

Brand Guidelines

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Voice & Tone

Voice & Tone **37**

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Brand Overview



Introduction

These guidelines provide the basic building blocks of Midwestern University’s unique brand. Using these guidelines will help us all to consistently present the best version of the University to our audiences, thus helping to grow our brand’s awareness and stature. These guidelines will also help anyone involved in creating messaging for the university to do so more effectively and efficiently.

In the end, by adopting these brand guidelines, we are committing to the creation of a stronger connection with current and future students, as well as to the communities we serve.





Logo & Tagline

Our Logo

The Midwestern University logo is the face of our brand and a central element of our institution's identity. Consequently, whenever and wherever we present our logo to the public, consistency is vital. The following guidelines are designed to ensure that consistency.

Logo Variations

While consistency is important, the small range of approved color options shown gives us the flexibility we need to optimize the logo's impact in different contexts. Please consider readability and visual appeal when deciding which logo version is most appropriate.

When deciding which logo and color option to use it's best to keep in mind the production process. The full color gradient looks best when used on digital screens and high quality printing applications. If the logo is not being displayed on a digital screen or being printed at the highest quality we recommend using either the two or one color options provided.

Primary Lockup

Full Color



Primary Lockup

Two Color



Primary Lockup

One & Two Color Options



Our Logo

In keeping with its importance, the Midwestern University logo should always be set off from surrounding text and/or visuals by the approved minimum clear space. It should also meet the approved minimum size requirements.

Clear Space

The Midwestern University wordmark should always be set off by a clear space greater than or equal to the height of the M icon, indicated by "x" here. The space should be measured from the top, right, left and bottom-most points of the wordmark.

As a general rule, more than the minimum clear space is always preferred. No other design or text elements should ever infringe on this space.



Minimum Size

For Print

The words "Midwestern University" should never appear at a size smaller than 7 points, with a minimum logo width of 1 inch.

For Web and Video

The words "Midwestern University" should never be smaller than 150 pixels. While there are no maximum size limits, all elements of the logo should always appear intact.



Minimum of 1 inch
or 150 px



Our Logo

The Midwestern University logo can be used in this approved single-line orientation when the context calls for it. However, this version is secondary to the primary, two-line lockup, which should be used whenever possible.

Single Line Midwestern University



Full Color



Two Color



One Color
Blue



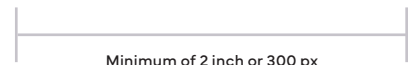
One Color
Black



Two Color
White



One Color
White



Minimum of 2 inch or 300 px



Our Logo

Any of the approved acronym versions of the Midwestern University logo (at right) can be used in instances when: it increases impact and legibility, or using the Primary Logo violates minimum space requirements

Horizontal Acronym



Full Color



One Color Blue



Two Color



One Color Black



One Color White

Two Color White

Vertical Acronym



Full Color



Two Color



One Color Blue



One Color Black



Two Color White

One Color White



Our Logo

Tagline and School Example lockups

Logo with Tagline



Horizontal Logo with Tagline



Logo with School Example



Horizontal Logo with School Example



Logo Misuse

It's important to always use the logo in a manner approved by the guidelines. To the right are just a few examples of how not to use the logo, for reasons that range from illegibility to lack of consistency to setting the wrong tone.



Do not align the logo vertically.



Do not rotate any part of the logo.



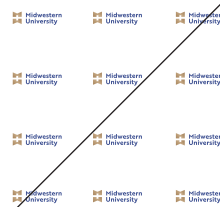
Do not distort the logo in any way.



Do not use drop shadows or any other effects.



Do not place dark logos on dark background or light logos on light backgrounds.



Do not use logos in a grid pattern.



Do not outline logo mark.



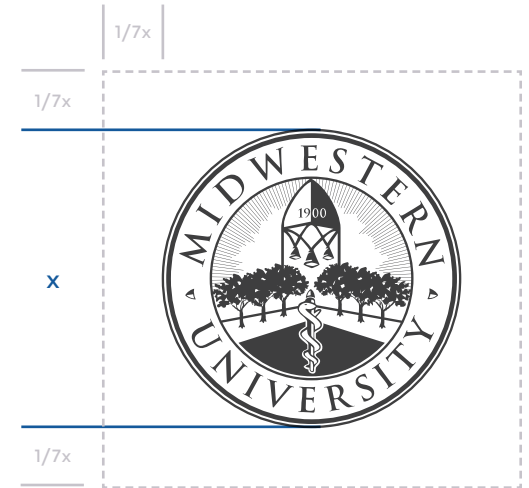
Do not use different colors for logo mark.



Our University Seal

The Midwestern University seal is a sign of our institution's proud history, with iconography tied to both of our distinguished campuses. The seal lends gravity and importance to the documents and communications it is attached to.

While our Primary Logo is the face of our institution, the University Seal is a separate but important marker of quality and esteem. For these reasons, the two should never be used interchangeably. In fact, as a general rule, our seal will be used less often than our logo, and with much more consideration.



Minimum of .875 inch
or 150 px



Our College Seals

As with the University Seal, College seals are for denoting additional quality and significance and should only be used in official correspondence or elevated applications.





Typography

Primary Typeface

Our primary typeface is Mundial, a sans serif font with plenty of versatility for multiple applications. In addition to being inviting and highly legible in both printed and digital applications, Mundial's strong geometric letter forms evoke a precision that speaks to the University's characteristics of care and professional-level accuracy.

Mundial can be downloaded through Adobe fonts by visiting <https://fonts.adobe.com/>. Type *Mundial* in the search bar, click the *View Family* button, then click *Activate Fonts*. It might take a moment but the font will then be automatically installed directly into your Adobe software.

Mundial

Download and required license available through Adobe fonts.



