctuation

Example
Residence hall basics:

• Residents must use their VCU ID cards to access the buildings.
• Computer labs, mail service, laundry facilities, lounges and basic furnishings for each room are provided in all residence halls.
• Students living in the freshman halls must subscribe to a meal plan, except students assigned to the Gladding Residence Center Apartments.
• All rooms are wired for Internet access and cable TV.

If some items begin with verbs, begin all items with verbs. In addition, always capitalize the first word of each bulleted item, whether it is a sentence, phrase or single word.

Comma
In general, do not use the serial comma (the comma following the second-to-last item in a series). When the absence of a serial comma compromises clarity or when the items are complex phrases, you may use the comma, even though it has not been used throughout the remaining text.

Place a comma after all dates that include the year. Example: According to her June 10, 2012, letter, Amy will be here in August.

Commas do not separate seasons and months (without dates) from their years. Example: The report will be released in August 2013.

Place a comma after all cities when followed by their states. Example: She talked to the Richmond, Virginia, reporter.

Do not use a comma before Jr. or Roman numerals that are part of the name.

Quotation marks
Use single quotation marks in headlines.

Quotation marks are not required in formats that identify questions and answers by Q: and A:
Resources

A to Z index
atoz.vcu.edu

AP Stylebook Online
apstylebook.com/vcu_library

Bulletins
pubapps.vcu.edu/bulletins

Proofreading marks
merriam-webster.com/mw/table/proofrea.htm

Social media
socialmedia.vcu.edu

VCU Fact Card [PDF]
opds.vcu.edu/documents/Facts_2013-14_FINAL_forwebsite.pdf

VCU Health Identity:
brand.vcuhealth.org

VCU Identity
identity.vcu.edu

VCU Maps
maps.vcu.edu

Web Standards and Guidelines
webstandards.vcu.edu