Oregon Tech Style Guide

Marketing/Communications/Public Affairs (MarCoPa)

www.oit.edu

Last updated August 2023

Purpose: This style guide is intended to define university writing standards and to provide recommendations that promote consistency in Oregon Tech's online and print materials and publications. Guidelines were developed based on recommendations in the Associated Press Stylebook and from writing practices observed in existing Oregon Tech print and online materials.

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I. Style basics and media processes

Address:

Klamath Falls
3201 Campus Dr., Klamath Falls, OR 97601

Portland-Metro
27500 SW Parkway Ave., Wilsonville, OR 97070

Chemeketa Community College, Dental Hygiene
4000 Lancaster Dr NE, Salem, OR 97305
Building 8/101

Colors:

Blue
- Pantone Matching System (PMS) 540
- CMYK process values: 100, 55, 0, 55
- RGB values: 0, 55, 103
- Hexadecimal: 00 37 67

Gold
- Pantone Matching System (PMS) 122
- CMYK process values: 0, 17, 80, 0
- RGB values: 255, 210, 79
- Hexadecimal: FF D2 4F

More information about Oregon Tech's primary and secondary color palettes can be found here: www.oit.edu/marketing/university-brand-guidelines

Email signature: Oregon Tech email signature guidelines can be found on page nine of the University Brand Guidelines.

Equal opportunity statement: Oregon Tech holds that the presence and sharing of diverse backgrounds and experiences results in a stronger and more complete educational and work experience, enriching all members of the campus community. Higher education is incomplete without real understanding and appreciation of the human differences that make individuals and groups unique. The Oregon Tech administration strongly recognizes and believes that a diverse academic environment fosters mutual understanding,

interpersonal and individual respect, cultural awareness, harmony, and creativity, while providing necessary role models for all students.

It is the policy of Oregon Tech that all persons shall be treated equally and fairly, and an environment free of illegal discrimination and harassment shall be maintained. The University expressly prohibits discrimination based on race, color, gender, marital status, national origin, age, disability, religion, pregnancy, sexual orientation, gender identity or expression, or any other consideration not directly and substantively related to effective performance; and in compliance with all relevant federal, state and local laws and regulations. This commitment includes taking affirmative action in employment decisions and practices; promoting discourse and activity which seek to enhance campus diversity and which mirrors the pluralism of our society; ensuring prompt and impartial consideration of any discrimination complaint; and equitably resolving any such complaint found to have merit.

Font, website:

- **Headings:**   Roboto Condensed, Bold, RGB (51,51,51)
- **Paragraphs/Body:** Roboto, RGB (51,51,51)
- **<a> (links):**   Roboto, RGB (0, 55, 103)
- **Web-safe blue:**   RGB (0, 55, 103)
- **Web-safe gold:**   RGB (255, 210, 70)

Font, pamphlet/brochure: The typefaces chosen to compliment the Oregon Tech logo are Franklin Gothic and Adobe Garamond Pro. The consistent use of these fonts is a simple way to establish continuity and present a professional, unified appearance. More information about Oregon Tech's typeface can be found on page eight of the University Brand Guidelines.

Font, press release: Press release headlines will be 14-point Arial font, title case. Body text will be 11-point Arial font.

Contact information for a University representative must be included at the top of the release.

All press releases will have an "About Oregon Institute of Technology" boilerplate section at the end of the release:

About Oregon Institute of Technology, "Oregon's Polytechnic University"
Founded in Klamath Falls in 1947, Oregon Institute of Technology is the premier polytechnic institution in Oregon. Offering bachelor's, master's, and a Doctor of

Physical Therapy, Oregon Tech has exceptional programs in engineering, health technologies, business, technology, communication, and applied sciences. Our programs prepare students to be effective participants in their professional, public, and international communities through applied, relevant learning and professional practice. Oregon Tech has a residential campus in Klamath Falls; an urban, industry-focused Portland-Metro campus in Wilsonville; an online campus; and offers degrees at Boeing Seattle and at other sites. Visit www.oit.edu to learn more about Oregon Institute of Technology.

Letterhead: University affiliated departments and offices are urged to use official university stationery for external university-related correspondence. Oregon Tech branded letterhead should not be used in correspondence or communications that imply a co-branded effort, partnership, endorsement, or that appear as public statements on behalf of a division, a department, or the University. For more information about authorized letterhead use, email marketing@oit.edu.

The recommended font for letter text on Oregon Tech stationery is Adobe Garamond Pro. Body copy should be set in regular character style. Text may be bolded and italicized as appropriate. Branded letterhead is available at https://techweb.oit.edu/campus-resources/marcopa#graphics

Logo: The Oregon Tech logo should be used on all Oregon Tech materials with no exceptions. Oregon Tech logos and department and division sub-logos can be found at https://techweb.oit.edu/campus-resources/marcopa

For guidance about logo use, review the Oregon Tech University Brand Guidelines: https://oregontechsfstatic.azureedge.net/sitefinity-production/docs/default-source/public-relations-docs/graphic-identity-guidelines.pdf?sfvrsn=687fb260_18

All employees must receive prior approval from the MarCoPa team to use the logo on a sign or banner. Please submit a Marketing Request for individual department or program logos. The marketing request form is available at https://techweb.oit.edu/my-requests/marketing/marketing-request

If you have questions about logo use or placement, contact the Executive Director of Marketing, Communications, and Public Affairs, Lacey Jarrell, at lacey.jarrell@oit.edu.

Media inquiries: The Marketing, Communications, and Public Affairs office will assist in coordinating media inquiries for the protection of employees, students, and the University. The Oregon Tech Public Affairs will be made aware of all media inquiries. This can be done by contacting the Public Information Representative Ashley Van Essen, at ashley.vanessen@oit.edu, or the Executive Director of Marketing, Communications, and Public Affairs, Lacey Jarrell, at lacey.jarrell@oit.edu.

Name: Use Oregon Institute of Technology (Oregon Tech). When using only an acronym, "OT" is preferred.

