



SUNY POLYTECHNIC  
INSTITUTE

# University Brand Guide



## Introduction

SUNY Polytechnic Institute's brand guide is a resource for all members of the SUNY Poly community and vendors that support our communications efforts. This manual was developed to ensure clear, consistent, and appropriate use of the seals and logos approved by SUNY Poly's Office of Communications and Marketing.

These guidelines are the official SUNY Polytechnic Institute policy related to any and all graphic representation of the Institute, its schools and colleges, programs, and more. It also serves as a guide for those who are writing communications, creating materials, and participating in social media on behalf of SUNY Poly

### **Why This Guide is Important**

A visual identity is important in shaping the institutional image and reputation of SUNY Poly. The more consistently the graphic elements are used, the stronger the brand. The stronger the brand and use of consistent nomenclature, the greater the awareness and recognition of the Institute.

The most important principles in creating a strong brand are consistency, frequency and repetition over time. Therefore, despite various preferences among our users, it is critical that the SUNY Poly community adopt a strong, consistent use of official seals, logos, typography, color and other elements and that the Institute limits the number and type of variations used by its units. A brand is also built on an institution's voice and tone, and how it is represented through its written communications.

### **Questions?**

SUNY Polytechnic Institute policy dictates that any communications material intended for external audiences must be developed and produced under the guidance of the Office of Communications and Marketing. This includes but is not limited to printed materials, web, print, social media, signage, and more. For additional information or further clarification of SUNY Poly's graphic standards, please contact Kristin Haacker at [khaacker@sunypoly.edu](mailto:khaacker@sunypoly.edu).



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SUNY POLYTECHNIC  
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# Design + Identity



## UNIVERSITY COLORS

The Primary and Secondary Brand colors are **PMS Blue 288** and **PMS Gold 124**.

The SUNY Polytechnic Institute logos should not be reproduced in any other colors. If these official colors are not available, both black and white are permitted with the official colors as a complement or as a substitute if printing in only one color.

The signature color for SUNY Polytechnic Institute is PMS 288. When possible, this color should be used in communications material.



PMS: 288  
CMYK: 100, 88, 27, 19  
RGB: 0, 44, 115  
HEX (WEB): 002C73



PMS: 124  
CMYK: 7, 35, 100, 0  
RGB: 237, 169, 0  
HEX (WEB): EDA900



## COLLEGE SEAL

The official SUNY Polytechnic Institute seal as it appears on this page should be used for publications from the Office of the President only.





## APPROVED LOGOS

### Primary Logo

The SUNY Polytechnic Institute primary logo is approved for use on official SUNY Poly communications and is the preferred logo. Two versions of the primary logo have been created to suit different design circumstances.

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### Horizontal Primary Logo

Two-color usage



Usage on dark background



One-color usage (black)



One-color usage (PMS 288)



### Vertical Primary Logo

Two-color usage



Usage on dark background



One-color usage (black)



One-color usage (PMS 288)





## APPROVED LOGOS

### Secondary Logo

The SUNY Polytechnic Institute secondary logo is approved for use on SUNY Poly marketing materials and internal communications. The primary logo should be used for most communications. Two versions of the secondary logo have been created to suit different design circumstances.

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#### Horizontal Secondary Logo

Two-color usage



Usage on dark background



One-color usage (black)



One-color usage (PMS 288)



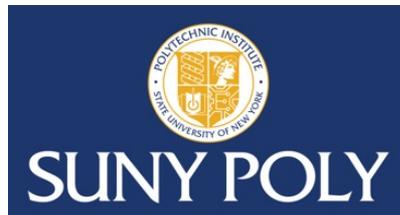
---

#### Vertical Secondary Logo

Two-color usage



Usage on dark background



One-color usage (black)



One-color usage (PMS 288)





