

A large, stylized, double-outlined letter 'U' in a light orange color, positioned on the right side of the page. It has a classic, slightly serifed design with a small gap at the top.

UNION

COMMONWEALTH UNIVERSITY

BRAND GUIDE

2024

As Union Commonwealth University continues to grow and evolve, it is crucial that our branding consistently reflects the institution's values, mission, and vision. This updated brand guide includes new logos, wordmarks, emblems, and other essential elements designed to visually articulate Union's progression while honoring its rich heritage.

By adhering to the standards in this guide, we ensure that all external communications—whether digital, print, or promotional—remain impactful, consistent, and aligned with Union's legacy and aspirations.

University policy requires that ALL external communications are reviewed by the Senior Director of Communications prior to release. This includes ensuring that all materials adhere to the established guidelines for imagery, colors, fonts, and the placement of names and addresses. Consistency across all communications is vital in maintaining the integrity of Union's identity.

For assistance with managing your projects or to ensure compliance with branding requirements, please contact the Office of University Communications at communications@unionky.edu or submit a project request form at [\[www.unionky.edu/departments/collegecommunications\]](http://www.unionky.edu/departments/collegecommunications).

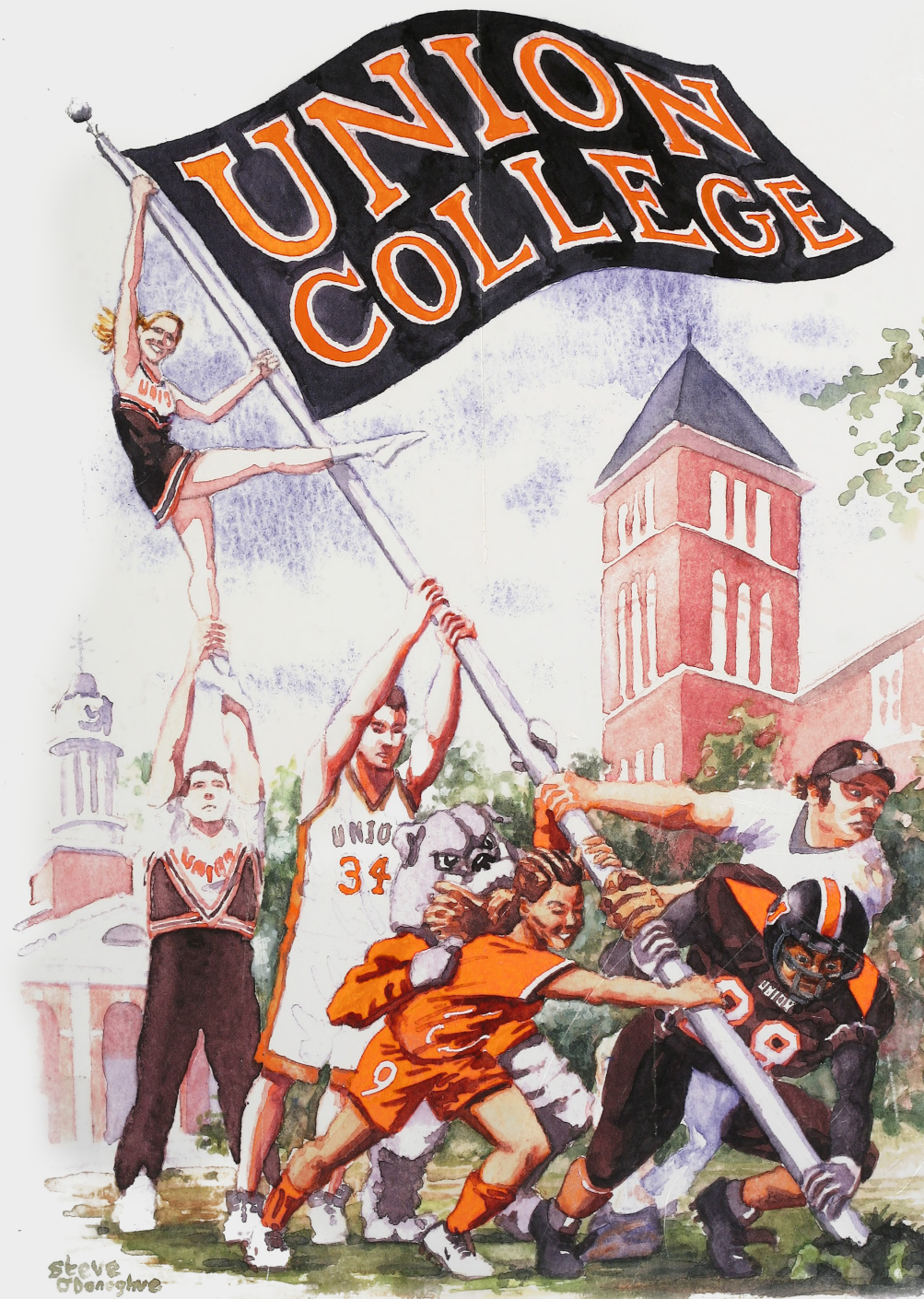


TABLE OF CONTENTS

Introduction to the Brand

- 1 Purpose of Branding Guidelines
- 2 Our Mission
- 3 Institutional Values & Purpose
- 5 Union History

Brand History and Evolution

- 7 History of Union Branding
- 8 Consistent & Accurate Representation
- 9 Mascot
- 10 Orange & Black
- 11 Retired Logos
- 12 UCU Branding
- 13 Additional Elements
- 14 Usage
- 15 Additional Information

Brand Elements

- 16 Colors
- 17 Typeface
- 18 Imagery

Brand Application and Implementation

- 19 Implementation
- 20 Consistency Of Materials
- 21 Voice & Tone
- 22 Messaging
- 23 Email Guidelines
- 24 Writing Style Guidelines
- 25 Name Usage At UCU



PURPOSE OF BRANDING GUIDELINES

The importance of a cohesive plan to brand and market Union Commonwealth University and its defining initiatives cannot be overstated. Student recruitment, retention, advancement and alumni development all depend upon a defined brand and the marketability of our institution. Our brand must hold true to who we are as individuals and, collectively, as the Union family.