Oregon Tech institutional seal: The institution seal is reserved for specific official uses. These include academic certifications such as diplomas, official documents and awards, and for ceremonial purposes. Generally, the seal should not be used on the same document as the official logo, or contiguous with the official logo so as not to cause branding confusion. The seal is not approved for use on campus materials without expressed permission from the Director of Marketing or the President's Office.

Photo and video policy: Information about Oregon Tech's photo and social media guidelines can be found at https://www.oit.edu/sites/default/files/document/social-media-policy_418a594d-16da-4b8f-8150-57f87fd97b14.pdf

PowerPoint presentations: Oregon Tech has four approved PowerPoint templates. Use the template that best fits your presentation. Find approved Oregon Tech PowerPoint templates at https://techweb.oit.edu/campus-resources/marcopa

Press releases: All press releases must be sent to and approved by Oregon Tech's Public Affairs office. Contact public information representative Ashley Van Essen, at ashley.vanessen@oit.edu, or the Executive Director of Marketing, Communications, and Public Affairs, Lacey Jarrell, at lacey.jarrell@oit.edu.

Spacing: One space will separate sentences in all uses.

Virtual backgrounds: Oregon Tech has several branded images and video backgrounds to choose from. Virtual backgrounds are available here: https://techweb.oit.edu/campus-resources/marcopa#stationary

II. Punctuation

Acronym: spell out names/titles on first reference; acronym in parenthesis follows. Only add an apostrophe "s" ('s) when the acronym is possessive. Otherwise, just add an "s" – plural acronyms do not need an apostrophe.
> *Examples:*
> - *The Oregon Department of Education (ODE) mission statement says the ODE "fosters equity and excellence for every learner through collaboration with educators, partners, and communities."*
> - *ODE's policies are intended to provide an equitable educational experience for learners statewide.*
> - *Open educational resources (OERs) are a great tool for helping students save money.*

Apostrophe: use an apostrophe and "s" to show that one person/thing owns or is a member of something. Use an apostrophe after the "s" at the end of a plural noun to show possession. Treat singular proper nouns the same as a singular noun.

Examples:

- *It is a student's responsibility to purchase tickets before the game starts.*
- *Students' stadium seats are in the front row.*
- *The players' jerseys are blue and gold.*

Colon: a colon may be used between clauses when the second clause explains, illustrates, paraphrases, or expands on the first sentence. In catalogs, schedules, and online, colons should be used to introduce lists. Only capitalize the first word of the second clause when the clause is a complete sentence.

Examples:

- *The speech had one point: for the students to reach for the stars.*
- *The keynote speaker emphasized one point: He told the graduates to reach for the stars.*
- *The field trip cost includes the following: travel, lunch, park entry, and a light dinner.*

Comma: use a comma to join two complete sentences (independent clauses) when they are joined by "and." When writing lists, Oregon Tech style is to use a serial comma – also known as an Oxford comma – for clarity. A serial comma is used after the next to last item in a list of three or more items, before "and" or "or." See also: FANBOYS

Examples:

- *Roger parked his car, and he ran to math class.*
- *Roger didn't want to miss today's lesson, which included linear, radical, and exponential equations.*

Dash (hyphen), en dash, and em dash: The shorter en dash (–) is used to mark ranges and with the meaning "to" and is used to join compound adjectives. The longer em dash (—) is used to separate extra information or mark a break in a sentence. Do not add spaces on either side of an en dash. Use spaces on either side of the em dash.

Examples:

- Oregon Tech provides a hands-on, project-based learning environment and emphasizes innovation, scholarship, and applied research. ← *Correct use en dash.*
- The air quality research began in 2019 as a collaboration between four academic programs — Respiratory Care, Environmental Sciences, Population Health Management, and Geomatics. ← *Correct use em dash*

FANBOYS: Mike will add examples. FANBOYS is a mnemonic device, which stands for the coordinating conjunctions: "For, And, Nor, But, Or, Yet, and So." These words, when used to connect two independent clauses (two complete thoughts), must be preceded by a comma. Source: https://www.shsu.edu/centers/academic-success-center/writing/handouts/loc/punctuation/Commas.pdf

> *Examples:*
> - *I like apples and oranges.*
> - *I like apples, and he likes oranges.*
> - *We like apples and oranges, but she brings us grapes.*
> - *We don't like grapes, so we don't eat them.*
> - *We don't like grapes and don't eat them.*

Lists: how lists are punctuated and capitalized depends upon whether they are individual words, phrases, or clauses and whether any of the items contain complete sentences. Guidelines from getitwriteonline.com are below. Variations may be necessary for emails and print materials depending on audience and space.

If the items in the list are single words or phrases with no internal punctuation, put a comma at the end of each item. Put "and" (or, if logic dictates, "or") after the next-to-last item in the list and a period after the last item. The items are not capitalized (except for proper nouns).

> *Example:*
> - *Most companies evaluate their professional development programs by a number of methods:*
>   - *evaluation sheets and comments by participants following each program,*
>   - *input from employees and administrators, and*
>   - *direct observation.*

If the items in the list are phrases or clauses with punctuation in them, put a semicolon at the end of each item. Put "and" (or, if logic dictates, "or") after the next-to-last item in the list and a period after the last item. The items are not capitalized (except for proper nouns).

> *Example:*
> - *Important developments have occurred in recent years in foreign language classrooms, where now we find:*
>   - *more opportunities for students to speak and to initiate conversation in the language they are studying;*
>   - *more emphasis on effective communication and less on error-correction;*
>   - *the use of interweaving, spiraling, and recycling to reinforce what is taught and to meet the needs of students with different learning styles; and*

  ○ *the use of an interdisciplinary approach in which foreign language instruction connects with instruction in other subject areas.*

If the items in the list are complete sentences, put a period or a question mark at the end of each of them, and capitalize the first word just as you would do with any sentence. Do not use "and" or "or" after the next-to-last item.

> *Example:*
> - *In government and political science, learners are given opportunities to answer questions such as:*
>   - *What is civic life?*
>   - *What is government?*
>   - *What are the foundations of the American political system?*
>   - *What are the basic values and principles of American democracy?*
>   - *What is the relationship of the United States to other nations and to world affairs?*

If even one of the items in the list contains a complete sentence, put a period at the end of every item in the list, and capitalize the first word just as you would do if they were all complete sentences. Neither "and" nor "or" is used after the next-to-last item.