## APPROVED WORDMARKS

### Abbreviated Wordmark Stacked

One-color usage  
PMS 288

SUNY  
POLY

Reverse usage  
White

SUNY  
POLY

Black-only usage  
Black

SUNY  
POLY

---

### Abbreviated Wordmark

One-color usage  
PMS 288

SUNY POLY

Reverse usage  
White

SUNY POLY

Black-only usage  
Black

SUNY POLY

---

### Wordmark

One-color usage  
PMS 288

SUNY POLYTECHNIC  
INSTITUTE

Reverse usage  
White

SUNY POLYTECHNIC  
INSTITUTE

Black-only usage  
Black

SUNY POLYTECHNIC  
INSTITUTE



# APPROVED COLLEGE LOGOS

### College of Arts + Sciences

The SUNY Poly approved college logos may be used as a secondary logo on college or departmental communications in combination with the SUNY Poly primary logo. The SUNY Poly primary logo should always be the featured logo on all external communications.



SUNY POLYTECHNIC INSTITUTE  
COLLEGE OF ARTS + SCIENCES



SUNY POLYTECHNIC INSTITUTE  
COLLEGE OF ARTS + SCIENCES

### College of Business Management



SUNY POLYTECHNIC INSTITUTE  
COLLEGE OF BUSINESS MANAGEMENT



SUNY POLYTECHNIC INSTITUTE  
COLLEGE OF BUSINESS MANAGEMENT

### College of Engineering

An approved college logo can be used without the SUNY Poly primary logo for internal departmental/college communications or in consultation with the Office of Communications and Marketing



SUNY POLYTECHNIC INSTITUTE  
COLLEGE OF ENGINEERING



SUNY POLYTECHNIC INSTITUTE  
COLLEGE OF ENGINEERING

### College of Health Sciences



SUNY POLYTECHNIC INSTITUTE  
COLLEGE OF HEALTH SCIENCES



SUNY POLYTECHNIC INSTITUTE  
COLLEGE OF HEALTH SCIENCES

### College of Nanoscale Science + Engineering



SUNY POLYTECHNIC INSTITUTE  
COLLEGE OF NANOSCALE SCIENCE + ENGINEERING



SUNY POLYTECHNIC INSTITUTE  
COLLEGE OF NANOSCALE SCIENCE + ENGINEERING



## INCORRECT LOGO USAGE

Do not modify the proportions of the logo or wordmark.



Do not modify the colors of the logo or wordmark.

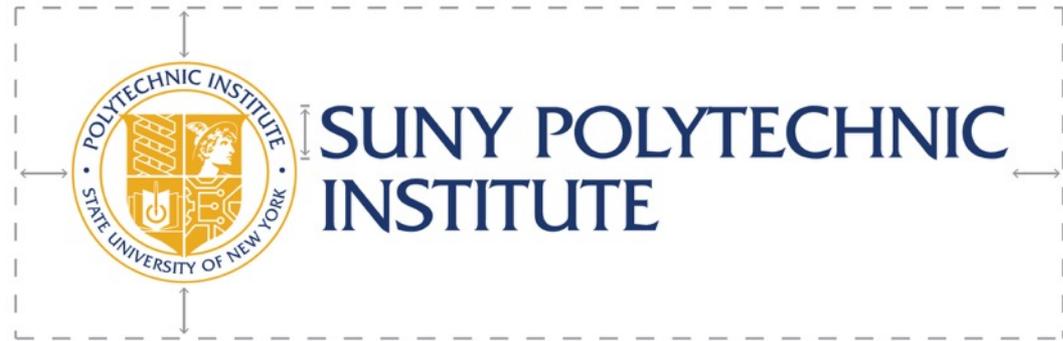


Do not use previous iterations of university or college branding. If you have any questions on incorrect logos, please contact the Office of Communications + Marketing.



## LOGO SPACING + SIZING

The SUNY Polytechnic Institute logo should always be afforded a predetermined safe area. The safe area ensures that the SUNY Poly identity maintains its hierarchy and is not overwhelmed by other visual elements. The safe area can be calculated as a margin of clear space equivalent to the height of the "S" in SUNY.





# TYPOGRAPHY

The consistent use of these typeface families will ensure a strong brand that is instantly recognizable and increasingly memorable.

The SUNY Polytechnic Institute logos were developed using Friz Quadrata and should never be replaced with another font.

