

Identity Standards 2021



Logo Usage • Official Fonts & Colors • Media Releases •
Print Guidelines & Services • Photography Requests •
Web Services • Social Media • Crisis Communications
ecok.edu • myecu.ecok.edu • 580-332-8000

Identity Standards: Why do they matter?

Identity Standards are important to East Central University because they help promote consistent branding of the University and its image to our students, faculty and staff and to the community, state and nation.

What is Branding?

Branding is the marketing practice of creating a name, symbol or design that identifies and differentiates a product from other products.

What is an Advertising Campaign?

An advertising campaign is a series of ads that have a common look and theme for a set period of time.

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East Central University's mission is to educate and empower students to understand and transform our world.



East Central University, in compliance with Title VI and Title VII of the Civil Rights Act of 1964 (as amended), Executive Order 11246 (as amended), Title IX of the Education Amendments of 1972, Sections 503 and 504 of the Rehabilitation Act of 1973 (as amended), the Americans With Disabilities Act of 1990, the Civil Rights Act of 1991, and other federal and state laws, does not discriminate on the basis of race, color, national origin, sex, age, religion, disability, sexual orientation or status as a veteran in any of its policies, practices or procedures. This includes, but is not limited to, admissions, employment, financial aid, and education services. This publication is printed and issued by East Central University as authorized by Title 70 OS 1981, Section 3903. 20 copies have been prepared and distributed at a cost of \$40.00. Copies have been deposited with the Publications Clearinghouse of the Oklahoma Department of Libraries in compliance with Section 3-114 of Title 65 of the Oklahoma Statutes. (08/21)

Top 10 need to know about ECU's Identity Standards, Logo Guidelines

- 1. The Office of Communications & Marketing provides expert marketing, writing, video/ audio, editing, graphic design, website and support services free of charge to departments on campus.** The primary mission of Communications & Marketing is to facilitate the University's communications with both external and internal audiences.
- 2. Only approved logos may be used.** No department/group on campus (with the exception of student groups) is permitted to create or use a logo other than the approved marks. See [Pgs. 4-7](#) for more information. Logos can be downloaded from myECU's Communications & Marketing page. Login to [myECU](#), click on ECU Information tab, then to the left, click on Communications & Marketing.
- 3. All mass-distributed pieces must be created or approved by the Office of Communications & Marketing.**
- 4. All off-campus advertising must be approved in advance by the Office of Communications & Marketing.**
- 5. Certain statements are required on the University's printed pieces.** All publications must include ECU's mission statement and a Title VI statement (see [Pg. 8](#)).
- 6. All promotional and marketing publications for the University (printed and electronic) must adhere to the editorial-style guidelines described in this manual.** All University publications, whether paid for with state or non-state funds, must adhere to the standards described in this document that are based on Associated Press (AP) Style.
- 7. All T-shirts and promotional items must be ordered through a licensed vendor. Please check with the Office of Communications and Marketing for an updated list.**
- 8. ALL CONTACT WITH THE MEDIA MUST BE COORDINATED THROUGH THE OFFICE OF COMMUNICATIONS & MARKETING.**
- 9. REFER TO THE UNIVERSITY AS EAST CENTRAL UNIVERSITY OR ECU, NOT EAST CENTRAL.**
- 10. Many outside printers/vendors require certain file formats, including vector, eps, psd and png.** Please email ecuinfo@ecok.edu to request help in providing these file formats *before* original artwork is produced.

The Official University Logo

This is to be used on materials for enrollment management, academic departments, administrative departments, grants and related programs.

Individual academic departments, administrative departments, grant programs or related student activity groups use this logo. The lettering in the lower border can be replaced with a specific department or program name.

For example, departments may want to change the lower border to read “Accounting Club” or “Department of Psychology.” **This change of wording should be made ONLY with the approval of the Office of Communications & Marketing and with its approval of the font and size.**

If individual departments or grant programs have their own logos, they may use it with the approval of the Office of Communications & Marketing. Once approved, departmental or grant program logos can be used on brochures and on the website along with the Official University Logo. The Official University Logo should be the same size or larger, but not smaller, than the departmental or program logo. Departmental or grant program logos are not to be used on stationary or on business cards.

If the Official University Logo is alongside a departmental logo, the words “Est. 1909 ~ Ada, Oklahoma” should remain in the Official University Logo.

The Office of Communications & Marketing also will authorize this logo to be used without an outer border, but only if the words “East Central University” are printed in close proximity to the Official University Logo.

The Official University Logo is to be used on University vehicles, maintenance and grounds uniforms, non-sports- or non-spirit-related signage, and other applicable University equipment and property.



Color Version



Grayscale Version



Outlines



Official University Logo Options



The ECU Letters

The ECU Letters with the tiger stripe can be used without the oval in certain places. The letters and tiger stripe can be used on clothing, backpacks, notebooks and other related promotional paraphernalia. In these cases, the orange, black and white are interchangeable. Additional colors can be used as well.

The ECU Letters with the tiger stripe alone are not to be used in any other promotional materials. Specific requests and questions should be addressed to the Office of Communications & Marketing. If space allows, the words East Central University should be in close proximity.