The Office of Campus Communications is primarily responsible for the quality and consistency of our branding and marketing efforts; however, each member of the Union family has a responsibility to uphold the values integral to our institution and to carry forth our mission in all endeavors.

The purpose of all of our messaging is to tell the Union story in ways that reach and engage all of our audiences, prospective and current students, staff, faculty, alumni, donors and community partners. To do this effectively, our messages must be simple and concise whether in advertisements, blogs, social media posts, departmental news, verbal communications, website content, printed materials or campus announcements.

Every message you share reflects on Union and gives the recipient a glimpse of who we are as an institution. This is true even if your message does not directly reference our mission or core values.



OUR MISSION

Founded in 1879 by the citizens of Barbourville, Union College was the first college in the mountains of Kentucky. Students from throughout Appalachia, from around the U.S. and from other countries come to Union for a collegiate experience that sets the stage for lifelong success.

The core of that experience is expressed in a basic, impactful **Mission Statement:**

To serve the academic needs of a diverse community of undergraduate, graduate, and continuing education students in a dynamic, personal environment that promotes intellectual, spiritual, and physical enrichment of students, faculty, and staff and the economic growth and health of our Appalachian region.

INSTITUTIONAL PILLARS

Union's mission is reflective of all that we do as an institution. The mission is built on four pillars that serve as the foundation of the University and further define who we are as an institution:

SERVICE - TO EACH OTHER, TO OUR COMMUNITIES, TO THE WORLD

APPALACHIA - OUR PLACE, CULTURE, HERITAGE, ENVIRONMENT

LIBERAL ARTS - KNOWLEDGE FOR ACTIVE PARTICIPATION IN CIVIC LIFE

METHODISM - A NURTURING COMMUNITY PROMOTING JUSTICE AND DIGNITY FOR ALL

The logo for Union College, featuring the words "Union College" in a large, elegant, light gray script font. The letters are closely spaced and have a classic, slightly ornate feel. The logo is positioned in the lower right corner of the orange background.

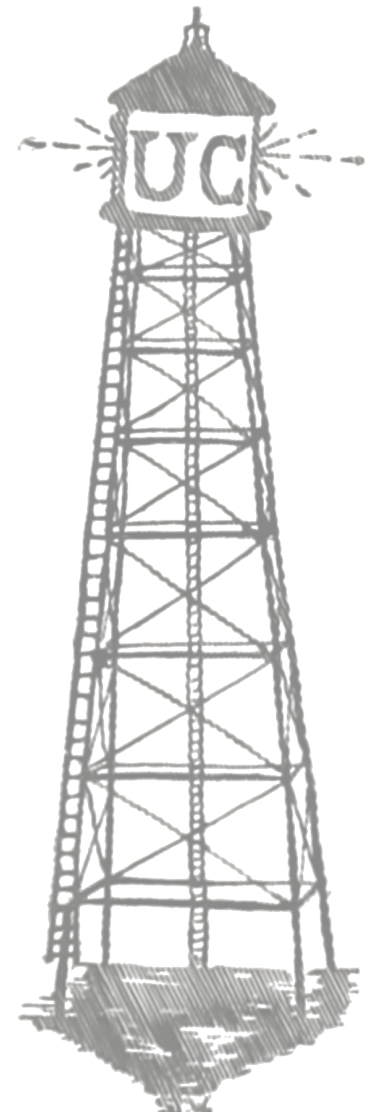
INSTITUTIONAL VALUES & PURPOSE

Union serves each of its students, and this region, with a commitment to our mission supported by our institutional pillars. Our commitment to mission is demonstrated in the core values that define our Union community. We strive to exhibit these core values in all that we do and all that we communicate to the world outside of Union.

Our core values are signified by the infinite band of a circle, representing the lifelong commitment we make to each other and to the Union Commonwealth University experience.

CIRCLES

- **Celebration-** We celebrate the unique gift each brings to our community and the successes of each person. We look for and recognize promise in others, in ourselves, in our region, and in the world.
- **Integrity-** We strive to do what is right. We promote integrity and collaboration by actively listening, sharing information, and being honest.
- **Responsibility-** We take responsibility for our own success and failure and for our role as global citizens.
- **Civility-** We advocate civility in all our interactions. We show respect for each other and hold ourselves and others accountable.
- **Lifelong Learning-** We embrace the love of discovery and foster collaborative, connected, and active lifelong learning.
- **Engagement-** We promote leadership and service as civic responsibility. We strive to become servant-leaders. We honor, and are active participants, in the life of our home region and beyond.
- **Spirituality-** We encourage the spiritual quest. We challenge each other to discover, intellectually articulate, and embrace a life-affirming spiritual faith and/or philosophy of life.



INSTITUTIONAL VALUES & PURPOSE

VISION

The mission statement and core values guide the direction of Union Commonwealth University. Our commitment to both is the basis for our aspirational vision for the future of Union.

Union Commonwealth University is a nationally known community of learners whose graduates are distinguished contributors to the well being of the individual, the economy and the environment.

BRINGING IT ALL TOGETHER

Together, those elements – Institutional Pillars, Mission Statement, Core Values (CIRCLES) and Vision Statement – define who we are as an institution and should inspire every message that we broadcast to others. Further, every message must be expressed in a clear, concise, professional manner.



OUR STATEMENT OF PURPOSE

Union Commonwealth University is a private, liberal arts career prep institution founded by a small group of citizens in 1879 as Kentucky's first college in the mountains. Since our founding, Union has provided students with a personal and engaging academic experience defined by our heritage and a commitment to serve others. Union's students, staff and community pledge to strengthen our institution through a bond built upon the college's core values. Those values collectively promote the intellectual, spiritual and physical enrichment of the Union family as well as the economic growth and health of the communities we serve. Today, the university supports a unique academic experience for nearly 1200 students in undergraduate and graduate programs, including residential, commuter and online learning opportunities. Our Bulldogs have a passion for their heritage, they commit to serve others and use their educational experience to impact the well-being of their families and communities.