For professionally-produced communications, a secondary font called Azo Sans has been approved for use.

For everyday use, the Office of Communications and Marketing recommends the use of the following typefaces:

- Garamond
- Helvetica
- Calibri

Any variation of a typeface family: regular, light, condensed, bold and italic are permitted.

## Friz Quadrata

Aa Bb Cc Dd Ee Ff  
Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww  
Xx Yy Zz 123456789

## Azo Sans

Aa Bb Cc Dd Ee Ff  
Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww  
Xx Yy Zz 123456789



## ATHLETICS

Primary Logo



Secondary Logo



SUNY Poly Athletics Wordmark



SUNY Poly Wildcats Wordmark



SUNY Poly Sports Network

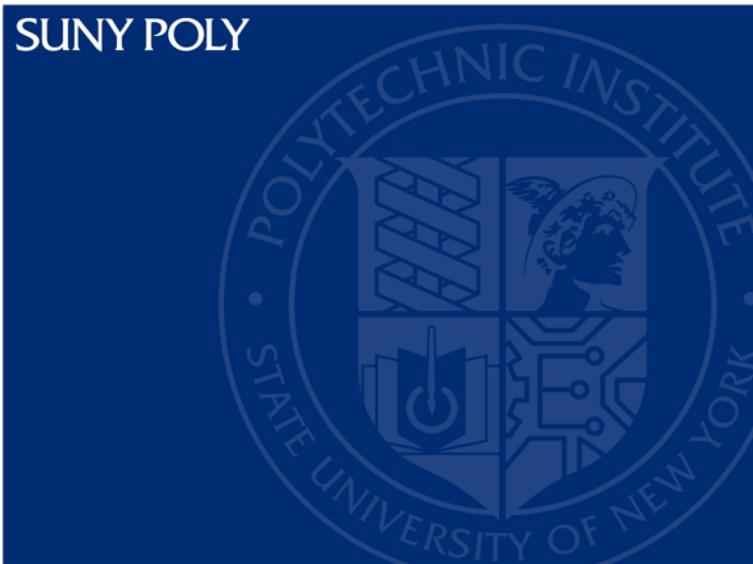


For information or questions regarding the SUNY Poly athletics logos, contact Sports Information Director Patrick Baker at [patrick.baker@sunypoly.edu](mailto:patrick.baker@sunypoly.edu).

