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Table of Contents

- 2 From Our Chancellor
- 3 How to Use This Manual Publication Planning
 - Planning a Printed Piece
 - To Print or Not to Print?
 - Ready-to-Use Materials

Who to Contact

- 4 Minimal Design Standards for Publications
- 5 Graphic and Visual Elements
 - Overview
 - Auburn Montgomery Name, Wordmark, and Other Identity Marks
 - Logos and Approved Graphic Elements Paired with the Wordmark
 - For Schools and Departments
 - Typefaces and Fonts
 - · Official Colors
- 19 Printing Procedures
- 20 Stationery
 - Official Letterhead, Notecards and Envelopes
 - Business Cards
 - Fax Cover Sheets and Memorandums
 - · How to Order Business Cards, Letterhead and Stationery Items
- 24 Examples of What Not to Do
- 25 Editorial Style
- 26 Electronic Media
 - Web Guidelines
 - Guidelines Applicable for All Web Pages
 - Policies Applicable to Official University Web Pages
 - Web Colors
 - Management of Auburn Montgomery Web Pages
 - Available Web Resources
- 27 Social Media
- 28 University Relations Photographic Services







From Our Chancellor

Dear Auburn Montgomery faculty and staff,

As our university moves forward, there is - more than ever - a demand for excellence in all we do. In many cases, excellence relies on a degree of consistency. Perhaps in no instance is that reliance greater than in communications with our various constituencies. The way we treat our logos and icons, the brochures we print, the letters we write, and the information we post to our website do much more than just relay information on academics, research, outreach and events. They also speak to our concern for detail and the degree to which we embody the standard of excellence that permeates the AUM campus community.

To that end, University Relations has compiled this style guide. In it you will find reasonable and necessary standards for printed, written and Web communications. Its guidelines should be followed when printing, using the university's name and marks and creating websites. It also includes some editorial guidelines.

As chancellor, I wholly endorse these standards. I am confident your cooperation with the vision they make manifest will result in university communications that reflect the excellent education and service we provide.

Thank you for your kind attention.

Sincerely,

John G.Veres III

Chancellor



3

How to Use This Manual

Creating a unique and consistent identity for Auburn Montgomery is a critical part of our plan to make the university an easily recognizable "brand" – a brand that connotes excellence. Thus, it is vital that every school, department and division of AUM follows basic publication guidelines for written communications, brochures, posters, Web pages or any other printed material.

This manual lays out the guidelines that make that level of excellence and consistency possible. It includes rules for developing commonly used materials; using the Auburn Montgomery logos, colors and fonts; and examples of inappropriate use of visual elements.

While comprehensiveness was a goal in developing this manual, questions will arise. When they do, please call University Relations, which can provide approvals, resources and answers to any questions not specifically addressed in the guidelines.

This manual is also available online at www.aum.edu in the University Relations section. Updates between print editions will also be in the online version.

Publication Planning

Planning a Printed Piece

For the benefit of the university and individual campus units, print materials should:

- · Be necessary.
- · Adhere to a consistent style.
- Clearly reflect that they are part of the Auburn Montgomery family of publications.

Carefully consider your department's needs and:

- · Avoid producing too large a quantity.
- Avoid having too many publications by combining materials when possible.
- Adhere to a consistent standard of design instead of producing materials that are visually dissimilar.
- Follow the minimal design standards in this manual to help ensure smooth, efficient approval processes for your materials.

Before you begin, consider the following questions to ensure you effectively and efficiently reach your goal for a publication. By establishing targets and appropriate messages, communications become more effective. Ask:

- · Is there a better way to reach our audience?
- What is the available budget?
- How many people do we need to reach (quantity)?
- Who is or who are your target audience(s)?
- What is the most important thing you want the audience to know after reading your publication?
- What response or action do you want from the audience?

When you work with University Relations in publication production, the process begins with you completing a Graphic Design Job Request form and meeting with the UR staff to determine the best way to meet your needs and goals. Forms are available in the University Relations section of the website. See page 19 for more detailed information.

To Print or Not to Print?

With the advent of electronic communications, the Internet it is often more effective than traditional print publications. The university is obligated by its status as a public university to curtail costs whenever possible. To ensure the best stewardship of university funds, always first ask:

- Is this publication absolutely necessary?
- Is there an alternative to a print publication that is more economical and just as effective?

As a general rule, intradepartmental communications and messages delivered to a small audience (less than 100 people) should be done electronically. University Relations can assist in producing electronic newsletters or creating Web publications.

Ready-to-Use Materials

University Relations produces materials for use by the entire campus that can reduce the time and the costs associated with producing certain items.

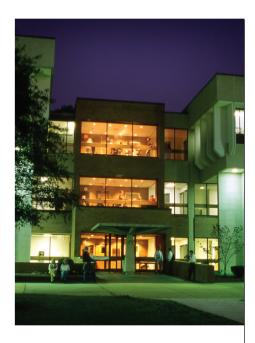
To assist you with production of certificates and promotional brochures, University Relations has developed several easy-to-use design templates. The templates ensure a professional look and allow you to quickly produce the materials you need - with or without the assistance of the UR graphic designers. They are available on the University Relations website.