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789
!@#\$%^&*()_+?:"

Mundial Hair
Mundial Hair Italic
Mundial Thin
Mundial Thin Italic
Mundial Light
Mundial Light Italic
Mundial Regular

Mundial Italic
Mundial Demi Bold
Mundial Bold
Mundial Bold Italic
Mundial Black
Mundial Black Italic



System Typeface

We understand that in certain cases, access to our Primary Typeface, Mundial, can be limited. So we've chosen a similar backup font, Open Sans, that can be downloaded from Google Fonts and easily utilized in Google Workplace.

Open Sans can be downloaded through Google fonts by visiting <https://fonts.google.com/>. Type *Open Sans* in the search bar, select the *Open Sans* window, then click *Download family*. The font will then be downloaded onto your local system where it can be installed and used.

Open Sans

Download and required license available through Google fonts.



ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

!@#\$%^&*()_+?;:"

Open Sans Light

Open Sans Regular

Open Sans Bold

Open Sans Extra Bold



Primary Typeface

Because the Mundial font is a visual extension of our Midwestern University voice, typographic guidelines must be followed to maintain brand integrity. While countless messaging variations may arise, these guidelines provide a template that should adapt to any specific situation.

Download license available through Adobe fonts.

Headlines

When it's desirable to emphasize particular words within a headline, making those words bolder is an approved option. In these cases, the emphasized words should be set in sentence-case Mundial Demi Bold, while the unemphasized words should be set in sentence-case Mundial Light. In cases where none of the words in a headline need extra emphasis, the entire headline should be set in sentence-case Mundial Regular.

Sub Headline

Set in Mundial Demi Bold.

Body Copy

Set in Mundial Regular.

Call Outs

Subhead is set in Mundial Demi Bold.
Body copy is set in Mundial Regular.

Empowering Compassion.

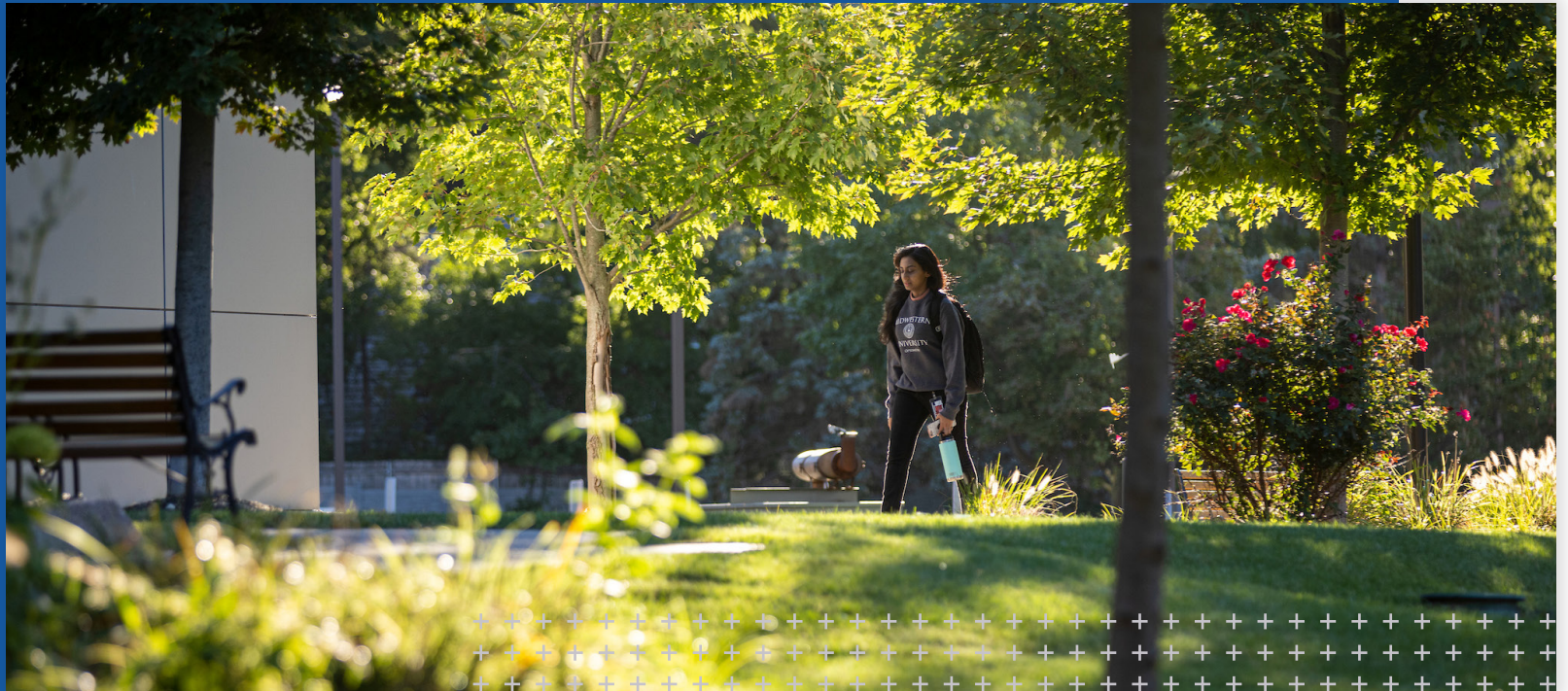
Lorem ipsum dolor encantume amit ami casi epluribus.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

Lorem ipsum dolor amit.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam,





Color

Primary Palette

Our primary color palette is the most direct visual representation of our brand and should be used more prominently than our secondary palette. Do not adjust or modify these very specific colors or gradations in any way.

Blue is the dominant color of the Midwestern University brand, and as such it will be used more than any other color.

Rich Blue

Pantone 7455 C
 CMYK: 85 / 69 / 0 / 0
 RGB: 56 / 92 / 173
 WEB: 385cad

Gold Gradient

Dark & Light Gold
 Linear Gradient

Dark Blue

Pantone 2756 C
 CMYK: 100 / 96 / 27 / 20
 RGB: 15 / 32 / 108
 WEB: 0f206c

Dark Gold

Pantone 7562 C
 CMYK: 26 / 37 / 72 / 2
 RGB: 189 / 154 / 95
 WEB: bd9a5f

Light Gold

Pantone 7501 C
 CMYK: 16 / 19 / 41 / 00
 RGB: 217 / 199 / 158
 WEB: d9c79e



Secondary Palette

Our secondary palette, inspired by colors often seen in medical settings, should be used judiciously and with purpose.