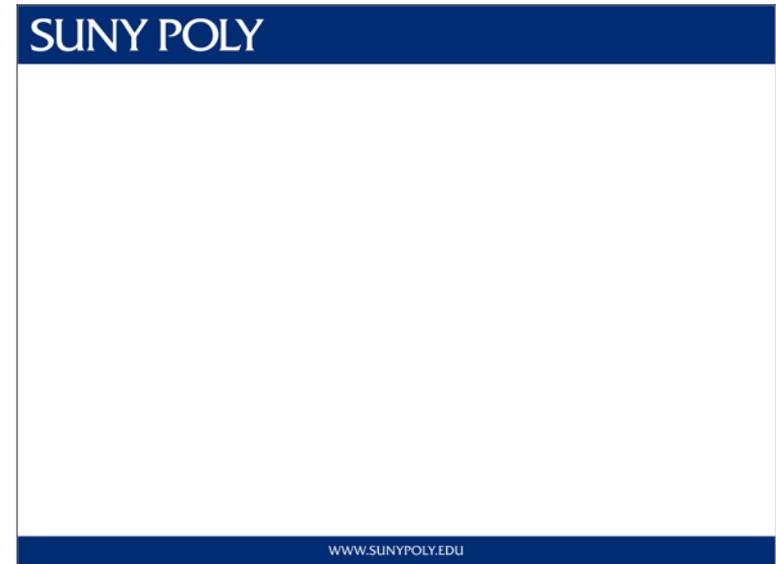


# POWERPOINT TEMPLATE

**Title Slide Layout**



**Content Slide Layout**

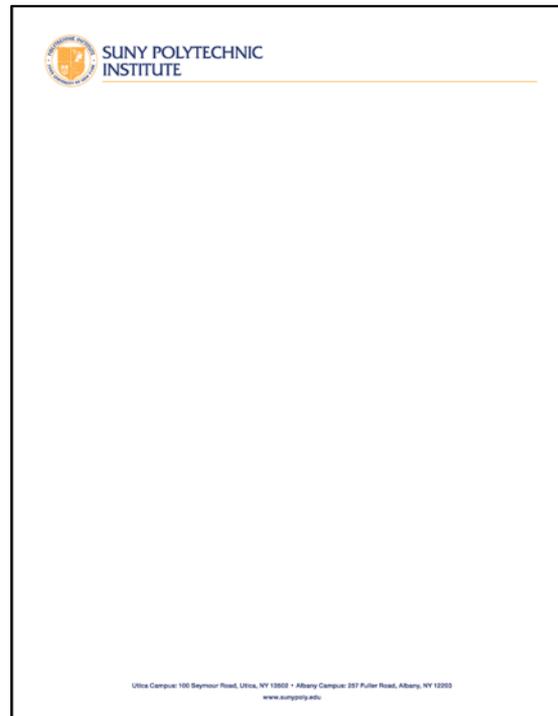


The SUNY Polytechnic Institute PowerPoint template is available for download on [sunypoly.edu/communications-marketing/branding](http://sunypoly.edu/communications-marketing/branding).



# STATIONERY

## Generic Letterhead



The SUNY Poly Office of Marketing and Communications used the following standards for all Office of the President letters and news releases:

- **Font:** Calibri, 11.5 pt
- **Line Spacing:** Single
- **Alignment:** Justified

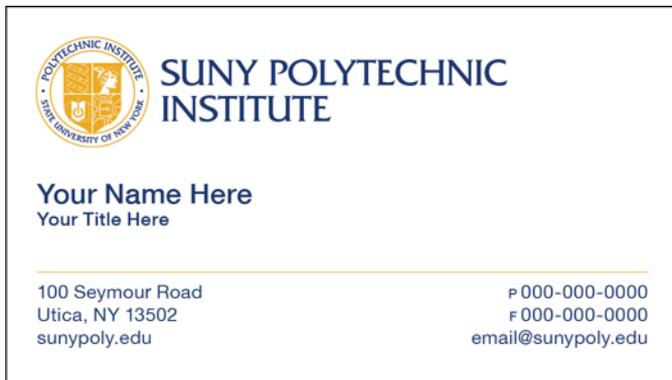
To have stationery printed for your office or department, please contact Mike DeCicco at [deciccm@sunypoly.edu](mailto:deciccm@sunypoly.edu). An electronic version of the stationery is available at [sunypoly.edu/communications-marketing/branding](http://sunypoly.edu/communications-marketing/branding).



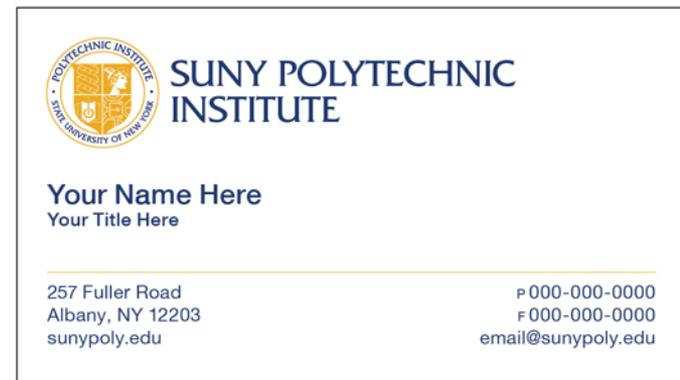
## BUSINESS CARDS

The following are the only approved business card templates for faculty and staff.

### For Utica Faculty + Staff:



### For Albany Faculty + Staff:



To request new business cards, please contact:

### Albany Campus:

[AdminSupportRequests@sunypoly.edu](mailto:AdminSupportRequests@sunypoly.edu)

### Utica Campus:

Mike DeCicco, [deciccm@sunypoly.edu](mailto:deciccm@sunypoly.edu)



## EMAIL SIGNATURES

The following are some general rules for SUNY Poly email signatures.