UNION HISTORY

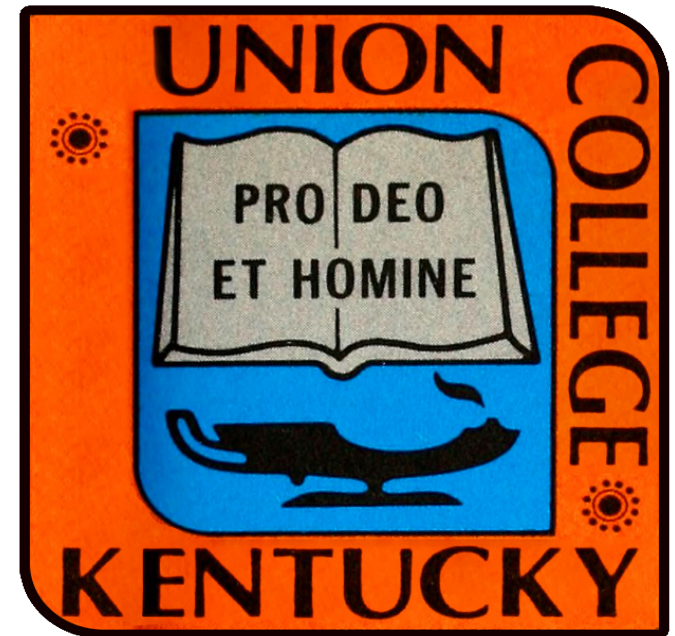
In 1879, 36 citizens signed Articles of Incorporation establishing Union College. The first officers of the corporation included A.H. Harritt, president; W.W. Sawyers, vice-president; James D. Black, secretary; Green Elliot, treasurer; and John Dishman, attorney. A. H. Harritt, a traveling salesman for a school supply company, became Union's first president.

There are conflicting stories about the naming of Union College. One account is the name was suggested by James D. Black because the college had received the unanimous support of the citizens of the town and county regardless of religious affiliations or political differences. In December 1879, the first announcement of the college in the London newspaper "Echo" referred to Union College as the combination of three departments: classical, business, and Normal (teacher education) education.



UNION HISTORY

- In 1879, Union College became the first institution of higher education founded in the Appalachian Mountains of Kentucky.
- Union College and Barbourville partnered to launch the Daniel Boone Festival in 1948. It is the oldest continuously running festival in Kentucky.
- The college's first library, Speed-Stevenson Library, organized in 1898, included a catalog of 1,000 books.
- Union's first athletic teams – women's and men's basketball, football and baseball were established in 1905.
- The east and west entrances to Centennial Hall, formerly known as the Classroom Building, were originally constructed as separate entrances for boys and girls.
- The bell of the Classroom Building was originally located in the tower, but was struck by lightning in 1906 causing a fire.
- Both the Orange and Black and the Stespean, the college's newspaper and yearbook, were launched in 1921.
- The Abigail E. Weeks Library opened on January 13, 1941. It contained about 16,000 volumes with almost 300 periodicals.
- In 1962, Union College students pledged that each student would donate \$10 per semester until they raised \$300,000 for construction of the Patridge Student Center.
- The first alumni meeting was organized in 1920 by Abigail E. Weeks.
- Union College's first commencement was held on campus on June 4, 1880. The commencement address was delivered in Latin.
- The motto for Union College is the Latin phrase "PRO DEO ET HOMINE," which translates "For God and humanity."
- The Appalachian Service Project, a faith-based organization focused on repairing homes in communities throughout Appalachia, launched from the Union campus in 1969.
- In 1928, Union College gained admission to membership in the Association of Colleges and Universities of Kentucky.
- In the late 1960s, Union ranked third in the state among colleges and universities for the number of students entering the Peace Corps.
- Union College originally had a grade school and high school in addition to the college.



BRAND HISTORY AND EVOLUTION

HISTORY OF UNION BRANDING

Since its founding in 1879, Union College has undergone various transformations in its branding. Over the years, logos, wordmarks, typefaces, and athletic iconography have evolved to remain relevant and reflect the spirit of the institution. With the transition to Union Commonwealth University, these updates and additions to our branding continue to play a vital role in representing our growth, progress, and commitment to excellence. Maintaining a consistent and modern brand identity is essential in showcasing the university's legacy and future aspirations.

OVER 140 YEARS OF UNION BRANDING

1893 UNION COLLEGE

1896 UNION COLLEGE

1911 UNION COLLEGE

1912 Union College

1916 Union College

1931 UNION COLLEGE

1940 UNION COLLEGE

1955 Union College

1972 UNION COLLEGE

1978 UNION COLLEGE

BRAND HISTORY AND EVOLUTION

CONSISTENT & ACCURATE REPRESENTATION

PURPOSE

As previously explained, This brand guide is a collective of phrases, images, symbols and other tools that represent all that we are to the outside world. The use of these tools must be very deliberate and offer audiences a concise description and visual image of Union Commonwealth University.

Union strives to maintain consistent use of all imagery to accurately represent, and complement, the institution's written message. The following guidelines should help to strengthen our visual identity and create success in marketing efforts.

WORDMARK

The Union Commonwealth University wordmark is at the center of our identity, and was created to smoothly transition from previous branding. It should be incorporated into all communications materials. The official wordmarks should be used as they appear in this guide without alteration. Artwork will be supplied online and through email at your request in order to meet the requirements of the wordmark usage. . This guide shows both logos and proper usage examples. Artwork will be supplied online and through email at your request in order to meet the requirements of the logo usage.



BRAND HISTORY AND EVOLUTION

MASCOT



Although athletics at Union began in 1905, the teams did not have an official nickname until 1925. That year, by a vote of the student body, the school's nickname was selected: Union College Bulldogs.

Union did not have a live mascot until the 1960s when, through the efforts of students, a bulldog was purchased. Mack, a male, was a mainstay at Union sporting events during his lifetime, even traveling with the 1967-68 men's basketball team to Kansas City for the NAIA National Championship Tournament. Mack passed away in 1972 and Union did not have another live mascot until 1999.