Neutral Palette

While it's not as exciting, our neutral palette was also chosen with care. It includes a white, specific light and dark gray tints, and a black that is actually 80% gray.

<p>White CMYK: 00 / 00 / 00 / 00 RGB: 255 / 255 / 255 WEB: ffffff</p>	<p>Green Pantone 7716 C CMYK: 87 / 20 / 48 / 02 RGB: 0 / 148 / 144 WEB: 009490</p>	<p>Purple Pantone 249 C CMYK: 52 / 98 / 28 / 10 RGB: 1313 / 39 / 107 WEB: 83276b</p>
<p>Black Pantone Black C CMYK: 00 / 00 / 00 / 90 RGB: 65 / 64 / 66 WEB: 414042</p>	<p>20% Shade</p>	<p>20% Shade</p>
	<p>Dark Gray Pantone 420 C CMYK: 21 / 17 / 17 / 00 RGB: 200 / 200 / 200 WEB: c8c8c8</p>	<p>Light Gray Pantone Cool Gray 1 C CMYK: 14 / 11 / 12 / 00 RGB: 217 / 216 / 214 WEB: d9d8d6</p>



Photography

Cutout Photography

Cutout photography is a technique for giving more depth and impact to the images we use to promote Midwestern University. By cutting out one element of a photo and allowing it to break the photo's rectangular boundaries, we not only capture the viewer's attention, but invite them into the image environment.

Image Selection

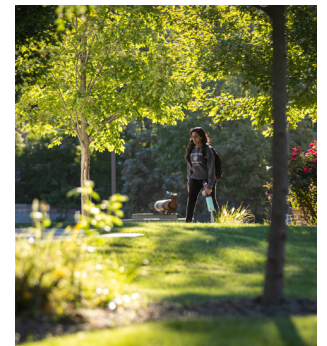
Cutout Photography is most effective when the images used are closeups of a single object or subject, as opposed to busy landscapes or scenes full of people. Used with discretion, this technique can help our brand stand out.



Lifestyle Photography

Lifestyle photography that promotes Midwestern University should showcase the authentic experience of the students, staff, and faculty, but with a level of polish that reflects the value of the education students receive. Steer away from stock photo poses and lighting on one hand, and from spur-of-the-moment cell phone photography on the other.

A balance of realism and professionalism is the sweet spot.





Graphic Elements

Graphic Elements

Graphic elements are effective tools for helping us to achieve a consistent and identifiable brand look.

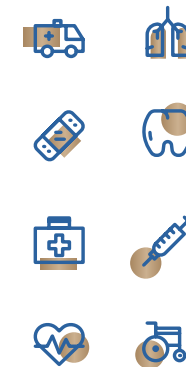


Blue Background

Rectangular fields of blue should be used as a foundational background that supports all of our other graphic elements.

Cutout Image

As mentioned in an earlier section, this cutout photo technique helps set our brand apart and draws the viewer's eye to our layouts.



Icon System

To add visual interest, these blue mono line icons can be used with or without our branded gold gradient layered in.

Brand Pattern

This medical cross pattern can be layered on to add visual interest, or help balance out too much empty space, but it's best used sparingly.

Graphic Elements

Here are more sample icons and patterns designed to help identify our brand. While we can certainly add to these, any future elements should “play well” with this established style.

The icon color can depend on the application and background color it’s being applied to. We recommend using the brand gradient as the secondary shape behind the primary icon.



Ambulance



Band Aid



Blood



Blood Donate



Ear



Eye



First Aid Kit



Heartbeat



Lungs



Weight Scale



Medical Report



Microscope



Dental



DNA



Hospital



Injection



Brain



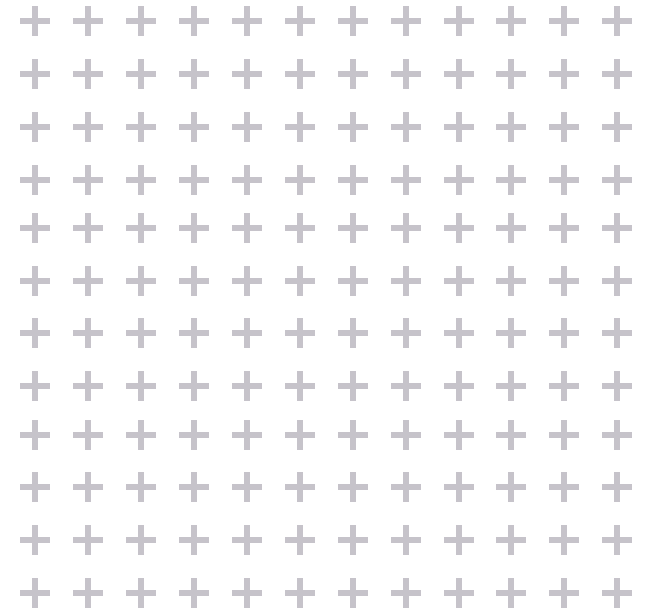
Heart rate Machine



Stethoscope



Wheelchair



Pattern



Layout

Alignment

Standardizing typographic alignment helps to keep layouts and created tactics consistent and legible.



Left Alignment

Let alignment is the preferred use. It's the most common and natural way for the majority of viewers to experience the MWU brand.



Right Alignment

Right alignment is permissible if necessary, but should be avoided when possible.



Center Alignment

Center alignment is permissible if necessary, but should be avoided when possible.



Preferred Color Combinations

Here is a preferred layout of typographic and graphic elements color combinations to help key the created materials consistent.



White Type on Blue Background



Blue Type on White Background



Color Misuse

Don't restrict typography and graphic elements to one color. Our identity and messaging is more impactful when two or more colors are used, as shown on page 30.