### Do:

- Use a font that is easy to read (Arial or Calibri) in an appropriate size
- List SUNY Polytechnic Institute before the college, office, or department in your signature
- Make it brief and include only essential information
- Include simple urls
- Include social media urls as plain text, without icons

### Don't:

- Include logos, images, or vcards. These appear as attachments in some email clients and may make the person receiving your email miss any actual attachments.
- Add information that is not relevant to SUNY Poly (ex: personal quote or tagline)

### Email Signature Samples:

#### Jane Doe, Ph.D.

Associate Professor  
SUNY Polytechnic Institute  
Department of Mathematics and Physics  
100 Seymour Road  
Utica, NY 13502  
315-123-4567 (office)  
315-765-4321 (cell)

#### John Doe

Associate Director of Marketing + Communications  
SUNY Polytechnic Institute  
100 Seymour Road  
Utica, NY 13502  
315-123-4567 (o)  
315-765-4321 (c)  
[sunypoly.edu](http://sunypoly.edu)

Follow Us: [Facebook](#) | [Twitter](#) | [Instagram](#) | [YouTube](#)

#### Jane Doe, Ph.D.

Professor  
SUNY Polytechnic Institute  
College of Nanoscale Science + Engineering  
257 Fuller Road  
Albany, NY 12203  
(o) 518-123-4567  
(c) 518-765-4321  
(f) 518-123-1234  
[sunypoly.edu](http://sunypoly.edu) | [jdoe@sunypoly.edu](mailto:jdoe@sunypoly.edu)

she-her-hers



SUNY POLYTECHNIC  
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# Digital Communications Guide



# WEBSITE CONTENT UPDATES + ANNOUNCEMENT REQUESTS

## **Webpage Content Edits**

For all new webpages and changes to existing webpages, please complete this form: <https://forms.gle/tP9h3kunx92PVsJ36>. The form is automatically sent to our web team. Once the webpage edits are complete, or if there are any clarifying answers needed to complete the request, you will hear from someone on our team.

## **Student, Faculty, or Staff Announcement Request**

If you would like an announcement sent to the Utica campus community, please fill out this form: <https://forms.gle/YhTEB66xqQRGz3cd7>.



# WEBSITE DIRECTORY

## Headshot Photo

Directory headshot photos should be taken by the campus photographer for the appropriate background and resolution. For examples of current directory pages and photos, please visit: <https://sunypoly.edu/faculty-and-staff.html>.

### Albany Campus Photos

Contact:

Melissa Renzi

[mrenzi@sunypoly.edu](mailto:mrenzi@sunypoly.edu)

### Utica Campus Photos

Contact:

Lynne Browne

[brownel@sunypoly.edu](mailto:brownel@sunypoly.edu)

## Website Directory Content Updates

If you would like your information posted in our Faculty + Staff directory or if you have updates to your current directory page, please submit the content updates here: <https://webapp.sunypoly.edu/forms/facultystaff-directories/>.



## SOCIAL MEDIA GUIDELINES

Social media channels are an excellent way to reach a variety of audiences. SUNY Poly supports individual departments and offices in the creation of social media accounts for engagement with internal and external audiences. SUNY Poly requires that all university-affiliated accounts register with the office of communications and marketing, follow the main institutional social media account, be listed in our social media directory, and adhere to the below social media standards:

- SUNY Poly expects all university-affiliated accounts to engage with its online community in a manner that is respectful, professional, and appropriate.
- Follow existing SUNY Poly ITS policies: <https://sunypoly.edu/its/policies.html>
- Do not post private or confidential information that will violate the university, or its students, faculty, and staff. Social media content must adhere to FERPA, HIPAA, and NCAA regulations.
- Respect copyright information by not violating intellectual property rights of the university and others.
- Use only approved branding as determined by the SUNY Poly Office of Communications and Marketing.
- Ensure that your affiliated social media accounts are secure.
- Be aware of and adhere to the individual social media platforms' rules and regulations