Who to Contact

Office of University Relations (334) 244-3642 or (334) 244-3757







Minimal Design Standards for Publications

- "Auburn University at Montgomery" is the legal name of the university and should be placed on all formal communication in the first reference to the university. "Auburn Montgomery" is acceptable in most informal cases. "AUM" may be used in each reference following either Auburn University at Montgomery or Auburn Montgomery. Never use "Auburn University Montgomery."
- Auburn Montgomery should be clearly and prominently identified on the cover or front panel of each piece with an official AUM logo as identified in this guide.
- 3. To promote a consistent visual identity, Auburn Montgomery logos may vary in size but cannot otherwise be altered, tampered with, modified or overprinted. No independent conflicting logos should be used. Logos can be enlarged or shrunken but the width or heighth may not be stretched disproportionate to the rest of the logo.
- 4. In a four-color publication, the full color version of the Auburn Montgomery logos/marks/symbols must be used, and only in official, approved Auburn Montgomery colors (orange and black; see page 18. In one- or two-color publications, only approved two-color or single-color (orange, black, or reverse white) versions of the logos/symbols may be used.
- 5. The front or back of all pieces must include a website address. This may be the main Auburn Montgomery URL (www.aum.edu) or the address of any other applicable page on the AUM website. However, University Relations discourages the use of lengthy URLs.
- 6. The following equal opportunity statement must be included on the back of most printed materials, preferably beneath a logo that combines Auburn Montgomery with the appropriate college, school or department name: Auburn Montgomery is an equal opportunity educational institution/employer.
- 7. Appropriate printing procedures must be followed. See the Printing Procedures section on page 19 for details.

Any special circumstances which may require a deviation from the standards outlined in this guide must be approved by University Relations.

www.aum.edu





AUBURN

MONTGOMERY

Primary treatment of wordmark

Graphic and Visual Elements

Overview

This section deals with basic identity elements: the wordmark, logos, university colors and typefaces that are the foundation of our visual identity.

Auburn Montgomery Name, Wordmark and Other Identity Marks

Our name is the primary means by which we are recognized; therefore, the Auburn Montgomery name, in the appropriate font that constitutes our wordmark, must appear on the front or back of all forms of communication. Only approved visual elements or icons may be paired with the wordmark. The wordmark may not be visually altered, overprinted, paired with unapproved images, bordered, changed proportionally or otherwise tampered with in any way. For examples of inappropriate use, see page 24.





AUBURN

MONTGOMERY

Clear space required

No other graphic may encroach within a 1/2 inch on the top, sides and bottom of the wordmark.

Size and Appearance: At minimum, the wordmark should appear no smaller than one-half an inch high on a standard 4" x 9" brochure and larger on other publications. In busy or complex designs, it should be surrounded by appropriate white space to set it apart.

The wordmark must appear in an official Auburn Montgomery color; no other color is acceptable, with the exception of solid black for use in materials reproduced in black and white (including fax cover pages, memorandums, newsletters or newspapers) or all white for reverses on a dark background. In special circumstances, if a printed piece is two-color - but not orange and black - an alternate color may be used, but only with University Relations approval.

Minimum size for standard 4 x 9 inch brochure:

AUBURN
MONTGOMERY

I/2 inch minimum height Absolute minimum size:

AUBURN

5/6 inch



leverse



Black and white



Single color orange



Single color black





Logos and Approved Graphic Elements
Paired with the Wordmark

The Auburn Montgomery wordmark should be accompanied by the stylized Library Tower icon for use on academic materials, school publications and other non-athletic promotional materials. The Library Tower icon is intended to visually symbolize tradition, history and academic prestige of the university.

The Library Tower icon should not be paired with another typeface or graphic element to create a design which in any way violates the integrity of the icon or the standards presented in this guide.

When in doubt about appropriate use of the wordmark or graphic elements, please contact University Relations.

AUBURN

MONTGOMERY













Acceptable color combinations for the Library Tower icon.







Option for placing the name of an academic area with the tower logo on the side .



SCHOOL OF EDUCATION

Department of Early Childhood, Elementary and Reading Education

Example of longer departmental name with vertical logo.

For Schools and Departments

Independent logos for university-supported units, departments and schools are not approved for publication or merchandise use. Symbols representing professional affiliation or vision/mission of an area may be used but must be separate from the university, school or department name, which should be aligned with the Auburn Montgomery name whenever possible.

Colleges and schools should align their areas to the university visually. University Relations can offer assistance with publications and materials that are graphically complex. By simply aligning the

AUBURN

MONTGOMERY

SCHOOL OF EDUCATION

Option for placing the name of an academic area with the Wordmark .



One option for placing the name of an academic area.

appropriate university name and icon with the school name in the correct university typeface schools can visually show the relationship between the two entities.