White Type on Blue Background



Blue Type on White Background





Use Examples

View book

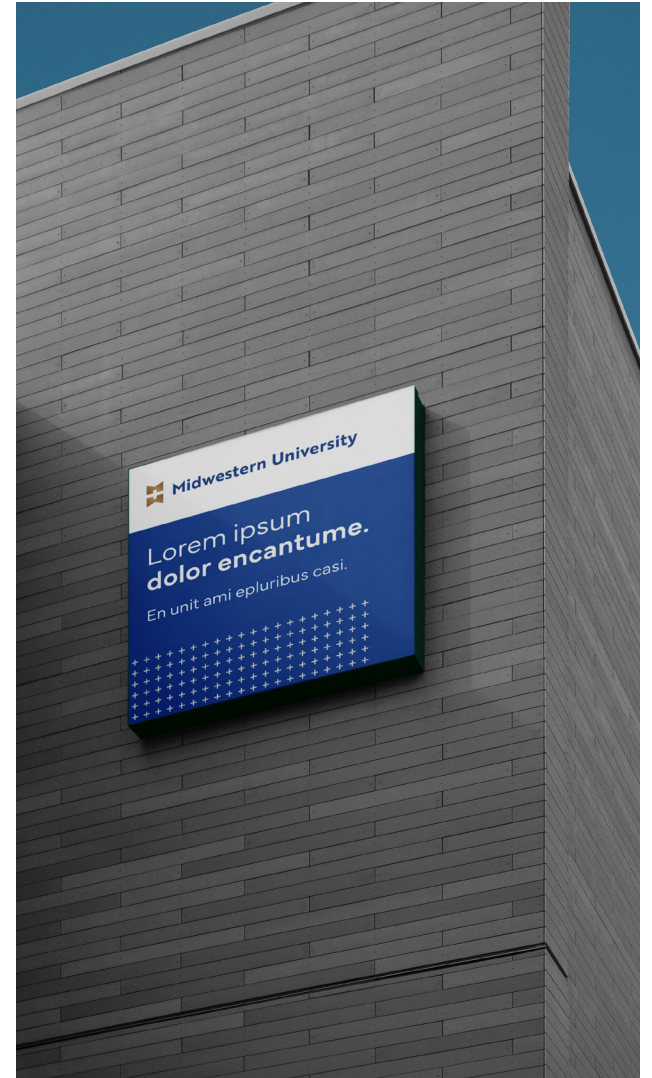
This sample layout can be used on magazines, brochures, reports and so on.



Environmental

It's vitally important for brand tactics with high visibility to follow our brand guidelines.

For much of our audience, they create our brand's first impression.



Gear

Logos and other brand elements should always be legible and used in the selected Midwestern University colors.





Voice & Tone

Voice & Tone

For most students, grad school is a big investment, and choosing the school that can best help them achieve their goals is paramount. They want to make an informed decision, guided by people they trust.

By assuming the voice of a trusted advisor, Midwestern University can be one of those guides. Which is why, when creating messaging for the university, we should use the following voice traits:

Professional

We treat our students like the mature graduates and future professionals that they are.

Authentic

We have no need or desire to embellish who we are, but we are justifiably proud of our accomplishments and individuality.

Inspiring

We are passionate about healthcare education and want our students to think big.

Supportive

We know how challenging our coursework is, so we make it a priority to help students succeed.

Thoughtful

We understand that choosing a school is a major decision, so when students choose MWU, we have a responsibility to make them believe they chose wisely.





Copy Style Guide

Facilities

The following terms should always be written as follows.

Midwestern University

Midwestern University (MWU)

Downers Grove Colleges

Chicago College of Osteopathic Medicine (CCOM)

College of Pharmacy, Downers Grove (CPDG)

College of Health Sciences–Downers Grove Campus (CHS-Downers Grove)

College of Dental Medicine–Illinois (CDMI)

Chicago College of Optometry (CCO)

College of Graduate Studies (CGS)

Glendale Colleges

Arizona College of Osteopathic Medicine (AZCOM)

College of Dental Medicine–Arizona (CDMA)

College of Pharmacy, Glendale (CPG)

College of Health Sciences–Glendale Campus (CHS-Glendale)

Arizona College of Optometry (AZCOPT)

College of Veterinary Medicine (CVM)

College of Graduate Studies (CGS)

Arizona College of Podiatric Medicine (AZCPM)

Campuses

Downers Grove Campus (IL Campus)

Glendale Campus (AZ Campus)

Programs

Biomedical Sciences Program (Arizona, Illinois)

Cardiovascular Science Program (Arizona)

Clinical Psychology Program (Arizona, Illinois)

Graduate Nursing Program (Arizona)

Nurse Anesthesia Program (Arizona)

Occupational Therapy Program (Arizona, Illinois)

Physical Therapy Program (Arizona, Illinois)

Physician Assistant Program (Arizona, Illinois)

Precision Medicine Program (Arizona, Illinois)

Public Health Program (Arizona, Illinois)

Speech-Language Pathology Program (Arizona, Illinois)

Glendale Clinics

Dental Institute (DI)

Eye Institute (EI)

Multispecialty Clinic (MSC)

Family Medicine

Foot and Ankle Services

Osteopathic Manipulative Medicine Pharmacy Services

Therapy Institute (TI)

Clinical Psychology

Occupational Therapy

Physical Therapy

Speech-Language Pathology

Vision Therapy

Low Vision/ Vision Rehabilitation

Sports Vision Performance Training

Animal Health Institute (AHI)

Companion Animal Clinic (CAC)

Equine and Bovine Center (EBC)

Diagnostic Pathology Center (DPC)

Comprehensive Care Clinic (CCC)

Downers Grove Clinics

Multispecialty Clinic (MSC)

Family Medicine Clinic (FMC)

Speech-Language Institute (SLI)

Physical Therapy Institute (PTI)

Dental Institute (DI)

Eye Institute (EI)



The MWU Abbreviation

These guidelines are designed to help you prepare copy in a manner consistent with the Office of Communications at both the Downers Grove Campus and the Glendale Campus.