Millennium Mack, Mille Mack for short, was named in recognition of the new millennium.

THE BULLDOGS - COMPOSED & KIND,
RESOLUTE & COURAGEOUS, AND
DIGNIFIED.

BRAND HISTORY AND EVOLUTION

ORANGE & BLACK

The adoption of Orange and Black as Union College's school colors happened in the simplest of ways. In 1905, professor Percy L. Ports assembled a group of students to form the school's first football team. None of the footballers had ever participated in a game, except for Ports, prior to taking the field for Union.

The players had to buy their own uniforms and selected the colors Orange and Black. The school colors have remained the same ever since, although secondary colors have been adapted throughout the school's history.



1924 football team

BULLDOG ORANGE

BLACK TECH

BRAND HISTORY AND EVOLUTION

RETIRED LOGOS

Union has had several logos. Past logos represented the university and the social environment at different times and have been retired from use. New logos have been designed and created as a result of market research.

Building brand-name recognition can be a slow, difficult process. Logos created for individual departments add to name confusion in the marketplace. The creation of department, team or club logos must be consistent with Union's brand image. The Office of University Communications will work with you to create graphics and visuals that represent your program and uphold Union's brand.

(DO NOT USE THE FOLLOWING BRANDING OR ANY VARIATIONS)



The logos directly above were preliminary versions of the Union Commonwealth University wordmarks & have since been updated.

BRAND HISTORY AND EVOLUTION

UNION COMMONWEALTH UNIVERSITY BRANDING

PRIMARY LOGOS

MAIN

UNION
COMMONWEALTH UNIVERSITY

AVAILABLE IN:



MAIN UNSTACKED

UNION | COMMONWEALTH
UNIVERSITY

AVAILABLE IN:



MAIN BOLD

UNION

COMMONWEALTH
UNIVERSITY

AVAILABLE IN:



IDEALLY THE VARIATION ABOVE WOULD BE USED IN SITUATIONS
WHERE "COMMONWEALTH UNIVERSITY" NEEDS MORE VISIBILITY.

BRAND HISTORY AND EVOLUTION

ADDITIONAL ELEMENTS

These graphics have been created for and used by Union as supplemental imagery to enhance designs when appropriate.

UCU MOUNTAIN LOGO



AVAILABLE A VARIETY OF:



THE "U"



FULL COLOR



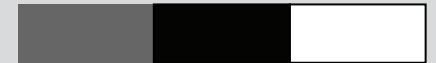
ONE COLOR VERSION

(both are appropriate for institutional and athletic uses)

AVAILABLE IN:



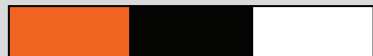
APPROPRIATE ON:



MACK



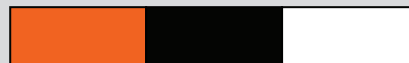
AVAILABLE IN:



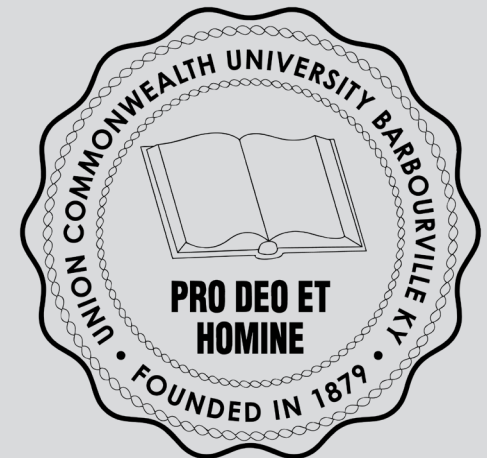
BULLDOG PAW



AVAILABLE IN:



OFFICIAL UNIVERSITY SEAL



BRAND HISTORY AND EVOLUTION

USAGE

PLEASE DO NOT

MANIPULATE

Variegations, ombre, fade-outs, blending with other graphics, or any other manipulation must be submitted for approval by The Office of University Communications.

EX.



UNION
COMMONWEALTH
UNIVERSITY

STRETCH

It is preferred that you proportionally size all graphics using photo editing software. You can also grab the logo or wordmark from the corner with your mouse as you hold down the shift key and it will stay true to its original dimensions.



UNION
COMMONWEALTH UNIVERSITY

MISCOLOR

Use unapproved colors or variations of the approved logos and branding. This can also be affected by the use of general printing. If color issues persist reach out to The Office of University Communications



UNION
COMMONWEALTH UNIVERSITY

PLEASE DO

USE WHITE SPACE

Allow plenty of white space around logos so they aren't cramped into a design. This allows content to be read easily and the logo to be readily recognized.

USE HIGH QUALITY LOGOS

Use logos that aren't pixelated. The Office of University Communications can send you any logos that you might need in the appropriate format and quality.

SEND A PROOF

Please send an example of your design to the Office of University Communications to ensure it meets branding and design requirements. They can also assist you in finding trusted vendors for your projects.