> *Example:*
> - *The business assistance model will include a variety of strategies such as:*
>   - *Partnering low-performing businesses with exemplary sites to establish a mentoring relationship with continuous assistance.*
>   - *Providing successful CEOs as consultants to design specific improvement plans.*
>   - *Providing numerous resources to businesses to assist with program improvement efforts. Software, equipment, and consulting services may be supplied by the state or by industry partnerships.*

Letter grades: Letter grades will be punctuated with quotation marks.

> *Example:*
> - *Students must pass prerequisite courses with a "C" or better.*

Parentheses: When possible avoid parenthesis use by writing active, direct sentences.

> *Examples:*
> - *The meeting will be held next year (in June).* ← *Least preferred.*
> - *The meeting will be held next June.* ← *Preferred.*
> - *The meeting will be held in June 2023.* ← *Preferred.*

Punctuation in quotation marks: Place commas, periods, exclamation points, etc., within quotation marks.

> *Examples:*

- *"I'm thrilled the softball team won the state championship," Dan Smith said.*
- *Smith called the students' accomplishment "a victory that goes far beyond the playing field."*

Semicolon: A semicolon is used to separate clauses when they are not separated by "and." A semicolon can be used when the clauses are closely related. Use a semicolon to separate items when there is a list within a list.

> *Examples:*
> - *Camila called the meeting to order; everyone quickly quieted down.*
> - *The planning team is focused on boosting enrollment; offering more online courses, such as math, English, and biology; and making education more accessible.*

III. Word use

Accept/except: "accept" means to receive; "except" to exclude.

Acronyms:

Advisor/adviser: advisor in all uses.

Affect/effect: "affect" is a verb; "effect" is a noun.

> *Examples:*
> - *The tsunami's effect was devastating to the West Coast.*
> - *Thousands of families were affected by flooding.*

All right/alright: In formal communications, such as branded Admissions emails, "all right" is preferred. Informal communications, such as text messages and social media posts may use "alright."

A lot: always two words. Never "alot."

Alumna, alumni, alumnus, alum: Alumni is a plural noun referring to a group of graduates. The singular alumnus refers to one male graduate. Alumna refers to one female graduate. Alum may also be used as a singular or plural term that is ungendered and informal.

> *Examples:*
> - *An Oregon Tech alumnus John Smith (he/him) opened a firm in Klamath Falls.*
> - *Oregon Tech alumni will be invited to commencement.*
> - *They are alum of Oregon Tech.*

am/pm: Use either "AM/PM" or "am/pm" consistently in documents or promotional materials. Use one space between the numeral and am/pm. Do not separate the letters with periods. For brevity, consider omitting minutes after the hour when the event/time noted is on the hour.

> *Example:*
> - *New student orientation is Monday from 8 am to 5:30 pm.*

When the time range starts and ends wholly in either am or pm, only list am or pm after the end time.

> *Example:*
> - *The game lounge is hosting an event Friday from 6 to 8 pm.*

Among/between: "among" refers to three or more objects with no explicit relationship. "Between" should be used in reference to only two directly related objects.

> *Examples:*
> - *The lottery money was divided among five lucky winners.*
> - *Between you and me, my first purchase will be another lottery ticket.*

Amount/number: "amount" refers to things that cannot be counted as separate units; "number" refers to things that can.

> *Example:*
> - *Although a large amount of water flooded the dormitory, a larger number of people helped bail it out.*

Anyway/toward: use anyway or toward – never "anyways" or "towards."

Assure/insure/ensure: assure, insure, and ensure are not synonymous. Please note the varied definitions below.

> - *Assure: tell someone something positively or confidently to dispel any doubts they may have.*
> - *Insure: arrange for compensation in the event of damage to or loss of (property), or injury to or the death of (someone), in exchange for regular advance payments to a company or government agency.*
> - *Ensure: make certain that (something) shall occur or be the case.*

Because of/due to: "because of" modifies a verb; "due to" modifies a noun, commonly preceded by a "to be" verb.

> *Example:*
> - *I lost because of him.*
> - *My loss was due to a strained ankle.*

Because/since: "since" refers to a time element; "because" offers an explanation or the reason for something.

> *Examples:*
> - *She has been upset since the accident.*
> - *She is upset because the accident totaled her car.*

Boardroom: one word in all uses.

Canceled/cancelled: When using American English, tenses of "cancel" are spelled with one "L" not two. The same goes for cancelations.

> *Examples:*
> - *The Saturday class was canceled.*
> - *Call Student Affairs to learn more about event delays and cancelations.*

Centered on/around: always "centered on" never "centered around."

> *Example:*
> - *The award ceremony discussion was centered on teamwork and collaboration.*

Compared to: to liken one thing to another type or category, as in a metaphor.

> *Example:*
> - *He compared bread baking to automobile manufacturing.*

Compared with: to examine similarities and differences within the same type or category of things.

> *Example:*
> - *The Snickers were compared with Butterfingers.*

Complement/compliment/supplement: "complement" enhances, highlights, or completes something. A "compliment" expresses admiration. A "supplement" is an additional or extra element to add value or improve something.

> *Examples:*
> - *A short video about pitching mechanics complemented the team training.*
> - *Oregon Tech employees thanked students for their hard work and complimented their dedication to the institution.*
> - *Students can supplement independent study with group or individual tutoring.*

Counselor/councilor: a counselor is a person who gives guidance or therapy. A councilor is a member of a group that makes decisions. Both are spelled with one "L."

> *Example:*
> - *Oregon Tech's Admissions counselors hosted an event.*

Coursework: coursework will be written as one word.

COVID-19/COVID/coronavirus: COVID-19 was the coronavirus strain identified in 2019. Current COVID strains are referred to as COVID, without a year classification. "Coronavirus" is acceptable when referring to the pandemic, but it is a general virus and is not capitalized.

> *Example:*
> - A coronavirus identified in 2019, SARS-CoV-2, caused a pandemic of respiratory illness, called COVID-19.
> - A COVID vaccination is not required for the 2022-23 academic year.

Cybersecurity: one word in all uses.