To integrate university units, departments and schools with the university more effectively, the university wordmark (with the Library Tower icon) should appear prominently on all school and departmental communications, even when it is necessary to separate the unit name from the university logo.

Horizontal and vertical treatment samples on black background.







9

Official AUM Acronym Logo - School Wide Usage

The official acronym logo is approved for usage in marketing materials by all university departments and units. This logo does not replace the Library Tower logo used for business correspondence. Any deviations must be approved in advance by University Relations.



2C - AUM logo - Orange outline Black PMS 172



2C - AUM logo - Black Outline Black PMS 172



2C - AUM logo - White black ruled Black PMS 172



2C - AUM logo - White orange ruled Black PMS 172



IC - AUM logo PMS 172



IC - AUM logo Black



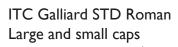
REV - AUM logo





Logo Paired with Department or Office Names

When paired with a department or unit name, the acronym logo should appear as follows, with appropriate spacing between the acronym and office name. Any deviations must be approved in advance by University Relations.





Logo Paired with Department or Office Names

ATHLETICS ONLY

This logo is approved for use by Athletics programs only. Any deviations must be approved in advance by University Relations.

CITYdbol All Caps







Official AUM Acronym Stacked Logo - Athletics Softball/Baseball Only

This logo is approved for use by Athletics only, for baseball and softball head gear, in these two-color combinations only. Any deviations must be approved in advance by University Relations.





Official AUM Acronym Logo - Athletic Uniforms Only

These two logo variations are approved for use by Athletics only, for sports team uniforms only. Any deviations must be approved in advance by University Relations.



2C - AUM logo - Black Outline Black PMS 172



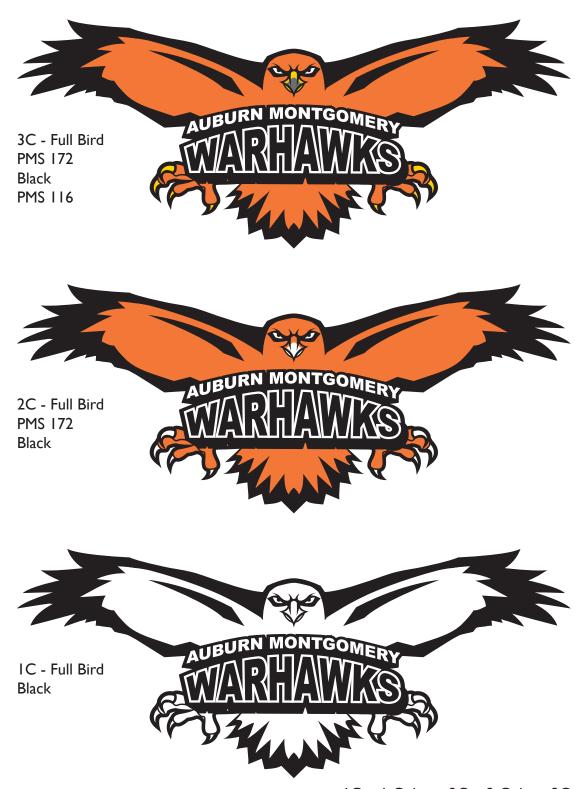
2C - AUM logo - Orange outline Black PMS 172





Official primary Warhawks logo

The following series of Auburn Montgomery mascot artistic images are approved for usage by any university department, unit or program for marketing materials, promotional items and publications. Any external requests for mascot logo use must be approved in advance by University Relations.











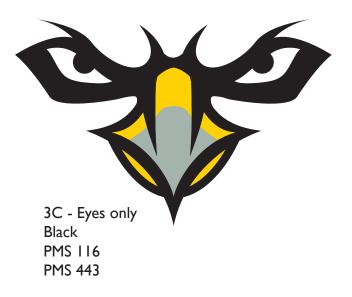




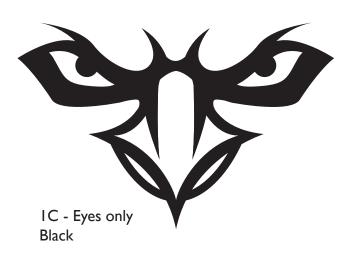


Official secondary Warhawks logos

The following series of Auburn Montgomery mascot artistic images are approved for usage by any university department, unit or program for marketing materials, promotional items and publications. Any external requests for mascot logo use must be approved in advance by University Relations.













3C REV - Eyes only Black PMS 116 PMS 443



2C REV - Eyes only OPTION I Black PMS 172



IC REV - Eyes only Black



2C REV - Eyes only OPTION 2 Black PMS 116







3C - Head only Black PMS 116 PMS 173



2C - Head only OPTION I Black PMS 172



2C - Eyes only OPTION 2 Black PMS 116



3C REV - Head only Black PMS 116 PMS 173



2C REV - Head only OPTION I Black PMS 172



2C REV - Eyes only OPTION 2 Black PMS 116



2C - Warhawk Logotype Black PMS 172



IC - Warhawk Logotype Black



2C REV - Warhawk Logotype Black PMS 172



IC REV - Warhawk Logotype Black





IC - Slash marks Black

Black PMS 172





Typefaces and Fonts

Approved typestyles are crucial to a consistent identity standard. The Auburn Montgomery wordmark and department/school typeface family is Galliard, a serif font selected for its classic, traditional look and to complement the more contemporary treatment of the graphic elements.