BRAND HISTORY AND EVOLUTION

ADDITIONAL INFORMATION

DEPARTMENTAL WORDMARK & LOGO USE

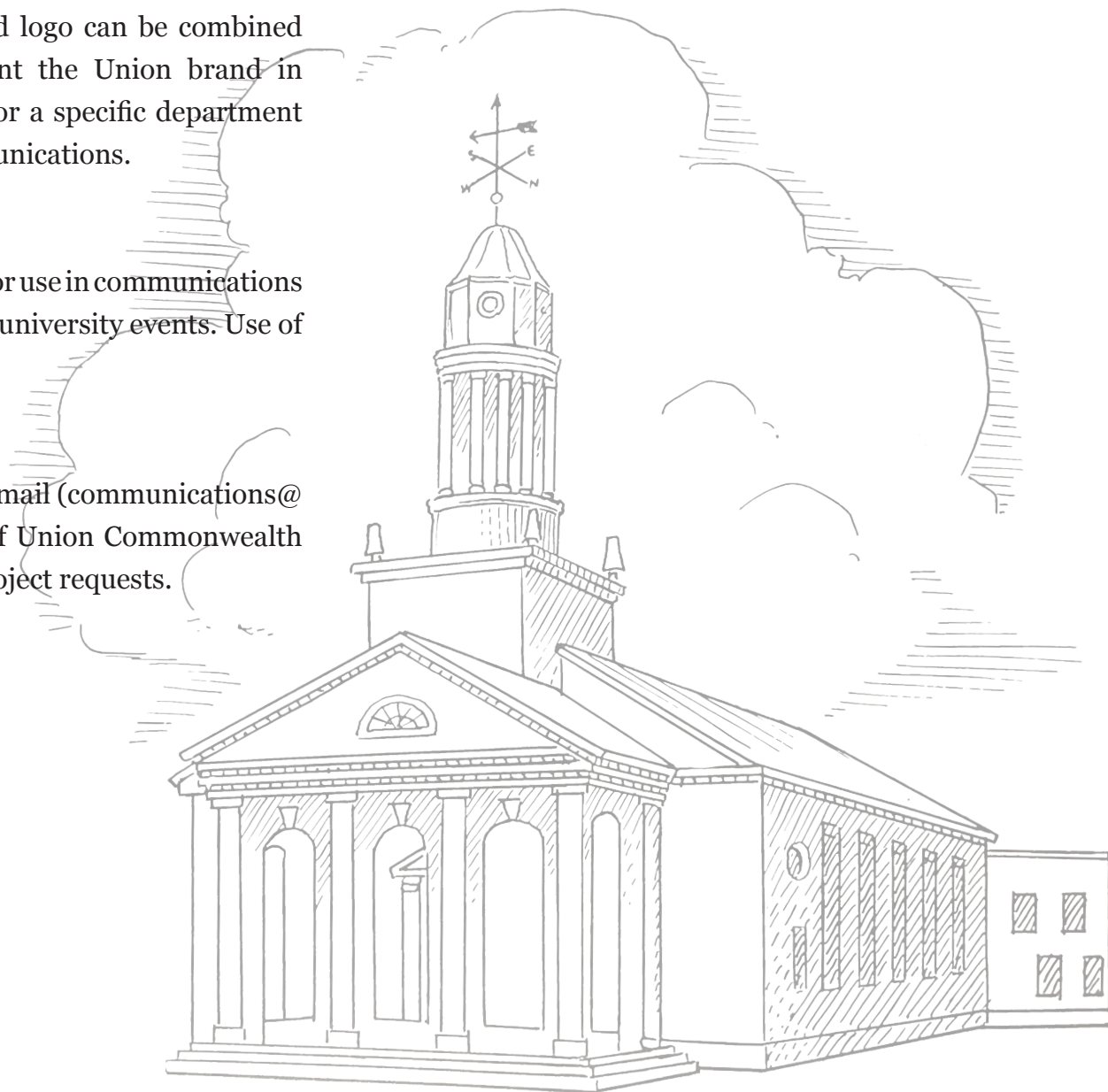
The Union Commonwealth University wordmark and logo can be combined with names of departments and offices to represent the Union brand in individualized communications. If you have a need for a specific department graphic, please contact the Office of University Communications.

UNIVERSITY SEAL

The Union Commonwealth University seal is reserved for use in communications delivered by the Office of the President and for official university events. Use of the seal must be approved by the President.

QUESTIONS?

Contact the Office of University Communications via email (communications@unionky.edu) with any questions regarding the use of Union Commonwealth University logos, wordmarks, images, names or for project requests.



COLORS

Since 1905, Bulldog Orange has held a special place in our brand identity, symbolizing our heritage, values, and spirit. It also plays a vital role in maintaining brand integrity and ensuring strong brand recognition.

MAIN COLORS

Bulldog Orange: #F16321 CMYK 0 76 100 0 RGB 242 99 34	Commonwealth Orange: #E94700 CMYK 3 87 100 0 RGB 233 71 0
Black Tech: #000000	Appalachian Green: #124735 CMYK 87 45 78 49 RGB 18 71 53
Sharp Grey: #666766 CMYK 60 51 51 20 RGB 102 103 102	Knox Blue: #0f465f CMYK 95 67 42 29 RGB 15 70 95

SUPPLEMENTARY

CONWAY	CENTENNIAL	SPEED	STIVERS	PFEIFFER	SOLDIERS & SAILORS	BALDWIN	TOWNSEND	RAMSEY	BURCHNAU	REDBUD	PATRIDGE	Conway: RGB 119 120 123 CMYK 65% Black #77787B Centennial: RGB 116 57 27 CMYK 35 78 97 40 #74381A Speed: RGB 193 202 128 CMYK 27 10 62 0 #C1CA8 Stivers: RGB 0 152 206 CMYK 78 25 4 0 #0098CE Pfeiffer: RGB 240 234 154 CMYK 7 2 49 0 #F0EA9A Soldiers and Sailors: RGB 27 30 76 CMYK 100 96 37 39 #1B1E4C Baldwin: RGB 76 61 43 CMYK 54 60 77 53 #4C3D2B Townsend: RGB 96 50 145 CMYK 77 97 0 1 #603291 Ramsey: RGB 237 28 36 CMYK 0 100 100 0 #ED1C2 Burchnau: RGB 60 156 70 CMYK 78 15 100 2 #3C9C4 Redbud: RGB 218 28 92 CMYK 10 100 50 0 #D91B5B Patridge: RGB 217 50 159 CMYK 13 90 0 0 #D9329F
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TYPEFACE

The typefaces represented in this guide are used in all communications to maintain the integrity of the Union brand.

INSTITUTIONAL

Adobe Garamond Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

*The font used to create
the Union Commonwealth
Wordmark*

GEORGIA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

ATHLETICS

SF Sports Night NS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Offense

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

IMAGERY

PHOTOGRAPHY

The Office of Campus Communications has defined the image elements of our brand to properly display the “feel” of Union - the people, places and things we are familiar with and love most. Images used for all marketing and promotional purposes must be of the highest quality.

GRAPHICS

All graphics (any imagery that isn't a photograph) need to be sourced through the Office of University Communications. Union must purchase legal right to utilize graphics that are not created internally.