Using MWU is Discouraged

The use of the acronym MWU in place of Midwestern University is discouraged. Instead, use Midwestern University in titles and in running copy.

DO:

Dr. Richard Foosballer is the Chair of the Midwestern University Alumni Senate.

DO NOT:

Dr. Richard Foosballer is the Chair of the MWU Alumni Senate.

Starting Sentences

Spell out Midwestern University to begin sentences. Do not begin with MWU.

Using Midwestern University (MWU) Twice in the Same Paragraph

For instances where Midwestern University is cited twice within the same sentence in running copy, it is acceptable to use Midwestern or the University as the second reference. Similarly, if Midwestern University is referenced previously in a paragraph, additional references within the same paragraph may use Midwestern or the University as acceptable shorthand.

DO:

The Midwestern University chapter of the Student Osteopathic Medical Association held their meeting at the University's Auditorium.

Dr. Ritchie came to Midwestern University in 2011 and serves as advisor for Midwestern's softball league.

DO NOT:

Midwestern University is the home of Arizona's largest medical school, and Midwestern University offers 14 degree programs.

If the use of the MWU acronym is necessary, use within articles as a second reference only. This applies to each separate article in any internal or external publication.

External Publications

For external publications, include the letters in parentheses after the first reference. Set initials in full caps and without periods.

(Note: MWU does not have to be set in parentheses after the first reference for most in-house publications.)

EXAMPLE:

Midwestern University (MWU) is a health sciences institution. Like the University of Illinois, MWU also has a pharmacy college.

Place the Midwestern University before colleges or organizations.

EXAMPLE:

The Midwestern University Chicago College of Osteopathic Medicine.



Capitalization for University and Divisions

These guidelines are designed to help you prepare copy in a manner consistent with the Office of Communications at both the Downers Grove Campus and the Glendale Campus.

University and the College Capitalization

Capitalize University and the College when used alone in running copy.

EXAMPLE:

The College is one of three that comprises the Downers Grove Campus of the University.

Campus Capitalization

Capitalize campus when referring to one location, such as the Downers Grove Campus, but not for multiple locations, as in the Downers Grove and Glendale campuses. Do not capitalize campus when used alone in running copy.

In most cases, do not use Midwestern in place of Midwestern University unless it is said as part of a direct quote.

DO:

Midwestern University is one of five DuPage County higher education institutions.

DO NOT:

Midwestern is one of five DuPage County higher education institutions.

Clinics

Use Midwestern University Clinics to refer to all clinics. Use each individual name for each clinic, or the specialty name plus Multispecialty Clinic.

EXAMPLES:

Midwestern University Eye Institute

Midwestern University Multispecialty Clinic– Family Medicine



Departments and Offices

These guidelines are designed to help you prepare copy in a manner consistent with the Office of Communications at both the Downers Grove Campus and the Glendale Campus.

Capitalization

Capitalize University and the College when used alone in running copy. Department and office should be capitalized and should precede the specific name.

DO:

Department of Internal Medicine

DO:

Office of Communications

DO NOT:

Internal Medicine Department

DO NOT:

Communications Office

Capitalize the specific name of the department when used in the formal title or when used alone in running copy, such as Family Medicine.

Do not capitalize department when used alone in running copy.

EXAMPLE:

The department is headed by Dr. North.



Buildings

The following terms should always be written as follows.

Downers Grove Campus

Alumni Hall
Recreation and Wellness Hall
Cardinal Hall
Centennial Hall
Dr. Arthur G. Dobbelaere Support Services Hall
The Commons
Littlejohn Hall
The Pines Apartments
Redwood Hall
Science Hall
White Oak Hall
Central Plant

Illinois Clinical Campus

Midwestern University Multispecialty Clinic

Arizona Clinical Campus

Animal Health Institute
 Companion Animal Clinic
 Equine and Bovine Center
 Diagnostic Pathology Center
Dental Institute
Eye Institute
Multispecialty Clinic
Therapy Institute
Comprehensive Care Clinic

Glendale Campus

Academic Support Facility
Agave Hall
Auditorium
Barrel Student Center I, II, III, IV
Cactus Clubhouse
Cholla Hall
Chanen Interfaith Chapel
Cactus Wren Hall
Dr. Arthur G. Dobbelaire Science Hall
Foothills Science Center
Ocotillo Hall
Recreation and Wellness Hall
Sahuaro Hall
Stagecoach Dining Hall
Student Apartment Complex
Welcome Centers
Yucca Central Plant
Shipping and Receiving Building
Mesquite Hall



Groups

These guidelines are designed to help you prepare copy in a manner consistent with the Office of Communications at both the Downers Grove Campus and the Glendale Campus.

Capitalization

Capitalize internal University groups when formally named as in Physical Therapy Program, Clinical Promotions Committee, Geriatric Education Center, the Alumni Association; otherwise, do not capitalize, as in the program, the committee, the center, the association.

An exception is the (MWU) Board, which is capitalized as a stand-alone entry.

EXAMPLE:

Members of the Board include John Boe and Jack Moe.



Titles

These guidelines are designed to help you prepare copy in a manner consistent with the Office of Communications at both the Downers Grove Campus and the Glendale Campus.

Capitalization

Capitalize the title preceding a person's name, but not after, except for faculty and staff of the University, in which case titles are capitalized even when not attached to the person's name.

EXAMPLES:

President and CEO John Smith, Ph.D., of Midwestern University

Dr. Smith, who is President and CEO of Midwestern University

Francis Green, a Mail Clerk at the Downers Grove Campus of Midwestern University

Joe Fisher, mayor of Truth or Consequences, New Mexico

Capitalize named professorships and fellowships wherever they appear, especially if accompanied by a personal name.

EXAMPLE:

The Thomas Mainz Memorial Fellowship

Articles

For articles, on first reference, state the person's academic information and position within the University. On second reference, state the abbreviated title and last name only.

EXAMPLE:

John Smith, Ph.D., President and CEO; Dr. Smith.