Auburn Montgomery allows creative flexibility in selection of body text/ body copy fonts for publications, although selections should be easy to read and complement the official font.

Wordmark Typography

The typeface used in the wordmark is Galliard Roman. Galliard Italic is used for department names when they are included in an official identity element.

It is neither necessary nor recommended to use a Galliard font for supporting type and body copy. In many cases, it is preferable to use contrasting styles. Choose compatible typefaces which complement the wordmark. University Relations can assist you in selecting complementary fonts.

The ITC Galliard font family is available in OpenType, TrueType and Postscript formats for both Mac and Windows platforms. It can be purchased online at many major type companies, including Linotype and FontHaus, at a reasonable price. Each department is responsible for securing licensed versions of needed fonts.

ITC Galliard Roman abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890\$?!%&

ITC Galliard Italic abcdefghijklmnopgrstuvwxyz *ABCDEFGHIJKLMNOPQRSTUVWXYZ* 1234567890\$?!%&

Official Colors

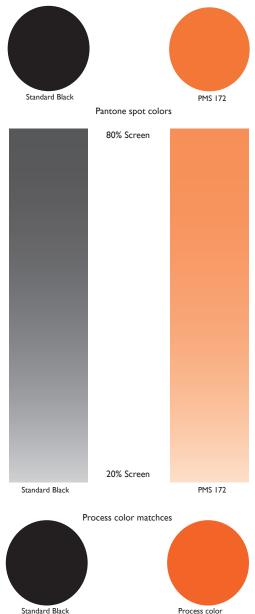
Color is as significant to a graphic identity as images, symbols and marks. The official colors of Auburn Montgomery are orange and black.

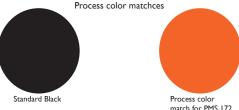
AUM Orange is PMS 172.

AUM Black is the standard black used as the default color on all computers.

The official foil color for Auburn Montgomery is Crown Metallic Foil 960 and the official metallic ink color is metallic orange ink 8941C.

A color match prior to printing of any kind should be obtained and viewed in advance whenever possible. When in doubt, please consult University Relations.







CMYK values: Magenta 75% Yellow 95%

19

Printing Procedures

If you need assistance from University Relations to design any promotional material, a Graphic Design Job Request Form must be filled out and submitted to Aaron Fraze before it can be added to the production schedule.

Once a job is ready for print, you must obtain a signed Pre-Order Approval Form from University Relations before sending it to the printer. This step is necessary to ensure the University will pay for the cost of printing. This applies to all print jobs, regardless of who has created the promotional piece University policy states that failure to obtain a signed Pre-Order Approval Form before sending a job to an outside vendor will result in the individual or unit having to pay the invoice from personal funds as PPS will not process the invoice. This applies to all state contract holders, preferred vendors, and any other outside printing source. All university employees must follow this policy.

The following procedures, and the adherence to the graphic standards outlined in this manual and online, should be followed by all Auburn Montgomery employees for the procurement of printed material designed and/or initiated by the Auburn Montgomery community. Following them helps ensure good stewardship of state funds and timely production and delivery of the material.

All printing jobs on campus fall into one of three categories:

- A. Printing
- B. Stationery
- C. Photocopying/duplicating

Photocopying/duplicating done on campus and stationery items ordered through our online service do not require approval by University Relations. Please see page 20 for information on ordering stationary.

Any type of print order for materials that will be printed off campus — regardless of job size, quantity or monetary value — must begin with completion of an appropriate online Pre-order Approval form, which is available under both the University Relations section and Financial Affairs section of www.aum.edu.

You must submit the Pre-Order Approval (POA) form along with a hard copy or pdf file of the intended job to University Relations to ensure correct use of university marks and graphic standards. Expect approval or, if needed, a request for changes, to be returned within three working days. Following approval of graphic standards, the print job will take one of several paths outlined below, based on the type of item.

As a state agency, Auburn Montgomery must follow regulations based on the estimated cost of a printing job. Jobs are categorized based on the cost estimate:

- Under \$2,500
- \$2,500 \$7,500
- Over \$7,500

With the exception of jobs over \$7,500, departments may obtain quotes on their own and in most cases must use the printer with the lowest quote. For details on qualified printing vendors and tips on obtaining quotes, see AUM's printing procedures Web page. To ensure graphic standards and state requirements are met, printers cannot begin work on any project without written approval from University Relations.

For printing jobs less than \$2,500

When your estimate is under \$2,500, three steps are necessary:

- Fill out a POA form as indicated previously.
- Send a hard copy of the item and a printed copy of the approval form to University Relations; OR, you can e-mail a pdf, with the approval form attached, to university relations@aum.edu.
- University Relations will return the POA to you within three working days (assuming appropriate graphic standards are followed). You then must deliver the form to Payment and Procurement Services with the vendor voucher.