Download logos from [myECU!](#) Login, click ECU Information tab, then Communications & Marketing on the left.

Official Colors

Pantone Matching System (PMS) 1655C is the ECU orange. No other colors may be substituted.

CMYK: 0 - 82 - 100 - 0

RGB: 255 - 82 - 0

PMS: 1655C

HEX: FF5200

Please note that different fabrics and papers will absorb ink differently. Consult the Office of Communications & Marketing if you have a unique printing circumstance.

Official Fonts

The typeface to be used is:

GOUDY OLD STYLE (Sample)

The font should be used for all mentions of "East Central University." An example is a return mailing address or a brochure.

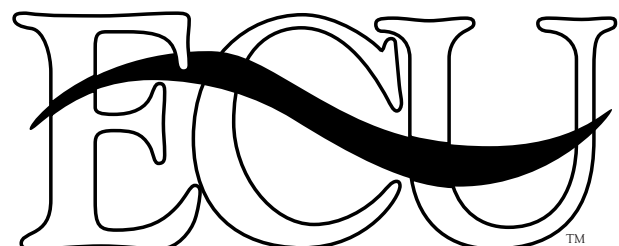
Color Versions



Grayscale Version



Outlines



The Official Tiger Spirit Logo

The Official Tiger Spirit Logo is the stylized tiger profile. It is to be used in a less formal manner ONLY where the emphasis is on the spirit and pride of the University. It should be used by (but is not exclusively for) athletic programs, cheerleaders, dance teams, bands and general student population. The Official Tiger Spirit Logo can be used with or without the words in the top and lower borders.

The Official Tiger Spirit Logo can be used for a specific team, organization or club by replacing the lower words (“Est. 1909 ~ Ada, Oklahoma”) with the team or department designation, such as “Baseball Team” or “Women’s Cross Country,” as approved by the Office of Communications & Marketing.

The Official Tiger Spirit Logo can be used on banners, signs, T-shirts, notebooks and other items that are meant to enhance spirit and pride.

The colors of black, white and orange (Pantone 1655) and the component are interchangeable on clothing items, depending on the color of the garment. There also is an authorized version that is black, gray and white.

One-Color Versions



Color Version



Grayscale Version



Outlines



Download logos from [myECU!](#) Login, click ECU Information tab, then Communications & Marketing on the left.

Esports Logo

The ECU Tiger Esports shield logo is for Esport use ONLY. It is not to be used in any reference other than Esports events.



The Athletic "O"

The East Central University Athletic "O" is to be used only for letterman jackets. Other uses must have prior approval by the ECU Athletic Director or the Office of Communications & Marketing. All other athletic shirts, jerseys and uniforms must use ECU's Official Spirit Logo, which can be downloaded from myECU.



The University Seal

The East Central University Seal is used for formal University publications. Commencement, Presidential Inauguration materials and correspondence from the President are some examples. Please contact the Office of Communications & Marketing for correct usage of the seal.

Color Version



Black & White Version



Outlines



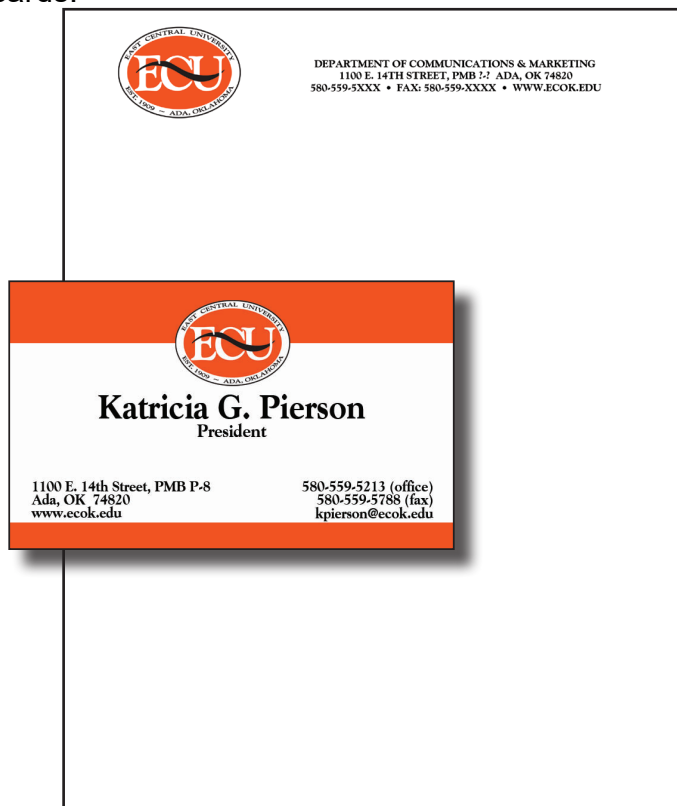
Letterhead and Business Cards

On official University business cards, individuals can use the Helvetica font or Goudy Old Style for their name and title in the center of the card.

On official letterhead, each department, program or entity should place its name to the right of the Official Academic Logo in the approved Goudy Old Style font. The name can be more than one line under the logo, but should not be longer than Academic Logo.