Under no circumstances is it permissible to purchase or use graphics captured from the Internet in any type of promotion regarding Union without the approval of the Office of University Communications.

It is always best policy to contact the Office of Campus Communications for any imagery or photography needs. Under no circumstances is it permissible to utilize stock photography or images captured from the Internet in any promotion regarding Union.

You can help the Office of University Communications by sending photos that you capture throughout your time on campus. These can be taken with your phone or a traditional camera. These photos provide valuable images to showcase Union at its finest.

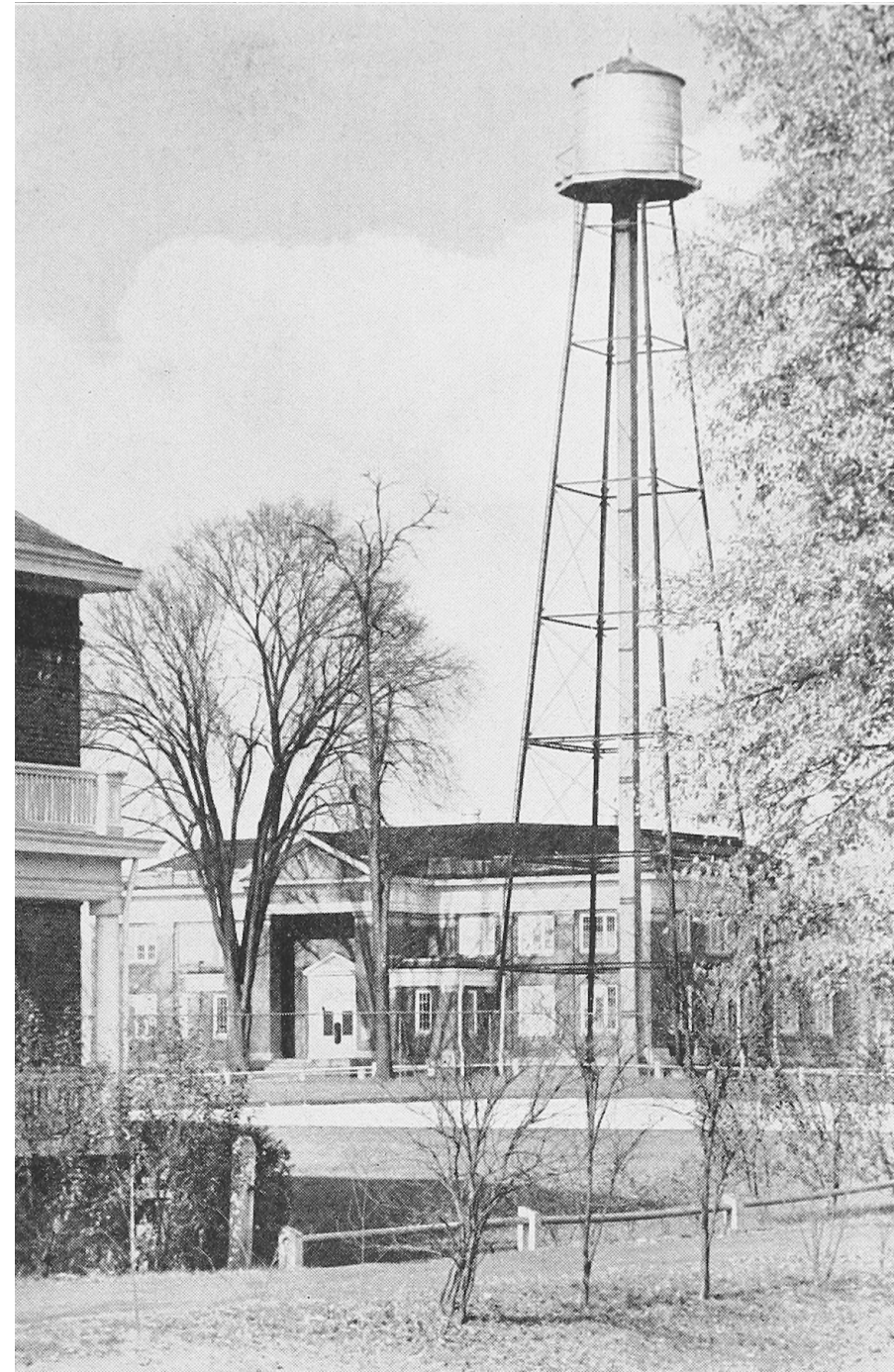


BRAND APPLICATION & IMPLEMENTATION

IMPLEMENTATION

Anything Union related that travels outside the walls of your office is representative of our institution and offers definition to our brand. For many in our prospective audiences, their first impression of Union Commonwealth University comes not through personal contact, or even targeted marketing, but by printed and electronic communications. The Office of University Communications ensures that all printed materials and messaging are appealing, consistent with Union's message and impactful. All external communications should be consistent in the use of Union imagery, colors and fonts.

THE OFFICE OF UNIVERSITY
COMMUNICATIONS IS HERE TO HELP
YOU AND TURN YOUR INSPIRATION INTO
INNOVATIVE MARKETING MATERIALS.



BRAND APPLICATION & IMPLEMENTATION

CONSISTENCY OF MATERIALS

All external communications should be consistent in their use of Union imagery, colors, fonts and placement of names and addresses.

Each department has the freedom to be creative in external communications, as long as branding consistency is achieved. The Office of University Communications will turn your inspiration into stationery, invitations and presentations that will make your office and Union stand out.