For printing jobs \$2,500 - \$7,500

- Fill out a POA form as indicated previously.
- Send a hard copy of the item and a printed copy of the approval form to University Relations; OR, you can email a pdf, with the approval form attached, to university relations@aum.edu.
- University Relations will return the POA to you within three working days (assuming appropriate graphic standards are followed). You then must deliver the form to Payment and Procurement Services with the vendor voucher.
- Complete a Banner requisition and reference the University Relations job number in the "Comments" field of the requisition.
 Expect to receive an e-mail from Payment and Procurement Services with the purchase order number for the vendor within two to three working days of its receipt.
- Deliver the job to the printer with the University Relations approval and purchase order number.

For printing jobs more than \$7,500

- Fill out a POA form as indicated previously.
- Send a hard copy of the item and a printed copy of the approval form to University Relations; OR, you can e-mail a pdf, with the approval form attached, to university relations@aum.edu.
- University Relations will return the POA to you within three working days (assuming appropriate graphic standards are followed). You then must deliver the form to Payment and Procurement Services with the vendor voucher.
- Complete a Banner requisition (reference University Relations
 Job Number in the "Comments" field of the requisition) to initiate
 the sealed bid process required by state law for jobs costing
 \$7,500 or more. The process for sealed bids notification from
 Payment and Procurement Services requires approximately 10 to
 20 working days following receipt of a purchase requisition.
- When you receive from Payment and Procurement Services a notification of the vendor awarded the job, provide the vendor with the University Relations approval form and purchase order number that will accompany the notification from Payment and Procurement Services.

For projects intended for an external audience

University Relations requests 20 copies from vendors for our central university printing files. Occasionally, if the vendor does not send these samples, University Relations may contact departments to request them.





Stationery

Official Letterhead, Notecards and Envelopes

Only administrative offices, academic departments and established centers that have been approved through appropriate administrative channels can use university stationery. Always be careful to avoid ordering large quantities that may become obsolete or go unused.

Two options for official university letterhead are shown on the following pages. Most letterhead is printed on special, watermarked stock approved by the university. Computerized templates should not be used for external or official university communication.

Personalized notecards must use the Auburn Montgomery wordmark with tower icon.

Because desktop printers typically cannot reproduce the AUM orange accurately, they should not be used to print full-color letterhead. For informal, electronic or internal correspondence, a one-color (black) template provided by University Relations may be an option.

Business Cards

A business card format approved for official university use is shown below. The business card accommodates up to 10 lines of text. Modifications are seldom accepted. Contact Aaron Fraze at ext. 3757 or afraze I@aum.edu for deviation requests.

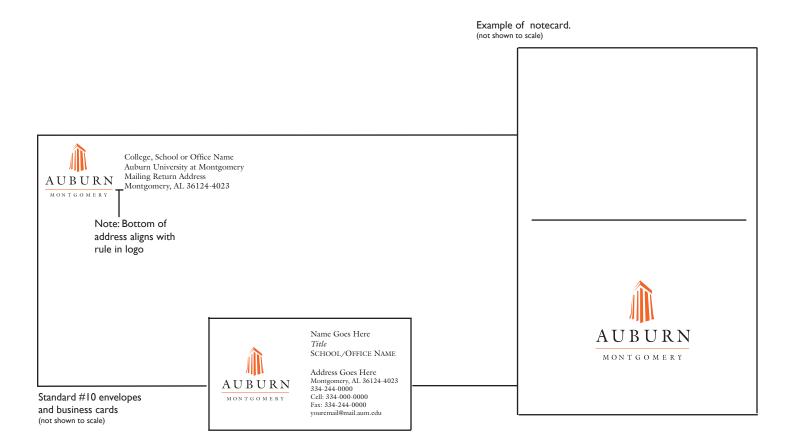
Fax Cover Sheets and Memorandums

Since memos and fax cover sheets are frequently used both internally and externally, they, also present an opportunity to convey a consistent image for Auburn Montgomery.

The templates shown in this manual are available for download under the University Relations section of www.aum.edu. They can be printed and photocopied, customized by department or used directly in Microsoft Word as templates.

How to Order Business Cards, Letterhead and Stationery

University Relations has set up an electronic ordering site for your convenience. You may access the ordering system from the University Relations section of www.aum.edu and place orders. Questions should be directed to University Relations at 334-244-3000.







Minimum 2 inch margin

This blue space is designated for letter copy. A justified left and ragged right format is recommended, as is 11 point type. The vertical margins can vary according to the amount of text; however, the top margin should be no less than 2 inches from the top of the page.

I inch margin

I inch margin

AUBURN UNIVERSITY AT MONTGOMERY School or Office Name Here Address Here, Montgomery, AL, 36124-4023, www.aum.edu

Letterhead samples are not shown to scale.