Decision-making: hyphenated in all uses.

Disburse/disperse: to disburse is to distribute or pay out money or other financial assets. Use disperse when something other than money is being distributed.

> *Examples:*
> - *Financial aid checks will be disbursed Tuesday.*
> - *Students dispersed after the live music stopped.*

Early alerts: two words; never capitalized.

E.g.: for example.

Ensure/assure/insure: ensure, assure, and insure are not synonymous. Please note the varied definitions below.

> - *Ensure: make certain that (something) shall occur or be the case.*
> - *Assure: tell someone something positively or confidently to dispel any doubts they may have.*
> - *Insure: arrange for compensation in the event of damage to or loss of (property), or injury to or the death of (someone), in exchange for regular advance payments to a company or government agency.*

Doctor/doctoral/doctorate: "doctor" is an academic title that originates from the Latin equivalent for "teacher." It represents someone who has earned a "doctoral" degree, which is the highest academic distinction awarded by a college or university. A person with a "doctorate" has completed coursework, exams, a dissertation, and an articulated reasoning for that dissertation. Source: Is It Doctoral Degree or Doctorate Degree? - The Blue Book of Grammar and Punctuation (grammarbook.com)

Driver's license: when one individual possesses a license, punctuate "driver" in the possessive.

Example:

- *Sam paid for their driver's license with a debit card.*

Farther/further: "farther" refers to physical distance; "further" an extension of time or degree.

Flier/flyer: use "flyer."

Focus on/around: "focus" is the center of interest or activity. Always "focused on" never "focused around."

 Example:

- *The group discussion focused on tackling statewide education issues.*

Freshman/first-year: use "first-year" instead of "freshman." The terms "first-year" and "upper-level" are phrasal adjectives, also called compound modifiers, For the informal "first-year" or "first-years," to refer individually or collectively to first-year students, use a hyphen. Do not hyphenate when the two words are not used as a phrasal adjective; for example, "She moved into her residential college after her first year." Source: https://yalecollege.yale.edu/policies-procedures/first-year-upper-level-usage-guide

 Examples:

- *The first-year students are moving in this week.*
- *The sprinter who won the race is a first-year.*
- *The students setting up the solar panels, all of them first-years, arrived 15 minutes early.*
- *The student club gained 20 members in its first year.*

Good/well: "good" is an adjective; "well" is an adverb. I am doing well (NOT good).

Gray: "gray" is spelled with an "a."

Hawaii/Hawai'i/ Hawai'i: When referring to the state, the official spelling is Hawaii. Hawai'i with an apostrophe is a common mistake, as the correct character to use is an okina (Hawai'i). The official name of the state is not written with the okina; however, the name of the island itself is Hawai'i.

Health care/healthcare: "health care" is a noun and refers to maintenance of one's well-being, either by medical means or otherwise. Source: https://writingexplained.org/healthcare-or-health-care-difference "Healthcare" is a system that offers medical care. Source: https://grammarist.com/spelling/healthcare/

 Examples:

- *Many students delay seeking health care when they are studying for finals.*
- *Oregon Tech's healthcare programs provide top-notch hands-on education.*

- *Population Health Management helps specialists anticipate patient health care needs, allowing them to treat problems before they arise, thus improving patient care and reducing healthcare costs.*

I.e.: that is.

Insure/ensure/assure: insure, ensure, and assure are not synonymous. Please note the varied definitions below.
> *Examples:*
> - *Insure: arrange for compensation in the event of damage to or loss of (property), or injury to or the death of (someone), in exchange for regular advance payments to a company or government agency.*
> - *Ensure: make certain that (something) shall occur or be the case.*
> - *Assure: tell someone something positively or confidently to dispel any doubts they may have.*

Judgment: "judgment" is the ability to make considered decisions or come to sensible conclusions. Do not add an "e" between the "g" and "m."

Less than/more than: generally refers to relationships between figures and amounts. "Over" typically denotes a distance or
> *Examples:*
> - *Annual textbook costs have risen more than 10 percent.*
> - *The fox jumped over the fence.*

OK: "OK" in all uses, not okay. Just "ok" is not OK either.

Organization: "organization" is spelled with a "z."

Own: don't use "own" after a possessive. It's redundant.
> *Examples:*
> - *The pumpkin latte was their creation. ← Correct*
> - *The pumpkin latte was their own creation. ← Incorrect*

Makerspace: one word in all uses.

Multimedia: one word in all uses.

Percent: % or percent. Use % when writing a press release. When using the % character, do not add a space.
> *Examples:*
> - *More than 25% of students live in residential housing. ← Correct*

- *More than 25 % of students live in residential housing. ← Incorrect*

Postsecondary: one word in all uses.

Precede/proceed: "precede" means to come or exist before; "proceed" means to go forward or carry on an action.

Problem-solving: hyphenated in all uses.

Quarter/term: About 95% of U.S. institutions of higher education operate on a semester calendar. A semester system generally consists of two 15-week terms, while a quarter system consists of four 10-week sessions. A quarter system consists of four 10-week sessions in the fall, winter, spring, and summer.
https://www.bestcolleges.com/blog/semester-vs-quarter-system/
- Use "quarter" when referring to a comparison between the semester and quarter system or when referring to hour course requirements.
  - *Examples:*
    - *Transfer students are those who have at least 24 semester or 36 quarter credits from a regionally accredited college.*
    - *The following prerequisite is required: 18 quarter credit hours of chemistry.*
    - *One quarter of Microbiology is required for the program.*
- Use "term" when generally referring to Oregon Tech course structure or time periods, such as deadlines and seasons. See "Academic term" for more information about capitalization.
  - *Examples:*
    - *Oregon Tech is quarter based, with 10-week terms. Graduate students are required to take 9 credits per term.*
    - *Spring Term registration starts next week.*
    - *The 75th anniversary celebration year will conclude next term.*

Really/very: refrain from using either adjective unless something is indeed "REALLY or VERY_____."

Steen Sports Park: always Steen Sports Park. Never Steens Sports Park or Steen's Sports Complex.

Student-athlete: hyphenate in all uses.