Photo Captions

For photo captions, state the person's courtesy title, first name, and surname if she or he was included in the accompanying article. If not, state the academic degree and position, space permitting.

Courtesy Titles

Do not combine courtesy titles with academic degrees.

DO:

William Gleason, Ph.D.

DO NOT:

Dr. William Gleason, Ph.D.

Commas

Use a comma to separate a name from the degree or certification that follows it but not between a name and such designations as Jr. or III.

DO:

Jack Diamond III, D.O.

DO NOT:

Jack Diamond, III D.O.

University Students

When designating University students, end each class acronym with an S for student and the year of study as a Roman numeral, as in MS-I (first-year medical student). Do not use the term "student doctor" in external publications. The program designations are as follows:

ACRONYM	STUDENT DESIGNATION
MS	Medical Student
PS	Pharmacy Student
PAS	Physician Assistant Student
PTS	Physical Therapy Student
OTS	Occupational Therapy Student
MBS	Master of Biomedical Sciences Student
MABS	Master of Arts in Biomedical Sciences Student
CVS	Cardiovascular Science Student
CPS	Clinical Psychology Student
PMS	Podiatric Medicine Student
NAS	Nurse Anesthesia Student
DMS	Dental Medical Student
OMS	Optometry Student
VMS	Veterinary Medicine Student
SLPS	Speech-Language Pathology Student
GNS	Graduate Nursing Student
PRMS	Precision Medicine Student
PHS	Public Health Student



Academic Degrees

These guidelines are designed to help you prepare copy in a manner consistent with the Office of Communications at both the Downers Grove Campus and the Glendale Campus.

Degree References

Degree references should utilize lowercase letters unless the reference is to the full formal degree title. Abbreviations should be in all capital letters with proper punctuation (see below). Use master of, not master's of.

DO:

Mr. Pim received a master's degree in physician assistant studies.

Ms. Smith received an M.S. in cardiovascular science.

Ms. Smith received her Doctor of Osteopathic Medicine (D.O.) degree.

DO NOT:

Mr. Pim received a Master of Arts degree.

Do not use master's of degree but master of degree.

DO:

Suriya received a master of arts degree.

DO NOT:

Suriya received a master's of arts degree

Abbreviation

Academic degrees should be abbreviated in most cases, and should always be abbreviated when following a name. There should not be spaces between the letters but periods are required.

EXAMPLE:

Sam Eastman, Ph.D.

Multiple Degrees

For multiple academic degrees, immediately following the individual's name, list the degree of greatest general importance or the degree most significant to the publication/ institution in which the name appears.*

EXAMPLE:

Jennifer North, D.O., Ph.D.

Period Use

Use periods when abbreviating academic degrees; however, periods are not included in certifications fellowships, and registrations. Degrees precede certifications and registrations, with an exception being the "PT" designation, which immediately follows an individual's name.

Note: Regarding order of academic/ professional designations, the individual's personal preference is of first consideration. Diplomat status should be listed as D, followed by the specialty area.

EXAMPLES:

D.O., PA-C, RPh

PT, Ph.D.

D.V.M., DACVS

Chart of Common Degrees

Doctor of Osteopathic Medicine (D.O.)

Doctor of Pharmacy (Pharm.D.)

Master of Medical Science (M.M.S.)
in Physician Assistant Studies

Doctor of Physical Therapy (D.P.T.)

Master of Occupational Therapy (M.O.T.)

Master of Biomedical Sciences (M.B.S.)

Master of Arts in Biomedical Sciences (M.A.)

Doctor of Psychology (Psy.D.)

Doctor of Dental Medicine (D.M.D.)

Master of Science (M.S.)
in Cardiovascular Science

Master of Science (M.S.)
in Nurse Anesthesia

Doctor of Podiatric Medicine (D.P.M.)

Doctor of Optometry (O.D.)

Doctor of Veterinary Medicine (D.V.M.)

Master of Science (M.S.)
in Speech-Language Pathology

Doctor of Nurse Anesthesia Practice (D.N.A.P.)

Doctor of Occupational Therapy (O.T.D.)

Doctor of Nursing Practice (D.N.P.)

Master of Science in Nursing (M.S.N.)

Master of Public Health (M.P.H.)

Master of Science in Precision Medicine (M.S.)



Capitalization

These guidelines are designed to help you prepare copy in a manner consistent with the Office of Communications at both the Downers Grove Campus and the Glendale Campus.

Titles

In regular title capitalization, the first and last words and all nouns, pronouns, adjectives, verbs, adverbs, and subordinating conjunctions (if, because, as, that, etc.) are capitalized. Articles (a, an, the), coordinating conjunctions (for, and, nor, but, or, yet, so), and prepositions—regardless of length—are lowercase unless they are the first or last word of the title.

EXAMPLES:

Progress in In Vitro Fertilization
The Osteopathic Physician and the Healer Within

For hyphenated and open compounds in titles:

1. Capitalize first elements.
2. Capitalize subsequent elements unless they are articles, prepositions, or coordinating conjunctions.
3. Do not capitalize second elements attached to prefixes unless they are proper nouns or proper adjectives.
4. Do not capitalize the second element of a hyphenated spelled-out number.
5. If a compound (other than one with a hyphenated prefix) comes at the end of the title, its final element, whatever part of speech it may be, is always capitalized.

EXAMPLES

Twentieth-Century Literature
Run-of-the-Mill Responses
Spanish-Speaking People
A Run-in with Authorities
Avoiding a Run-In

Seasons

Do not capitalize the seasons.

Do not capitalize academic quarters, such as *spring quarter*, in running copy.

Capitalize regions of the United States or local geographic areas.

EXAMPLES:

The Southwestern United States
Chicago's West Side
the Valley

Spelled out and lowercase centuries, as in the *twenty-first century*.

Computers

Proper names of computer hardware, software, networks, systems, and languages should be capitalized.

EXAMPLES:

Microsoft Outlook
Firefox
COGNOS

Use these words as follows: Online, Web (referring to the Internet or World Wide Web), website, web page, email, Internet.