If your department or office would like to create an official SUNY Poly social media account, please complete this form:

[https://docs.google.com/forms/d/e/1FAIpQLSfnMdsBZFtGLyRV8dd25KrT0VZuLTUWjHEzcZ\\_qSxheHRnzkw/viewform](https://docs.google.com/forms/d/e/1FAIpQLSfnMdsBZFtGLyRV8dd25KrT0VZuLTUWjHEzcZ_qSxheHRnzkw/viewform)

SUNY Poly Institutional accounts:

- Facebook: <https://www.facebook.com/sunypolytechnic>
- Twitter: <https://twitter.com/sunypolyinst>
- Instagram: <https://www.instagram.com/sunypolytechnic/>
- YouTube: <https://www.youtube.com/c/SUNYPolytechnicInstitute>
- SnapChat: <https://www.snapchat.com/add/sunypoly>
- LinkedIn: <https://www.linkedin.com/school/suny-polytechnic-institute/>



SUNY POLYTECHNIC  
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# Style + Usage Guide



- **academic degrees**

When spelled out in body text, degree names are lowercase. When abbreviating them, use the following:

B.A.

B.S.

MBA

Ph.D.

Abbreviations of two words (*Bachelor of Arts*, *Doctor of Philosophy*) employ periods; abbreviations of three or more words do not, as in: MBA (*Master of Business Administration*).

Examples: He received a bachelor of science degree in electrical engineering technology. His friend earned a B.S. in biology. Now, each graduate is pursuing a master's degree in a different field.

\* Master of science in computer science, master's degree in computer science, master's in computer science; NEVER "master's of science in..."

\* In the case of joint programs, either BS/MS or B.S./M.S. is acceptable.

- **academic departments**

Lowercase when used informally, especially in body text; uppercase renderings (i.e., title case) for more formal usages and other necessary exceptions, such as spreadsheets.

- **academic and position titles**

Generally, titles are uppercase before a person's name, lowercase after a name. First reference to those persons with academic titles should include the title after the name; on second reference, the last name should be used with "Dr.", etc. as appropriate. In most cases, abbreviated academic degrees after a person's name are to be avoided; exceptions include more formal documents and those in which such distinctions are desirable for emphasis.

*The students met with Vice President for Administration James Jones.*

*The students met with James Jones, vice president for administration.*

*Marcia Conrad, associate professor of psychology, met with the students. Dr. Conrad described the meeting as productive.*

*The diversity and quality of SUNY Poly's scholarly community are evident; of the more than 80 full-time faculty, 80% hold doctoral or terminal degrees:*

*Jane Adams, Ph.D. in History*

*Robert Brown, MFA in Visual Design*

*(etc.)*

Note that titles in such a list are capitalized.



- **alma mater**

Latin for “nourishing mother,” this lowercase term is sometimes used to refer to the college or university from which a person has been graduated.

*Those who graduated in the 2000s have fond memories of their alma mater.*

- **alumnus, alumni, alumna, alumnae**

When referring to a male graduate, use alumnus; the plural for male graduates is alumni. When referring to a female graduate, use alumna; the plural for female graduates is alumnae. For a group of graduates containing both men and women, use alumni.

- **a.m., p.m.**

In body text, use lowercase and periods. Exceptions may be made in the design of posters, flyers, etc. Use noon and midnight; do not use 12 p.m., 12 a.m., 12 noon or 12 midnight.

In body text, avoid the use of both a.m. and morning or p.m. and evening/night to describe the time of day; “6 a.m. in the morning” is redundant.

- **annual**

A first-time event is not a “first annual event.” The word annual may be used to describe any event that is being held, or has been held, for two or more consecutive years.

- **auditorium**

Kunsela Hall Auditorium is incorrect. The name is “Kunsela Lecture Hall.” Using “the auditorium” or “Kunsela Hall auditorium” (lowercase a) on second reference is acceptable.

- **bachelor of science, bachelor’s degree**

Use lowercase. See “academic degrees”

- **board**

Generally lowercase unless part of a formal name.