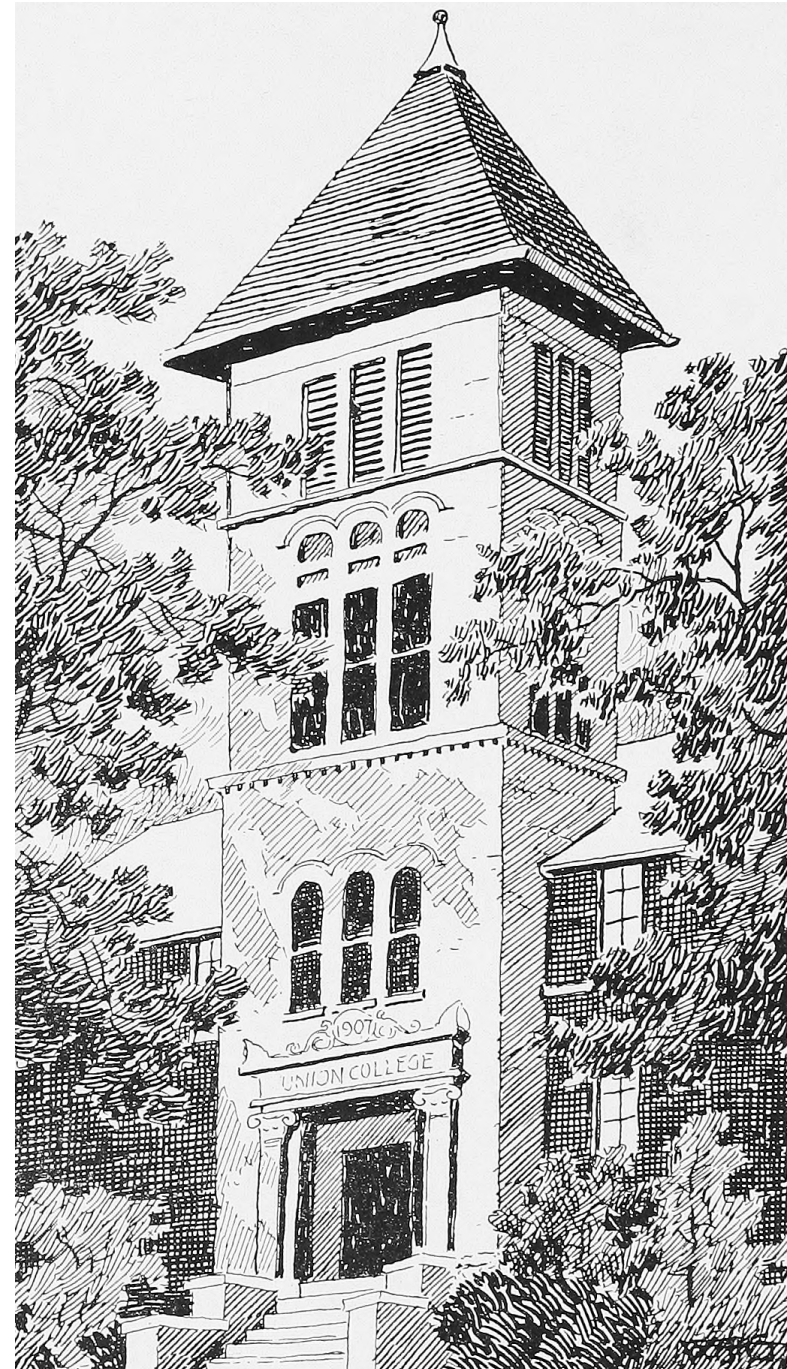
STATIONERY (ENVELOPES, LETTERHEAD, NOTEPADS, ETC)

The stationery system is designed to create an immediate impression of elegance and order. To maintain the integrity of Union's stationery system, and ultimately Union's image, professionally printed stationery must be requisitioned through the Office of University Communications.

BUSINESS CARD ORDERS

You can order an institutional or athletic design depending on your department affiliation. Contact the Office of University Communications for assistance. If the defined business cards do not meet your needs, please ask to see other options.

FOR MORE RESOURCES CHECK OUT -
UNIONKY.EDU/BRAND



BRAND APPLICATION & IMPLEMENTATION

VOICE & TONE

At Union Commonwealth University, our voice reflects who we are as an institution—rooted in tradition and committed to fostering a sense of belonging, service, and inspiration. Our tone adapts to the audience and context, but always upholds these five key principles:

COMMUNITY-DRIVEN:

Our communication is collaborative and inclusive, reflecting our deep connection to students, faculty, staff, and the broader community. We emphasize togetherness, growth, and shared goals, ensuring everyone feels valued and heard.

HERITAGE-RICH:

With over 145 years of history, we celebrate our legacy while embracing the future. Our voice honors our past, carrying forward the pride of Appalachian roots, our Methodist values, and the rich traditions that have shaped Union Commonwealth University.

SERVICE-ORIENTED:

We speak with a sense of responsibility and dedication to serving others. Whether through education or community initiatives, our communication inspires and empowers action. We lead by example, embodying the spirit of service in everything we do.

INSPIRATIONAL:

Our words encourage ambition, curiosity, and self-improvement. We inspire our community to reach their fullest potential—academically, personally, and professionally—through messages that spark hope, optimism, and progress.

GROUNDING:

While forward-thinking and innovative, our voice remains humble and authentic. We maintain a steady and reassuring tone, reminding our audience that Union Commonwealth University is a dependable and trusted partner in their journey, rooted in our core values and unwavering commitment to excellence.

BRAND APPLICATION & IMPLEMENTATION

MESSAGING

HERE ARE SOME KEY THINGS TO REMEMBER FOR ALL MESSAGING

- Always reference Union Commonwealth University prior to other subject matter
- Highlight key aspects of Union (or your department/program/event) that would appeal to your audience
- Keep the message on track and relevant
- Use branded logos and photos to accent your language
- Include a call to action
- Be consistent across all external communications

POINTS OF PRIDE

BY THE NUMBERS

69% of students call Kentucky home
53% are from Appalachia
57% are first-generation college students
39% of student athletes are honors students
13:1 student to faculty ratio
100% of students receive grants or scholarships
25+ clubs & student organizations
25 varsity teams & 15 sports

RANKINGS

- Ranked among the top 100 southern colleges according to U.S. News & World Report
- Educational Studies Unit is nationally accredited and ranked #4 in Kentucky for teacher preparation
- Online program in Chemical Dependency is ranked #6 in the nation by Best Colleges

Please view the webpage for our latest statistics and rankings:
www.unionky.edu/facts

BRAND APPLICATION & IMPLEMENTATION

EMAIL GUIDELINES

Union email accounts are to be used for internal and external communication regarding Union. Email accounts are not to be used for selling products (ex. Avon, Mary Kay, Pampered Chef, etc.) or services not pertaining to Union. Emails and signatures are not to be used to direct users or viewers to sites for these purposes. The reader should be focused on the Union message so that email is a valuable marketing and communication tool. Readers may be redirected to resources, Union's website and official Union social media platforms.