Special Terms

These guidelines are designed to help you prepare copy in a manner consistent with the Office of Communications at both the Downers Grove Campus and the Glendale Campus.

Avoid sexist language when possible; use chair rather than chairwoman or chairman.

Avoid references to a person's race or ethnicity unless the information is relevant to the article or publication.

Compound ethnic designations such as African American or American Indian are used without hyphens, even in the adjectival compound noun form, as in African American Heritage Month.

Use "disabled" instead of "handicapped."

DO

The entrance for the disabled is located on the east side of the building.

DO NOT

The handicapped entrance is located on the east side of the building.

Use "underserved" students instead of "homeless."

DO

The underserved person stood on the street corner.

DO NOT

The homeless person stood on the street corner.

Use "international" students instead of "foreign" students.

DO

The international students are hosting a food fair.

DO NOT

The foreign students are hosting a food fair.

Use "osteopathic physician" instead of "osteopath"; use

"osteopathic medicine" instead of "osteopathy."

DO

Osteopathic physicians practice osteopathic medicine, not allopathic medicine.

DO NOT

Osteopaths practice osteopathy, not allopathy.

Avoid he/she constructions.



Numerals

These guidelines are designed to help you prepare copy in a manner consistent with the Office of Communications at both the Downers Grove Campus and the Glendale Campus.

In documents, spell out whole numbers from one through nine and any number beginning a sentence.

For two consecutive number descriptions, spell out the first number and the second number, as in twelve ten-inch televisions.

Use numerals with academic units, such as 3 credits, 5 quarter-hours.

Regarding percentages, in scientific and statistical copy use the symbol %.

EXAMPLE:

Between 20 and 23% yielded positive results.

For percentages in humanistic copy use the word percent:

EXAMPLE:

The College accounts for nearly 13 percent of all practicing osteopathic physicians and surgeons in the United States.

In all cases, do not spell out the word but instead use numerals.

Simple fractions are spelled out and hyphenated, as in two-thirds majority vote.

Spell out ordinals one through nine; otherwise, use the number.

EXAMPLE:

This is the eighth annual Cuts for Kids.

This is the 55th annual Cuts for Kids.

For dollar signs, do not use the decimal point unless cents are included in total.

EXAMPLE:

\$20 (not \$20.00) or \$20.54

For time designations, use small caps without periods.

EXAMPLE

10:00 AM

Use AM only once as needed, as in 10:00 to 11:00 AM.

Use dashes in phone numbers (dashes allow digital applications to automatically call the phone number when selected)

EXAMPLE:

623-537-6000 for digital and printed material

In running copy, when referencing partial dates, use -st, -nd, -rd, and -th suffixes with date numbers.

EXAMPLE:

April 21st

When citing a full date, do not use the suffix.

EXAMPLE:

April 21, 2014



Comma Use

These guidelines are designed to help you prepare copy in a manner consistent with the Office of Communications at both the Downers Grove Campus and the Glendale Campus.

Series

In a series of three or more terms with a single conjunction, use a comma after each term except the last.

EXAMPLE:

Sam, Oscar, and Christian played Parcheesi after eating supper.

Graduates

Do not insert comma between an alumnus' year of graduation and her or his degree designation.

EXAMPLE:

Cynthia Bowers, D.O. '03, participated in the scavenger hunt.

Quotation Marks

Commas and periods go inside quotation marks, semicolons and colons outside. Question marks and exclamation marks go inside or outside, depending on the use.

DO:

Which of Shakespeare's characters said, "All the world's a stage"?

DO NOT:

Which of Shakespeare's characters said, "All the world's a stage?"

Date

Do not use a comma to separate month and year.

DO:

I will graduate in June 2004.

DO NOT:

I will graduate in June, 2004.

Et Cetera

Avoid the use of etc. in formal writing. When used as part of a list, set off with commas.

DO:

Models need foundation, eyeshadow, lipstick, etc., in their makeup kits.

DO NOT:

Models need foundation, eyeshadow, lipstick, etc. in their makeup kits.



Hyphen Use

These guidelines are designed to help you prepare copy in a manner consistent with the Office of Communications at both the Downers Grove Campus and the Glendale Campus.

Opposites

Only use the virgule when indicating opposites, such as *inside/outside*.

Hyphen, En Dash, and Em Dash

The hyphen (-), the en dash (-), and the em dash (—) are used in different ways:

- Use a hyphen for social security numbers.
- Use an en dash to connect dates, time, reference numbers, or in college titles.
- Use one em dash or a pair to denote a sudden break in thought in a sentence. The em dash is used without spaces on either side.

Common Word Formations

Some common word formations without hyphens:

EXAMPLES:

co-, as in *coworker, cochair*

non-, as in *nonviolent, nonethical*

post-, as in *postdoctoral, postgraduate*

pre-, as in *predoctoral, preconference*
(exception, pre-pharmacy)

re-, as in *reexamine, reedit*

adverb ending in -ly plus a participle or adjective, as in *highly developed child*

Common word formations with hyphens:

EXAMPLES:

noun plus participle (hyphenated before a noun, otherwise open), as in *decision-making procedures, thought-provoking reply*

age terms, as in *two-year-old lad, eight- to ten-year-olds*

noun plus gerund, as in a *decision-making body*



Horizontal Lists

These guidelines are designed to help you prepare copy in a manner consistent with the Office of Communications at both the Downers Grove Campus and the Glendale Campus.

If the introductory material in a horizontal list is an independent clause (a complete sentence), a colon should introduce the listed items:

EXAMPLE:

Three people attended the banquet: Bebe Lipton, Ruby Foo, and Alice Smith.

If numbers or letters are used to mark the listed items, enclose them in parentheses. If the final word before the first parenthesis is a verb or a preposition, do not use a colon:

EXAMPLE:

The professor will expound on (a) white blood cells, (b) red blood cells, and (c) stem cells.

For longer horizontal lists, separate list elements with semicolons.