AUBURN MONTGOMERY	SCHOOL OR DEPARTMENT NAME GOES HERE (MAY BE ONE OR TWO LINES) DEPARTMENT OR OFFICE NAME GOES HERE		
MONTGOMERI			
2.25 inches			.625 inches
M : 11: A 1.1			
Mailling Address Goes in This Space			
Montgomery, AL 36124-4023			
,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			
TELEPHONE:			
334-244-0000			
FAX:			
334-244-0000			
www.aum.edu			

Letterhead samples are not shown to scale.





[CLICK HERE AND TYPE OFFICE NAME] MEMORANDUM

TO: [CLICK HERE AND TYPE NAME]

FROM: [CLICK HERE AND TYPE NAME]

SUBJECT: [CLICK HERE AND TYPE SUBJECT]

DATE: [DATE]
CC: [CC]

HOW TO USE THIS MEMO TEMPLATE

Select text you would like to replace, and type your memo. Use only Times New Roman font. To see changes to this template for future use, choose Save As from the File memu. In the Save As Type box, choose Document Template. Next time you want to use it, choose New from the File menu, and then double-click your template. This memo template is for for internal or electronic use. If you are sending a mem by mail or to an external organization you must use official elterhead.

Example of Downloadable Memorandum and Fax Templates

While it is acceptable to print memorandums on letterhead, here is an example of an inexpensive, alternative design for internal use (not shown to scale). Downloadable at www.aum.edu from the University Relations section of the site, these templates can be easily customized for your department or area.



[CLICK HERE AND TYPE OFFICE NAME]
FACSIMILE

TUDGENT	□ EOD DEVIEW	□ DI EASE COMMENT	□ DI EASE REDIV	□ PLEASE RECVCLE		
	[Subject of fax]		[CC]			
RE:		CC:				
[Phone]			[Reference number]			
PHONE NUMBER:		SENDER'S REF	SENDER'S REFERENCE NUMBER:			
	[Fax]		[Number of pages]			
FAX NUMBER:		TOTAL NUMBE	TOTAL NUMBER OF PAGES, INCLUDING COVER:			
	[Company Name]		[Date]			
COMPANY:		DATE:				
	[NAME]		[NAME]			
ΓO:		FROM:				

NOTES/COMMENTS:

Select this text or replace it with your own. Use only Times New Roman font. To save changes to this template for future use, choose Save As from the File menu. In the Save As Type box, choose Document Template. Next time you want to use it, choose New from the File menu, and then double-click your template.

Example of fax transmittal sheet (not shown to scale) downloadable at www.aum.edu.

[STREET ADDRESS], [CITY, STATE, ZIP CODE]





Examples of What Not to Do

Following are examples of inappropriate usage of identity elements. When in doubt, please contact University Relations for assistance.

Never hyphenate the name Auburn Montgomery or Auburn University at Montgomery.

Never shrink, stretch or otherwise alter the wordmark or any visual element:



Never overprint on the logo:



Never use unofficial university colors with logo; instead, reverse it out in white for darker backgrounds, or print in black for two-color publications:



Do not allow images or typography to encroach upon the required clear space around the logo:



Do not rotate or place the logo or wordmark at an angle:



Do not change the font of the logo, wordmark or accompanying names of departments, units or schools:



Do not "squeeze" or "stretch" the logo:





Don't place the wordmark or logo over busy backgrounds:





Editorial Style

Editorial consistency is critical in creating a positive university impression. AUM uses American Psychological Association (APA) style in brochures and publications. Associated Press (AP) style is used for all news releases and correspondence intended for the media. "News and Headlines" and other websites and Web publications are also guided by general Web standards that may conflict, from time to time, with APA style. The following is a list of common style concerns on campus. It is not meant to be a comprehensive list. When in doubt, refer to an APA manual or seek the guidance of University Relations.

Acronyms — Avoid on first reference and use sparingly throughout the remainder of the story. ACT, SAT, LSAT, GMAT, GRE, MAT, MCAT and other entrance examination titles usually don't need to be spelled out, even on first reference.

Acting/Interim — Use "acting" when someone is temporarily doing the duties of another person. Use "interim" when someone is doing a job for an intervening or provisional period. Always lowercase acting or interim, but capitalize any formal title used before a name.

Alumni — Use "alumna" when referring to a woman who has attended a school; use "alumnae" to describe a group of such women. "Alumnus" refers to a man who has attended a school; "alumni" describes a group of such men or a group of men and women. The use of "alum" is too informal for university publications.

Ampersand — Use only in charts, tables or lists of companies where the ampersand is part of the company's official name and where it is part of a title such as U.S. News & World Report. Otherwise, in text use "and."

Auburn University at Montgomery — The legal name of the university, which should be placed on all formal communication and used on first reference in articles. Auburn Montgomery is acceptable on second reference and in most informal communications. AUM may be used in subsequent references to avoid reader fatigue. Never use "Auburn University Montgomery" or "Auburn University-Montgomery."

Commencement — Should be lowercase. Auburn Montgomery's commencement will be held in the gym.

Course work — Always two words.