*The alumni board met Tuesday. The new academic program will launch a professional advisory board. SUNY Poly’s Alumni Association Advisory Board is a volunteer organization.*



- **building names**

Uppercase when the formal name is used (the Campus Center; Zero Energy Nanotechnology (ZEN) building), lowercase when the usage is general (library, residence halls, etc.). Named buildings, except on occasions when the naming history is described, may be indicated as follows:

  - Donovan Hall, Kunsela Hall, Cayan Library (or “the Cayan Library”).
  - *William R. Kunsela Hall bears the name of SUNY Poly’s second president.*
  - Special cases:
    - \* The newest addition to the Utica campus is the Computer Chip Commercialization Center (Quad-C).
    - \* Although commonly referred to as the “Facilities Building” or simply “Facilities,” the actual name of that building is the “Service Center.”
    - \* The field house completed in 2011 bears the name “Wildcat Field House.” On second reference, “the Field House” is preferred. Referring to the building as an “athletic center” is incorrect.
- **campus location**

From 1966 until 2014, the Metropolitan Statistical Area (MSA) “Utica-Rome” was part of SUNY Poly’s legal name. The campus is located entirely in Marcy, N.Y., a town that is part of the Utica-Rome MSA. Marcy is adjacent to Utica and about ten miles from Rome. For uniformity and simplicity, refer to SUNY Poly’s Utica campus; SUNY Poly’s Albany campus locations. Referring to location by college name is incorrect.
- **campus mailing address**

Although the campus is located in Marcy, N.Y., The Utica campus main U.S. Postal Service mailing address is: 100 Seymour Drive, Utica, NY, 13502. Mailing addresses for residential students are at: [sunypoly.edu/mailroom/addresses](http://sunypoly.edu/mailroom/addresses). The main address for SUNY Poly’s Albany campus is 257 Fuller Road, Albany, NY, 12203.
- **capitalization**

Generally, it is best to avoid the historical tendency to over-capitalize—especially in body text. In more formal usages (annual reports, for example), exceptions may be made. For more, see “academic degrees,” “academic departments,” and “academic and position titles.”
- **chair**

The head of a department, board, etc., should be referred to as the chair (unless the entity has established a different title for contractual or other reasons). Avoid chairman or chairperson.



- **class year**

Identify alumni by their class years with an apostrophe before the numerals and without commas: Jane Doe '02 is a SUNY Poly alumna; John Doe '03 studied marketing.

- **college name**

First reference for publications outside of New York: State University of New York Polytechnic Institute (SUNY Poly); Second reference: SUNY Poly or SUNY Polytechnic Institute. For publications where SUNY is known, first reference is SUNY Polytechnic Institute (SUNY Poly); second reference can be SUNY Poly.

- In body text, the SUNY acronym is rendered in capital letters; "Poly" is not: SUNY Poly. When written, the full name is used with "the" and the short-forms, SUNY Polytechnic Institute and SUNY Poly, are not:  
*Colleges in the Mohawk Valley include the State University of New York Polytechnic Institute (SUNY Poly). SUNY Poly has two main campuses: one in Albany, one in Utica.*  
Avoid: the College, SUNY Tech, SUNY Polytech, SUNY Utica, SUNY Poly Albany, SUNY Utica/Rome, Poly, SPI, SUNY PI, etc.

- **Colleges**

SUNY Polytechnic Institute is comprised of five colleges: The College of Arts + Sciences, College of Business Management, College of Engineering, College of Health Sciences, and College of Nanoscale Science + Engineering. Those colleges using a "+" instead of "and" should be referred to in titles using the + for stylistic purposes, but all other references should use either "and." An "&" may also be acceptable.

- **Commencement**

Lowercase when in body text; uppercase for formal usages, programs, etc.

- **dates**

Use numbers without "st," "nd," etc.

*Faculty, staff and students are invited to attend a reception planned for Thursday, March 21, in the Campus Center.*

For more, see "month, year"

- **days of the week**

Do not abbreviate in body text.