EXAMPLE

Four invited guests were present at the Faculty/Staff Dinner: Dr. Peter Brant, Head of Applied Medicine, St. Joseph's Medical Center; Dr. Maria Bates, Professor, Biochemistry, A.T. Still University; Sharon Lewis, Administrative Assistant, Department of Admissions, Grand Canyon University; and Bob Wilson, Head Waiter, Renaissance Hotel Kitchen Staff.



Vertical Lists

These guidelines are designed to help you prepare copy in a manner consistent with the Office of Communications at both the Downers Grove Campus and the Glendale Campus.

There are several ways to style a vertical list, best introduced by a complete grammatical sentence and followed by a colon. Items do not end in punctuation unless the items themselves consist of complete sentences.

EXAMPLE:

The following dishes were served in the class:

- pie a la mode
- omelettes
- fritters

If the items are numbered or bulleted, a period follows the number and each item begins with a capital letter:

EXAMPLES:

To access InDesign from your desktop, start with the following steps:

1. From the systems folder, select the applications icon.
2. Click on the icon and select the graphics software icon.
3. Click on the icon and select the InDesign icon.

Compose three sentences:

1. To illustrate the use of commas with dates
2. To distinguish the use of semicolons from colons
3. To show your understanding of the virgule

A numbered or bulleted vertical list can also be structured as a sentence. If the list completes a sentence begun in an introductory element and consists of phrases or sentences with internal punctuation, semicolons may be used between the items, with a period following the final item. Each item begins with a lowercase letter:

EXAMPLE:

Reporting for the Biodiversity Committee, Kline reported that:

- a committee secretary was being sought;
- the salary for this secretary, about \$20,000, would be paid out of operating funds;
- the position search was expected to conclude in late March.



Ellipses

These guidelines are designed to help you prepare copy in a manner consistent with the Office of Communications at both the Downers Grove Campus and the Glendale Campus.

Use ellipses (. . .), to omit a word, a phrase, a line, or a paragraph from a quoted passage.

Within a sentence, three dots (with one space in between each dot) indicate an omission within a quoted sentence or fragment of a sentence:

EXAMPLE:

On the one hand, the magician . . . is mysterious.

For an entire sentence, indicate by the usual three ellipsis dots. If the omission is preceded by a grammatically complete sentence, the three dots are preceded by a period:

EXAMPLE:

On the one hand, the magician . . . is mysterious, yet candid
...
He knows no rules.



Business Letter Style

These guidelines are designed to help you prepare copy in a manner consistent with the Office of Communications at both the Downers Grove Campus and the Glendale Campus.

Use the following format for name/academic degree and courtesy title regarding the business letter inside address and salutation:

INSIDE ADDRESS

James Smith, D.O., FACOI (List academic degree/certification after name.)

SALUTATION

Dear Dr. Smith (List courtesy title of "Dr." here, not in inside address.)



Addresses

This portion of the Brand Guidelines is designed to help you prepare copy that your office or department may produce in a manner consistent with the Office of Communications at both the Downers Grove Campus and the Glendale Campus.

When citing full addresses, on letters and in running copy:

- Spell out directional terms (North, South, East, and West)
- Spell out Street, Avenue, Boulevard
- Spell out the state (Arizona, Illinois) unless addressing envelopes; use 2-letter abbreviations for envelopes (IL, AZ)



Additional Grammatical Guidelines

These guidelines are designed to help you prepare copy in a manner consistent with the Office of Communications at both the Downers Grove Campus and the Glendale Campus.

Italicize titles of special events, such as Health Careers Institute. For an event, capitalize "annual" only if it is formally a part of the event's name.

Place a single space between sentences, not a double space.

In running copy, provide partial URLs such as when the name of the site includes, for example, a top-level domain name, like CNN.com or Forbes.com as opposed to writing out <http://www.cnn.com> or <http://www.forbes.com>. Otherwise, write out the full URL including <http://> or <https://> addressing when directly referencing it or include the URL parenthetically in secondary or indirect references.

DO:

An article at FoxNews.com cited a shortfall in primary care physicians.

The Journal of the American Veterinary Medical Association (<http://www.javma.org>) mentioned Midwestern University.

Participants may pre-register for the event at <http://www.midwestern.edu/funrun5k>.

DO NOT:

Participants may pre-register for the event at www.midwestern.edu/funrun5k.

Avoid the ampersand (&). Spell out and.

"Healthcare" should be spelled as one word, not as two words.

Spell out North, South, East, and West.

Place quotation marks around scientific papers, presentations, or posters; use italic font for journal and book titles.

DO:

I recently read the novel *Gone with the Wind*.

DO NOT:

I recently read the novel "Gone with the Wind."

Regarding common preposition use and job functions:

DO:

She is MWU's Vice President of University Relations.

Mona is an Administrative Assistant for Midwestern University.

DO NOT:

She is MWU's Vice President for University Relations.

Mona is an Administrative Assistant at Midwestern University.



Additional Grammatical Guidelines

These guidelines are designed to help you prepare copy in a manner consistent with the Office of Communications at both the Downers Grove Campus and the Glendale Campus.

Remember the difference between the following pairs:

e.g. ("for example")

EXAMPLE:

Bones from a variety of small animals, e.g., a squirrel, a chipmunk, and a pigeon, were found in the hunter's case.

i.e. ("that is")

EXAMPLE:

She had put the question to several of her friends, i.e., Maxine, Josette, and Stella.

compose (Something is composed of other things.)

EXAMPLE:

The salad dressing is composed of olive oil, vinegar, and spices.

comprise (One thing comprises other things.)

EXAMPLE:

Her speech comprised four major themes.

more than (Expression used for figures and amounts.)

over (Word used when referring to spatial relationships.)

EXAMPLE:

More than 400 meteorites rained over the roof.

fewer (Word used when referring to a number of individual items.)

less (Word used when referring to a bulk amount, sum, period of time, or concept.)

EXAMPLE:

Fewer doctors result in less medical care.





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