Study abroad: two words in all uses. Do no hyphenate as an adjective.
- *Example:*
  - *Students enrolled in Oregon Tech's dental hygiene program may have an opportunity to study abroad.*

Term/quarter: About 95% of U.S. institutions of higher education operate on a semester calendar. A semester system generally consists of two 15-week terms, while a quarter system consists of four 10-week sessions. A quarter system consists of four 10-week sessions in the fall, winter, spring, and summer.
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  - *Examples:*
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    - *Spring Term registration starts next week.*
    - *The 75th anniversary celebration year will conclude next term.*
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  - *Examples:*
    - *Transfer students are those who have at least 24 semester or 36 quarter credits from a regionally accredited college.*
    - *The following prerequisite is required: 18 quarter credit hours of chemistry.*
    - *One quarter of Microbiology is required for the program.*

That: limit the use of "that" in cases such as: Spongebob lives in a pineapple that is under the sea. Instead, simply use: Spongebob lives in a pineapple under the sea.

That/which vs. who/whom: "that" and "which" refer to inanimate objects and animals without names. "Who" and "whom" refer to people and animals with names. See "which vs. that" for more information.

Toward/towards: use "toward," never "towards."

Traveled/travelled: the American English spelling is "traveled."

Viewbook: one word in all uses. Not capitalized.

Waitlist: one word when written as a noun. Hyphenate "waitlist" when used as a verb.
  Examples:
  - *Only three students on the waitlist are eligible to enroll.*
  - *Students who signed up late will be wait-listed.*

Well-being: hyphenate "well-being" in all uses.

Which vs. that: "which" is generally non-restrictive and needs a comma. "That" is restrictive and should not have a comma. *Example: The dog, which was brown, ate my steak.* The dog's color doesn't matter, so if you take it out, the meaning of the sentence remains the same. If

the dog was among a group of dogs and needed distinction, it would be: The dog that was brown ate my steak.

Whiteboard: one word in all uses. Not capitalized.

Who/whom: "who" refers to the subject of a sentence, clause, or phrase; "whom" for the object of a verb or preposition.

> *Examples:*
> - *The woman who rented the room took the key.*
> - *The woman to whom the room was rented took the key. (The subject is the room, not the woman).*

Work-study: "work-study" is hyphenated in all uses. Work-study will be capitalized when referring to the federal financial aid program.

> *Examples:*
> - *Oregon Tech has several open work-study positions.*
> - *The Federal Work-Study Program emphasizes employment in civic education and work related to your course of study.*

Unique: one of a kind, not "special or unusual." Do not place very or most before unique because something either is or is not unique, and "very" unique or "most" unique is redundant.

IV. Capitalization and abbreviation

3D: write with a numeral and capital "D." Do not use punctuation or spaces.

Academic term: academic terms will be capitalized in all uses, including the Oregon Tech website and promotional materials, excluding press releases, which are written in Associated Press style. Exceptions for capitalization also apply to automated formatting on the website.

> *Examples:*
> - *Fall Term new student orientation happens in August.*
> - *Join us Monday for the first Winter Term enrollment event.*
> - *Registration for Fall 2022 starts Monday.*
> - *Registration for fall classes starts Monday.*

* Note: seasons that are not named as a part of an academic term proper title or other proper title are not capitalized. Example: Join us Saturday for the spring swap meet.

Academic programs: capitalize only when program names are complete proper nouns. Program names will not be capitalized when referenced as common nouns.

> *Examples:*
> - *Students enrolled in Emergency Medical Services Management learn through practical training in three core areas.*
> - *Earning an emergency medical services degree is an excellent opportunity for paramedics to advance their careers.*

ALEKS: capitalize all letters in all uses when referring to the ALEKS placement test. Do not don't use "Aleks" or "aleks."

And/&: "and," not an ampersand, should be used in public materials, except in materials with limited space. When referencing a trademarked company name that uses an ampersand, use an ampersand. Do not use a serial comma when using an ampersand.

> *Examples:*
> - *College of Health, Arts & Sciences* ← *Incorrect.*
> - *College of Health, Arts, & Sciences* ← *Incorrect.*
> - *College of Health, Arts, and Sciences* ← *Correct.*
> - *Let's get lunch at A&W.* ← *Correct.*

Associate of/associate: capitalize when used as a proper noun to name a degree that includes the major or program title. Do not capitalize when used as a common noun. Do not use an apostrophe or "s" when referencing an associate degree.

> *Example:*
> - I received my associate degree before my bachelor's.

Bachelor of/bachelor's: capitalize when used as a proper noun to name a degree that includes the major or program title. Do not capitalize when used as a common noun. When referencing a degree as a proper noun, do not add "degree" after the noun – it's redundant.

> *Examples:*
> - *Aardvark earned a bachelor's degree in ant behavior.*
> - *Aardvark has a Bachelor of Science in Behavioral Dynamics of Edible Ants.*
> - *She earned a Bachelor of Science in Data Science.* ← *Correct.*
> - *She earned a Bachelor of Science in Data Science degree.* ← *Incorrect.*

Base to Bachelor's: capitalize in all uses.

Board of Trustees: capitalize in all uses.

Bookstore: one word. When referring to the Tech Nest Bookstore, "bookstore" will be capitalized. When referred to as a general bookstore, "bookstore" will not be capitalized.

> *Examples:*

- *Students can purchase swag at the Tech Nest Bookstore.*
- *The bookstore is closed on Saturday and Sunday.*

Campus: "campus" is not a proper noun. Do not capitalize.
- *Examples:*
  - *The writing club will meet on campus after the field trip.*
  - *The Portland-Metro campus open house is Thursday.*

Career Services: "Career Services" is a proper noun. Capitalize in all uses.

Class/course titles: capitalize titles of classes and courses.

Commission: when referring to a specific commission, "commission" will be capitalized. When referred to as a general commission, "commission" will not be capitalized.
- *Examples:*
  - *The next Safety Commission meeting is in January.*
  - *A commission will determine what the next steps are*

Committee: when referring to a specific committee, "committee" will be capitalized. When referred to as a general committee, "committee" will not be capitalized.
- *Examples:*
  - *The Tuition Recommendation Committee is meeting next week.*
  - *The committee will make a tuition recommendation soon.*

College Union: "College Union" is a proper noun. Capitalize in all uses.