Dates — Month names should be capitalized in all uses. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov., and Dec. If the month is listed with a year only, do not separate the year with commas. The day of the month should always use Arabic figures, without st, nd, rd or th. When referring to a month, day and year, set off the year with commas. 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.

Degrees — Always use periods when listing abbreviated academic degrees (e.g., M.B.A. [but EMBA for the Executive M.B.A. Program on second reference], B.A, B.S., B.S.W., Ed.S., J.D., M.A., M.Ac., M.D., M.F.A., M.S., Ph.D.) However, the preferred style is to spell out the degrees (bachelor's, master's, doctorate). Degrees should always be abbreviated when they follow a name, but never combine courtesy titles and academic degrees:

Incorrect: Mr. John Smith, Ph.D. Incorrect: Dr. Mary Jones, Ph.D. Correct: John Smith, Ph.D. Correct: Mary Jones, Ph.D.

Departments/majors — Official department names are uppercase; majors are lowercase, except for English and foreign languages.

She teaches three German classes in this semester. The economics major will graduate in 2006. The Department of Economics is hosting a seminar. Second reference is "the department" (lowercase). Use only the formal name on first reference. Correct: the Department of Management. Incorrect: the Management Department.

Grade-point average — Spell out with hyphen.

Nondiscriminatory language — Be aware of language that contains discriminatory connotations. Replace the following terms with suggested alternatives:

best man for the job — best candidate businessmen — business professionals, business leaders To avoid the "he/she" dilemma, directly address the student ("you") whenever possible, and, when not possible, use plural references (students/they).

Quotes — It is important to work with the person quoted to ensure that all direct quotes are grammatically and factually correct and that they accurately convey the intended meaning.

Schools — Full name on first reference and either the school or, for example, Sciences, Nursing on the second reference.

The school's enrollment has risen steadily since 1998.

Second references to centers, alliances, committees, etc., should be lowercase.

The alliance has become the clearinghouse for information to the public.

Telephone numbers — Use all seven digits, never 4-xxxx. Add 334- if the publication will be distributed outside Montgomery County. Also, never include the 1 before 800-numbers.

Times — Use figures except for noon or midnight. Use a colon to separate hours from minutes: I I a.m., I p.m., 3:30 p.m. Avoid redundancies such as: 10 a.m. this morning, 10 p.m. tonight or 10 p.m. Monday night. Use 10 a.m. today, 10 p.m. today or 10 p.m. Monday.





Electronic Media

Web Guidelines

The World Wide Web offers the Auburn Montgomery community rich resources for advancing teaching and research. It is also an important tool for communication, learning and scholarship. Auburn Montgomery provides Web resources to departments and individuals for legitimate university business and for scholarly activity. The university also encourages faculty to create Web pages and receive educational information available through the Web in keeping with its principles of academic and intellectual freedom. Auburn Montgomery faculty and staff must review pages regularly to keep them updated and accurate. Outdated pages are subject to removal from the university Web server.

Guidelines for Web Pages

Web pages must be regarded in the same light as publications and written communication. As such, all pages will abide by the federal copyright laws, other applicable laws and university policies regarding written expression. Personal Web pages are encouraged, but the content must be consistent with the Auburn Montgomery Information Technology Appropriate Use Policy, AUM Web Policy and other network policies. See these guidelines at www.aum.edu.

Any page linked directly off the university's home page must complement the main page design and navigation, as should Web pages for all schools and departments. University Relations can assist in helping main page links comply with this requirement.

All Web pages should use the university's content management system unless coordinated and approved by University Relations.

The university recognizes the difference between official and personal pages. Official pages represent the university and its programs. Personal pages should not give the impression that they are representing, giving opinions or otherwise making statements on behalf of the university. Personal pages can only be linked from an individual's departmental professional page and should include the following disclaimer: The contents of this Web site are the sole responsibility of (individual's name) and his/her contributors and do not necessarily represent the opinions or policies of Auburn University at Montgomery. The administrator of this page is (individual's name), who may be contacted at *name*@aum.edu.

Web pages supported by the university network may not be used for illegal or non-university commercial purposes.

Auburn Montgomery reserves the right to remove network access to groups or individuals who ignore the guidelines or violate acceptable use policies. Auburn Montgomery also reserves the right to remove access because of special problems such as pages that have become static, contain an excessive number of invalid links to other sites or deny or degrade service to others.

Policies For Official University Web Pages

Department heads are ultimately responsible for departmental pages.

Since browsers can link to a page without going through pages that are logically "before" or "above" it, each departmental home page should identify the department or unit and Auburn Montgomery and provide a link to the Auburn Montgomery home page, www.aum.edu.

Official information that already exists on university pages (such as Bulletin information, calendars, descriptions of the university, etc.) may not be duplicated. Provide links to the existing information instead.

All official pages should follow this manual for electronic information to maintain consistency in the use of punctuation, capitalization, titles and use of the university's logos, icons and wordmarks. In addition university Web pages must comply with the AUM Web Style Guide available at www.aum.edu/webstyleguide. Questions should be addressed to University Relations.