- **departments, divisions, units**

Lowercase in body text and when used informally. In some instances, uppercase may be desirable for more formal usage or for clarity.



- **e-mail, email**  
In body text, either "e-mail" or "email" is acceptable.
- **faculty, staff**  
These terms are generally plural; in effect, "the faculty" can be considered synonymous with "a group of university departments," so the following is correct:
  - *Members of SUNY Poly's faculty are an important part of the institution.*In those instances where the writer prefers to use faculty (and/or staff) as a singular entity, the usage should be consistent throughout the document or publication in question.
- **fall semester**  
The names of the seasons are lowercase in body text; in tabular forms, lists, spreadsheets, etc., title case (Fall 1999 Semester) may be used.
- **first-year student(s), first-year**  
Used to describe any student in their first year at SUNY Poly or any other tertiary educational establishment. The term "freshman" or "freshmen" is to be avoided.  
The term "first-year student(s)" is used as a noun or plural noun. (Bill Jones, a first-year student, signed up for classes early./All of the first-year students came to convocation.)  
The term "first-year" is used as an adjective. (The first-year class is the largest in SUNY Poly's history.)
- **joint degree programs**  
Either BS/MS or B.S./M.S. is acceptable. Avoid using a hyphen to join abbreviations for degree programs.
- **majors**  
The names of majors and academic programs are generally lowercase, especially in body text; uppercase renderings (i.e., title case) are fine for more formal usages and other necessary exceptions, such as spreadsheets.
- **month and year**  
A comma is not needed to separate the month and year when they are used without a specific date. Commas are used after the day of the month and after the year when the complete date is referenced.
  - *Construction began in May 2001. The building was dedicated on June 21, 2002, at a ceremony attended by hundreds of alumni.*



- **name**

First reference for sources unfamiliar with SUNY: State University of New York Polytechnic Institute (SUNY Poly); Otherwise: First reference: SUNY Polytechnic Institute (SUNY Poly) Second reference: SUNY Poly. In body text, the SUNY acronym is rendered in capital letters; "Poly" is not: SUNY Poly. When written, the full name is used with "the" and the short-forms, SUNY Polytechnic Institute and SUNY Poly, are not:

- *Colleges in the Mohawk Valley include the State University of New York Polytechnic Institute (SUNY Poly). SUNY Poly has two main campuses: one in Albany, one in Utica.*

Avoid: the College, SUNY Tech, SUNY Polytech, SUNY Utica, SUNY Utica/Rome, SUNY Poly Albany, SUNY Utica/Rome, Poly, SPI, SUNY PI, etc.

- **numbers**

In writing, 1-10 are spelled out, numbers above 10 are not.

- **president, professor, provost**

See "academic and position titles"

- **room names, numbers**

In body text, lowercase the names of rooms unless they are formally named.

- *Meetings will be held in the admissions conference room in Kunsela Hall, the Student Center's multipurpose room, and Cayan Library's Mele Room.*

Uppercase room and its abbreviated form, Rm., when used with a specific number.

- *The class meets in Donovan Hall, Rm. G152.*

- **seasons**

The names of the seasons are lowercase in body text; in tabular forms, lists, spreadsheets, etc., title case (Spring 1999 Semester) may be used.

- *The first-year students will arrive for the fall semester on Sunday.*

- **spring semester**

The names of the seasons are lowercase in body text; in tabular forms, lists, spreadsheets, etc., title case (Spring 1999 Semester) may be used.



- **SUNY Poly**  
see "name"
- **telephone numbers**  
Either 315-792-7100 or (315) 792-7100 is acceptable, for example.  
*SUNY Poly's main published number for its Utica campus is 315-792-7100. To reach University Police from an on-campus location, call ext. 7222.*
- **titles**  
see "academic and position titles"
- **vice president**  
This title is not hyphenated. See "academic and position titles."
- **Wildcat Field**  
The name of the artificial turf field next to the Wildcat Field House. Using the term "stadium" to refer to the Wildcat Field is incorrect.
- **years**  
To describe decades and centuries, the preferred usage is: 1980s, the 1600s. Do not use an apostrophe (1960's)