Council: when referring to a specific shared governance council as a proper noun, "council" will be capitalized. When referred to as a general council, council will not be capitalized.
- *Examples:*
  - *The new policy must be approved by President's Council before it can be implemented.*
  - *Members of the council had several questions about the proposed policy.*

Days of the week: spell out days of the week, except in marketing materials, and digital and print publications, where text needs to be abbreviated due to automatic formatting or space issues.

Direct Loan Program: capitalize in all uses.

Degrees: use an apostrophe in bachelor's degree and master's degree. Associate degree is not possessive; do not use an apostrophe. Do not capitalize a general bachelor's, master's, or associate degree. Capitalize a degree when it is written as a proper title.

Examples:

- *I earned an associate degree before a bachelor's degree.*
- *I earned an associate degree in two years.*
- *Oregon Tech offers bachelor's degree options in Klamath Falls and Wilsonville.*
- *Oregon Tech student Sarah Jones earned a Bachelor of Arts in Linguistics.*

* Note: Degrees that are noted as a proper noun do not need to include "degree" because the proper noun implies "degree."

- *Bachelor of Science in Civil Engineering. ← Correct.*
- *Bachelor of Science Degree in Civil Engineering ← Incorrect.*
- *Bachelor of Science degree in Civil Engineering. ← Incorrect.*

Events: university-sanction events are proper nouns. Capitalize the events listed below in all uses. Some events may be names as an acronym on second reference. Do not place periods between letters when writing acronyms. Contact MarCoPa at marketing@oit.edu if you would like an event added to this list.

- **Admissions Events**
  - Owl Champions
  - Discover Oregon Tech
  - Explore Oregon Tech
    - Tech Trek
    - Fall Preview Day
    - Spring Preview Day
    - Spring Open House (phasing out)
  - Choose Oregon Tech
    - Blue and Gold Days
    - Admitted Students Day
  - New Wings registration event (New Wings)
- **TechCon:** one word with a capital T and C, refers to Oregon Tech's Comic-Con event
- **Blackout for Hunger:** annual men's and women's basketball event. Blackout for Hunger games raise money and donations for local food banks.
- **Pink Out:** annual men's and women's basketball event. The Pink Out games were started as a way to honor former university president Martha Anne Dow who died in 2007 after a battle with breast cancer. The Pink Out games raise money for cancer research and the Martha Anne Dow Endowed Scholarship.

Faculty Senate: when referring to the Faculty Senate as a proper noun, "faculty" and "senate" will be capitalized. When referring to general faculty or faculty as an individual instructor, faculty is not a proper noun and will not be capitalized.

Examples:

- *The attendance policy must be discussed by the Faculty Senate before it can be implemented.*
- *Members of the senate had several questions about the proposed policy.*
- *Please refer to faculty procedures for more information.*
- *The math faculty said new students prefer using their phone calculators.*

Financial aid: do not capitalize financial aid when used as a general term.
Examples:

- *Apply for financial aid on the Federal Student Aid website, studentaid.gov.*
- *Students can pick up their financial aid disbursement next week.*

Federal financial aid: do not capitalize. Only capitalize Student Financial Aid, the department that oversees federal financial aid.

Forms: form names published online and in print will not be capitalized in block text.
Examples:

- *To change your major, fill out the admissions change form on the Oregon Tech website.*
- *Fill out an incident report to report an injury or accident.*

Foundation: when referring to the Oregon Tech Foundation as a proper noun, "foundation" will be capitalized. When referring to a general foundation or physical foundation, foundation is not a proper noun and will not be capitalized.
Examples:

- *The Foundation received 200 scholarship applications.*
- *The foundation for the new engineering center is set.*

Hootie: capitalize in all uses. Hootie's original gender designation is female; however, use of gender terms should be avoided. Hootie is a great horned owl.

Hustlin' Owls: is a proper noun. Capitalize in all uses. "Hustlin'" is an Oregon Tech branded contraction and will be spelled with an apostrophe instead of a "g." Hustlin' Owls is the name of the men's basketball team. References to other sports teams or student groups should be specific to that group or referenced generally as "owls." See "Lady Owls."

IdeaFest: one word in all uses. Capitalize the "I" and "F." IdeaFest was previously known as the Student Project Symposium.

Integrated Student Health Center: Integrated Student Health Center is a proper noun and is capitalized in all uses. Do not capitalize when generally referring to the "health center."
Examples:

- *For more information, contact the Integrated Student Health Center.*
- *Visit the student health center to fill out the form in person.*
- *The health center staff are happy to help.*

In to/into: "into" indicates movement, action, or transformation. Use "into" to describe *where* something is: going inside something else. Use "in to" based on the verb that comes before it. It can have many meanings, but here's a quick tip that covers some of them: if you can replace it with "in order to," use "in to."
> *Examples:*
> - *Students who want to get good grades put a lot of effort into their work.*
> - *I'm going to turn my paper in to the assistant professor.*

ITS Service Desk: "service desk" is two words in all uses. Capitalize "service desk" when it is part of the proper noun.
> *Examples:*
> - *Students can contact the ITS Service Desk to get help accessing Wi-Fi.*
> - *The service desk is closed on major holidays.*

Lady Owls: is a proper noun. Capitalize in all uses. Lady Owls is the name of the women's basketball team. References to other sports teams or student groups should be specific to that group or referenced generally as "owls." See also: Hustlin' Owls and Owls.

Learning Resources Center (LRC): Learning Resources Center is a proper noun and is capitalized in all uses.

Library: library is not a proper noun. Do not capitalize.

Makerspace: one word in all uses. Not capitalized.