Any use of the university's Web site to conduct research that collects personal information and/or identifiers must adhere to accepted protocols on informed consent and must be properly encrypted to guarantee confidentiality.

Web page design should follow the standards established by Section 508 of the Rehabilitation Act to insure accessibility for individuals with disabilities. These federal standards can be viewed at www.section508.gov.

Web Colors

Official university Web colors are established in the Web Style Guide and will change periodically with major site revisions. PMS, RGB and Hexadecimal colors are identified in the guide.

No page will link directly from the main home page if it is not in compliance with color schemes, navigation and format as demonstrated by the home page unless permission is given by University Relations.

Management of AUM Web Pages

University Relations oversees the appearance of all university Web pages. It reserves the right to review pages linked to university pages to ensure consistency for the institution.

All pages within the AUM content management system, those with a www.aum.edu address, can be added to a Web site menu. In some instances, this will require coordination with University Relations. University Relations is responsible for the CMS Web account management, system administration and overall site management and design.

Available Web Resources

The official Auburn Montgomery website resides at www.aum.edu on a Microsoft windows server with ASP.Net, and IIS. The material on the primary university Web server is freely accessible by anyone on the Internet. Secure Socket Layer (SSL) is not available on this server.



Social Media

This policy outlines the procedures governing social media pages created by university entities for the purpose of promoting university departments or events on social media outlets including Facebook, Twitter, YouTube, and similar sites. Official use of social media by university staff, faculty, students, or others representing the university must follow the procedures below.

- I. All social media profiles (e.g., Facebook pages, Twitter accounts) representing the university must be registered with University Relations. Administrators must submit the name and link of the social media site, along with a list of Administrators and their contact information, to University Relations and their department head or unit director. This applies to all schools, departments, centers, programs, student groups, and organizations.
- 2. Creators of social media profiles must provide University Relations with the name and contact information of the individual(s) authorized by the department or unit to create, operate, monitor, and edit the social media site on an ongoing basis. This person will be the Administrator. Students may be named as Administrators only when a departmental faculty or staff member is also an Administrator and has full access to the page.
- 3. Authorized Administrators must maintain the security of social media passwords and identification; these individuals are fully responsible for all use of the account and any actions that take place using the account.
- 4. In Facebook, or similar social media allowing the creation of pages, pages created on behalf of the university must be created as organization pages rather than groups or personal profiles; the page profile should be created for use by an entity (a non-individual) for business purposes.
- 5. Social media pages must feature the department's official departmental logo or program logo, not the university's logo. That logo and any icons or graphics used on the site must comply with the university's Style Guide. If the department does not have a logo or is uncertain whether a current logo is consistent with the guidelines, a request may be made to the Office of University Relations for the creation or review of a logo.
- 6. Administrators must not post or allow the posting of content that might be embarrassing to an individual or that could be construed as placing an individual in a bad or false light.
- 7. Administrators must not use or allow the use of lewd language, inappropriate content or libelous comments about anything or anyone in any posts representing the university.
- 8. Administrators must not post or allow the posting of content that is not their property or the property of the university. Any material that is copyrighted by another individual or organization should not be posted.

- 9. Merchandise sales through social media is prohibited. Event ticket sales and fundraising campaigns must be approved by the Office of Advancement and University Relations.
- 10. Administrators must not collect personal information, such as social security numbers and addresses, from social media users. The official form of communication for the university is e-mail.
- 11. Administrators must not use social media when communicating about an issue involving student records, in accordance with the Family Educational Rights and Privacy Act (FERPA). In addition, discussion of personnel and employee health issues are to be avoided in accordance with federal privacy laws.
- 12. Administrators must not use social media as an official form of communication from the university.
- 13. Make it clear that the views and opinions expressed in social media are yours alone and do not represent the official views of the university.

Please contact University Relations with any questions regarding social media.







University Relations Photographic Services

Photographic Procedures and Prices

Any department needing photographic services should contact university photographer Frank Williams. To request his services, contact him (244-3627 or fwillia3@aum.edu) at least 48 hours before weekday events (8 a.m. to 5 p.m.) and two weeks prior to evening and weekend events.

- There is no charge for photography initiated by University Relations.
- Reprints may be purchased of any AUM function covered by University Relations.

Color Photography Prints

Contact Sheet \$7.49 per 8 I/2 x II sheet

II x I4 Prints \$20 per print

8 x 10 Prints \$7.49 per print

5 x 7 Prints \$4.49 per print

4 x 6 Prints \$1.75 per print, edited

4 x 6 Prints \$0.50 per print, unedited

Black & White Photography Prints

8 x 10 Prints \$2.50 per print

5 x 7 Prints \$1.75 per print

 4×5 and 4×6 Prints \$1.75 per print

3 I/2 x 5 Prints \$1 per print

University Relations retains copies of all digital images on slides and contact sheets. Photographic prices are based on cost-recovery as well as local enlargement prices.

For more information contact Frank C.Williams at 244-3627 or fwillia3@aum.edu.