BACKGROUNDS: None, no images or additional colors

FONT: Century Gothic or Georgia

SIZE: 12

FONT Color: Black

Links Color: Orange

Placement: Embed into text when possible

Thumbnail: No logos in the email or email signature

SIGNATURE

Full Name

Union Commonwealth University

Job Title

310 College St. | Barbourville, KY 40906

Office 606.546.1111 | Cell 606.546.0000

Unionky.edu

Full Name

Union Commonwealth University

Job Title

310 College St. | Barbourville, KY 40906

Office 606.546.1111 | Cell 606.546.0000

Unionky.edu



THESE CHANGES WILL RESULT IN CLEAN AND EASY TO READ EMAILS ON ALL DEVICES. INCLUSION OF PERSONAL CELL PHONE NUMBER IS NOT REQUIRED.

BRAND APPLICATION & IMPLEMENTATION

WRITING STYLE GUIDELINES

To maintain consistency in written messages, the University will use these reference guides for all promotional communications:

1. The Associated Press Stylebook
 - a. Entries and advice change frequently. Be sure to refer to the most current version, available at www.apstylebook.com and on reserve in the library.
2. Merriam-Webster Dictionary
 - a. The current primary dictionary of the AP, it informs our spelling and styling.
3. Union's In-House Style Guide
 - a. In some cases, Union's style differs from the AP. See details and guidance [here](#).

This requirement does not extend to academic publications or academic-based literature, for which specific guidelines exist.

Following are some general writing guidelines as well as references specific to Union.

WRITING STRATEGIES

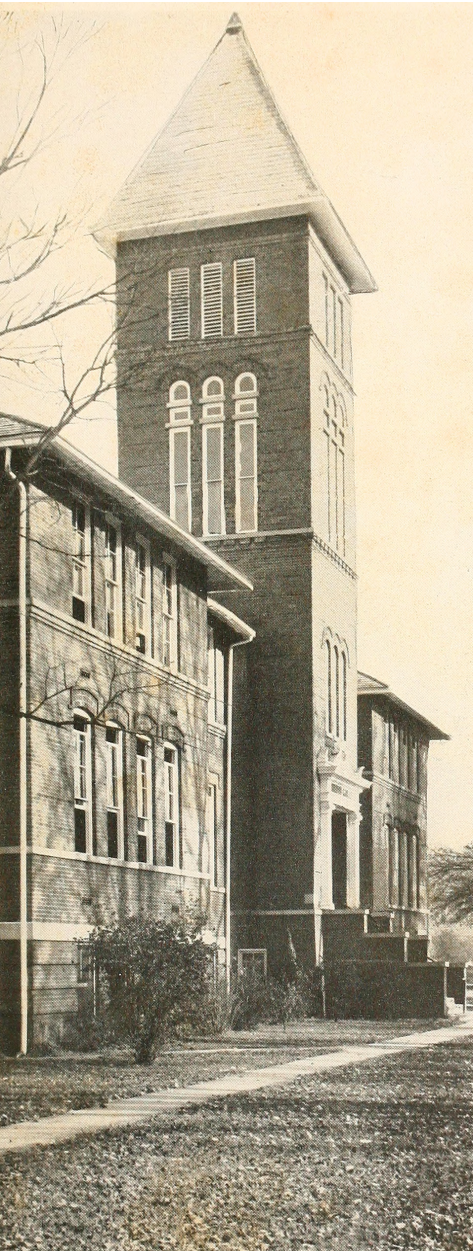
- Text should be minimal, clear and concise to maximize readability
- Use active verbs that entice the reader rather than passive voice that weakens the message
- Practice respect and empathy for subjects. Ask, “Would this person recognize themselves in this representation?” If unsure, give them the opportunity to review drafts and give feedback.
- If race, gender, disability, or other aspects of identity are relevant to the story, use the terminology preferred by the people described. It's ok to ask and is a good reason to give them time to review drafts.
- Avoid use of jargon or terminology understood by only certain groups
- Acronyms can be useful, but it is essential for the reader to understand what the acronym means
- Write direct sentences that do not need much punctuation
- Contractions are acceptable
- Plan ahead to leave adequate time for fact-checking, copyediting, and final proofing

UNIVERSITY NAME

All writing should utilize Union Commonwealth University or Union when referencing the university. Do not utilize UC, UCU, The U or other variations. It is acceptable to use “the university” or “the institution,” but only after referring to the full name of the institution.

BRAND APPLICATION & IMPLEMENTATION

NAME USAGE AT UCU



For consistency across marketing mediums and ease of understanding, refer to this list of guidelines when writing about offices, buildings, landmarks, clubs and organizations.

- Use the complete and proper name.
- Capitalize when specific to Union Commonwealth University. It is okay on second and succeeding references to use “the department”, “the program”, “the club” or “the organization”
- Do not capitalize general initiatives or undertakings like “the undergraduate program”
- Acronyms can be useful, but it is essential for the reader to understand what the acronym means
- Do not abbreviate or shorten the names of buildings or landmarks
- Capitalize the proper names of buildings, including the word “building” if it is part of the proper name
- Do not capitalize the names of disciplines or fields of study, except for countries or languages
- Do not abbreviate or shorten the names of departments and offices, or clubs and organizations
- Clubs and organizations should be referred to by the official name registered with the Office of Student Development
- The proper name should be capitalized

EXAMPLES:

Union Commonwealth University Office of Academic Affairs Office of Academic Affairs

The Center for Student Development Sharp Academic Center

Weeks-Townsend Memorial Library Edward H. Black Technology Center Williamson Stadium

Union College Nursing Club Appalachian Wilderness Club

Student Government Association (SGA)



Primary contact for approvals and questions
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