Majors: capitalize only when majors are complete proper nouns. Majors will not be capitalized when referenced as common nouns or adjectives.
> *Examples:*
> - *Enroll in Oregon Tech's Nursing program to complete prerequisites for a Bachelor of Science in Nursing.*
> - *Twenty-two new students are interested in earning a nursing degree.*

Master of/master's: capitalize when used as a proper noun to name a degree that includes the major or program title. Do not capitalize when used a common noun. When referencing a degree as a proper noun, do not add "degree" after the noun — it's redundant.
> *Examples:*
> - *Aardvark earned a master's degree in ant behavior. ← Common noun*
> - *Aardvark has a Master of Science in Ant Behavior ← Proper noun*

- *She earned a Master of Science in Data Science. ← Correct.*
- *She earned a Master of Science in Data Science degree. ← Incorrect.*

Office and department titles: capitalize Oregon Tech office and department titles when they are used as a proper noun. Examples include: Business Affairs, Student Affairs, and Facilities Management Services. When referring to monetary aid or general assistance, financial aid is not capitalized.

> *Examples:*
> - *Sign into our automated system to meet with someone in the Financial Aid Office.*
> - *Someone from financial aid will return your call.*

Oregon's Polytechnic University: is a proper noun when referencing Oregon Tech's official state designation. Capitalize in branded uses. Title case when used as a common noun.

> *Examples:*
> - *Oregon Tech is Oregon's Polytechnic University.*
> - *We are Oregon's Polytechnic University.*
> - *Oregon Tech is known as Oregon's polytechnic university.*

Oregon Tech Gaming Lounge: Oregon Tech Gaming Lounge is a proper noun and will be capitalize in all uses. When referred to as a general gaming lounge, "gaming lounge" will not be capitalized.

> *Examples:*
> - *Four new stations have been set up at the Oregon Tech Gaming Lounge.*
> - *The gaming lounge is open to any enrolled Oregon Tech student.*

Owl/s: capitalize when referring to a group of students or the student body as Owls. In general use or to refer to the owl animal, lowercase in all uses.

> *Examples:*
> - *Happy Friday, Owls!*
> - *Hey Owls! Today is the last day to register for Winter Term.*
> - *The owl flew across Upper Klamath Lake.*

Pell Grant Program: capitalize in all uses.

Portland-Metro: hyphenate in all uses.

Race and culture: Reporting and writing about issues involving race/culture calls for thoughtful consideration, precise language and discussions with others of diverse backgrounds, whenever possible. Consider carefully when deciding whether to identify people by race and avoid generalizations and labels; race and ethnicity are just one part of a person's identity. Always ask your subject how they prefer to be identified. These guidelines

are provided by The Associated Press Stylebook (55th edition, May 2020).
https://commtoolbox.appstate.edu/style/writing

- **Black (adj.)** — Use the capitalized adjectival term in a racial, ethnic or cultural sense: *Black people; Black culture; Black literature*.
- **white (adj.)** — The adjective *white* should appear lowercase.
- **brown (adj.)** — Avoid this broad and imprecise term in racial, ethnic or cultural references unless as part of a direct quotation.
- **Caucasian (adj.)** — Avoid as a synonym for *white*, unless in a quotation.
- **Indigenous (adj.)** — Capitalize this term used to refer to original inhabitants of a place: *Bolivia's Indigenous peoples represent 62% of the population*.
- **Hispanic (adj.)** — A person from — or whose ancestors were from — a Spanish-speaking land or culture. Latino (masculine), Latina (feminine) or Latinx (gender-neutral) are sometimes preferred. Follow the person's preference. Use a more specific identification when possible, such as Cuban, Puerto Rican or Mexican American.
- **American Indians, Native Americans (nouns)** — Both are acceptable terms in general references for those in the U.S. when referring to two or more people of different tribal affiliations. For individuals, use the name of the tribe if that information is available: *He is a Navajo commissioner. She is a citizen of the Cherokee Nation of Oklahoma.* Some tribes and tribal nations use member; others use citizen. If in doubt, use citizen. In Alaska, the indigenous groups are collectively known as Alaska Natives. First Nation is the preferred term for Canada's native tribes.
- **Indian (adj.)** — Describes the peoples and cultures of the South Asian nation of India. Do not use the term as a shorthand for American Indians.

SCORI: South Central Oregon Regional Innovation (SCORI) hub.

Shared governance councils and commissions: when referring to a specific shared governance council or commission as a proper noun, "council" or "commission" will be capitalized. When referred to as a general council, council will not be capitalized.

Examples:
- *The Safety Commission met last month.*
- *The new safety policy must be reviewed by another commission.*
- *Administrative Council is reviewing professional development opportunities.*
- *Oregon Tech employees are encouraged to participate in a shared governance council.*

Social security: capitalize social security only when referring to the U.S. Social Security Administration. Lowercase in all other uses. The word "number" is not capitalized.

Examples:
- *You must be at least 62 years old to receive retirement benefits from the Social Security Administration.*

- *Providing your Social Security number is optional.*

Student Housing Handbook: when referred to as the Student Housing Handbook, "student housing handbook" will be capitalized. When referred to as a general handbook, handbook will not be capitalized.
> *Examples:*
> - *Refer to the Student Housing Handbook for information about furnishings.*
> - *Students will receive a free student handbook at orientation.*

Peer Consulting Center: is a proper noun. Capitalize in all uses.

Testing Services: is a proper noun. Capitalize in all uses.

Titles: job titles that directly precede a name will be capitalized. Job titles that do not precede a name or note a position not related to a specific person will be lowercase.
> *Examples:*
> - *Oregon Tech President Dr. Naganathan has arrived.*
> - *Dr. Naganathan, Oregon Tech president, has arrived.*

Tech Opportunities Program (TOP): is a proper noun. Capitalize in all uses.

Treehouse: when referring to the Oregon Tech Treehouse as a proper noun, "Treehouse" will be capitalized. When used singularly referring to the Oregon Tech Treehouse as "the Treehouse," "treehouse" will be treated as a proper noun and will be capitalized. To generally describe a treehouse, "treehouse" will not be used as a proper noun and will not be capitalized.

TRiO: TRiO will be written with a capital T, R and O in all uses. As per TRiO branding, the "I" will remain lowercase.

University: When used singularly referring to Oregon Tech as "the University," "university" will be treated as a proper noun and will be capitalized. To generally describe a university, "university" will not be used as a proper noun and will not be capitalized.
> *Examples:*
> - *The Oregon Tech Foundation raises money to benefit the University's capital construction projects.*
> - *Donor support is crucial for supporting higher education and university success across the state.*

Wi-Fi: Wi-Fi is a proper noun and should be capitalized and hyphenated. Wi-Fi is a registered trademark of the Wi-Fi Alliance.

ZIP Code/zip code: zip code is a registered trademark. Both uses are correct. Use one version consistently in marketing and outreach materials.

V. Military and veteran terminology

Active duty: "active duty" is not a proper noun. Do not capitalize. Hyphenate when used as a compound modifier.

> *Examples:*
> - *He was active duty before becoming a reserve Soldier.*
> - *He was an active-duty Soldier before becoming a reserve Soldier.*

Airmen: capitalize when referring to members of the U.S. Air Force.

GI Bill®: Do not use periods. The term ''GI Bill®'' is to be used solely to promote official VA benefit programs and services and must include the proper trademark symbol. The trademark symbol ''®'' should be placed at the upper right corner of the trademarked phrase in the most prominent place at first usage.

Military Friendly School: is a proper noun. Capitalize when referencing the Military Friendly School or the Military Friendly brand or awards. Do not capitalize for culture references.

> *Examples:*
> - *Oregon Tech has been designated as a Military Friendly School for several consecutive years.*
> - *Oregon Tech earned a Military Friendly designation for the 2020-21 academic year.*
> - *The Oregon Tech Veterans Resource Center is military friendly.*

Reserve: is not a proper noun. Do not capitalize. Capitalize when referring to U.S. Army Reserve. Lowercase in reference to members of these backup forces: reserve Soldiers. Only use "reserves" when referring to the reserve components collectively. Do not use the term reservist.

Selective Service: is a proper noun. Capitalize in all uses.

Soldier: capitalize when referring to U.S.

Student Veterans Program: is a proper noun. Do not capitalize when referencing a general veteran program. In second reference, may be abbreviated as SVP.

> *Examples:*
> - *The Student Veterans Program is located on the first floor of the College Union.*

- *Any veteran, Active Duty, reservist students, and dependents, can participate in Oregon Tech's veteran program.*

Veterans Day: Capitalize in all uses. "Veterans" is not possessive. Do not punctuate with an apostrophe.

> *Examples:*
>
> - *Monday is Veterans Day.* ← *Correct.*
> - *Monday is Veteran's Day.* ← *Incorrect.*

Veteran Lounge: is a proper noun. Capitalize when referencing the Klamath Falls "Veteran Lounge." Do not capitalize when only referring to "lounge."

> *Examples:*
>
> - *Students in the National Guard are encouraged to check out the Veteran Lounge in the College Union.*
> - *Meet me at the lounge in the College Union.*

Veteran Resource Center: is a proper noun. Capitalize when referencing the Portland-Metro "Veteran Resource Center." Do not capitalize when generally referring to the "center" or "veteran center."

> *Examples:*
>
> - *Connect with an academic advisor at the Portland-Metro Veteran Resource Center.*
> - *Portland-Metro Military and veteran students can get help registering at the veteran center.*

Veteran Resource Navigator: is a proper noun. Capitalize in all uses.

Veteran Services: capitalize in all uses. "Veterans" referred to in "Veterans Lounge" is not possessive. Do not punctuate with an apostrophe. Do not use an apostrophe when referencing the U.S. Department of Veterans Affairs.

Yellow Ribbon Program: is a proper noun. Capitalize in all uses.

VI. Computer and online terminology

Database: a database is a collection of pieces of information organized and used on a computer. Database is written as one word.

Email: written as one word in all uses. Do not capitalize or hyphenate.

Esports/eSports: written as "esports" in all uses. Do not hyphenate. Capitalize only at the beginning of a sentence.

Facebook: capitalize in all uses.

Homepage: one word in all uses.

Login/log in: login is written as one word as a noun or an adjective. Log in is two words when it functions as a verb (grammarist.com).

> *Examples:*
> - *Noun: The information you use to access to TECHweb is your login.*
> - *Adjective: Use your TECHweb login credentials to access SharePoint.*
> - *Verb: Make sure you log in each morning.*
> - *Both: You log in with your login information.*

Online: one word in all uses. Do not capitalize.

TECHweb: one word in all uses. Capitalize TECH only.

Twitter: capitalize in all uses. The action of using Twitter, known as sending "tweets," is lowercase in all uses.

> *Example:*
> - *The @OregonTech Twitter account has nearly 2,500 followers.*
> - *The @OregonTech account tweets once per week.*

URLs: urls are webpage addresses and can be presented in a variety of ways depending on the audience and material. Use a version that best communicates to and connects with your audience.

> *Examples:*
> - *Visit the Oregon Tech website at www.oit.edu*
> - *Find us at oit.edu.*
> - *Learn more about the DeArmond fellowship at oit.edu/OMIC*

Web: lowercase in all uses referring to the internet or World Wide Web.

Webpage: one word in all uses. Do not capitalize.

Website: one word in all uses. Do not capitalize.

> *Example:*
> - *Oregon Tech's website is easy to navigate.*

World Wide Web: capitalize in all uses.

VII. Numbers

Credits: use numerals when referring to course credits.

> *Examples:*
> - *The microbiology course is 3 credits.*
> - *Students who enroll in 15 credits are more likely to complete on time.*

Course cost/money: whole dollar amounts will be written as dollar amounts with no cents.

> *Examples:*
> - *Hootie hoodies are $45.*
> - *Purchase a matching beanie for $7.95.*

* Exceptions may be made when trailing zeros (xx.00) may be useful for indicating the number of significant figures, for example in a measurement or financial and scientific data. In such a context, "simplifying" a number by removing trailing zeros would be incorrect. Use best practices when denoting these figures.

Dates: for dates and years, use figures. Do not use *st, nd, rd,* or *th* with dates. Spell out the month unless it is used with a date. When used with a date, abbreviate only the following months: Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Spell out the month when referenced with a year.

> *Examples:*
> - *The employee barbecue is Monday, Sept. 12.*
> - *The employee barbecue is in September.*
> - *The most recent barbecue was in October 2019.*

Oregon Manufacturing Innovation Center Research & Development (OMIC R&D): is a proper noun. Capitalize in all uses.