Stationary such as letterhead and envelopes with specific departmental information needs to be ordered from off-campus printers. See Pg. 15 for information about the services offered by the Mail & Printing Services Office.

Business cards can be ordered by downloading templates from myECU under the Office of Communications & Marketing link. Mail & Printing Services can print less than 100. For larger quantities, printing off campus is recommended. UPrinting.com is one that has been used often, with reasonable prices and quality. P-Cards may be used to purchase the cards.



Templates

Brochure and newsletter templates have been designed for internal/external departmental use in PowerPoint and Microsoft Publisher formats.

All printed pieces produced by the University must include ECU's Mission Statement and the following Title VI statement:

East Central University, in compliance with Title VI and Title VII of the Civil Rights Act of 1964 (as amended), Executive Order 11246 (as amended), Title IX of the Education Amendments of 1972, Sections 503 and 504 of the Rehabilitation Act of 1973 (as amended), the Americans With Disabilities Act of 1990, the Civil Rights Act of 1991, and other federal and state laws, does not discriminate on the basis of race, color, national origin, sex, age, religion, disability, sexual orientation or status as a veteran in any of its policies, practices or procedures. This includes, but is not limited to, admissions, employment, financial aid, and education services.

This publication is printed and issued by East Central University as authorized by Title 70 OS 1981, Section 3903. XXX copies have been prepared and distributed at a cost of \$XX.XX. Copies have been deposited with the Publications Clearinghouse of the Oklahoma Department of Libraries in compliance with Section 3-114 of Title 65 of the Oklahoma Statutes. MONTH/YEAR (11/20)

ECU's Mission Statement:

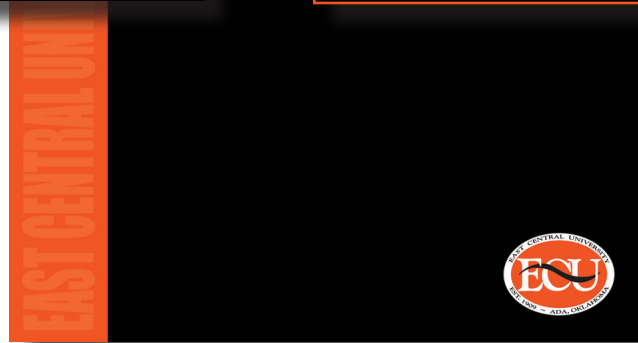
We educate and empower students to understand and transform our world.

Newsletter & Letterhead





Download logos from [myECU!](#) Login, click ECU Information tab, then Communications & Marketing on the left.



PowerPoint

Please remember each department is entitled to 500 color copies of a two-sided brochure each year.

Tri-Fold Brochure



Full-Page Brochure

Arts + Design: Media + Communication
 > DEGREE OPTIONS

Studio Art
 The Bachelor of Fine Arts with a studio art concentration is a professional undergraduate degree in visual art. This interdisciplinary degree allows students to pick and choose from a variety of media including ceramics, digital and electronic arts, drawing, painting, printmaking, and sculpture. Students focus on specific media in their junior and senior years. The program of study includes rigorous studio training, critique, and professional development. Students with this degree are prepared for careers in visual art.

Graphic Design
 Graphic Design is a quickly expanding field that visually informs almost every aspect of our lives. Graphic designers use color, imagery, typography, and layout to create logos, packaging, websites, cell phone applications, billboards, environments, gifts, motion graphics, animations, interactive experiences, and other visuals we encounter every day. East Central University's concentration in graphic design prepares students for career fields where these skills are applicable.

Mass Media
 The Mass Media concentration in Mass Communication prepares students to pursue careers in the ever-changing world of converged media. Mass Media majors learn how to navigate the worlds of print, broadcast, and digital media through theoretical perspectives and with hands-on activities.

Communication
 Communication studies the ways human communication impact individuals, societies, and the world. Communication majors participate in a broad variety of activities to increase experience in the field of communication.

AD / PR
 The Mass Communication degree with a concentration in AD/PR is designed for students interested in representing businesses, organizations, corporations and industries in the public area.

With an AD-MC Degree, we are:
 Assistant Professor
 Academic Director
 Chief Creative Officer
 Design Education
 Digital Innovation
 Graphic Artist
 Graphic Designer
 Marketing Director
 Motion Designer
 Multimedia Animator
 UI/UX Designer
 Video Editor
 Art Historian
 Studio Technician
 Art Therapist
 Curator
 Gallery Director
 Press Photo Assistant
 Editor
 Journalist
 Newsreader
 Social Media Marketing
 Public Relations Officer
 Advertising Director
 Event Planner

Save Me the Money!
 Graduate with a graphic design degree, earn between \$30,000 and \$50,000 more per year. As a college graduate, you can earn more than those with only a high school diploma. The Chicago Tribune!

East Central University
 1160 E. 16th St.
 Ada, Oklahoma 74800

www.ecu.edu/adv
 580.939.5300

Campus Tour:
 Request Information, too!
 580.939.5268

Front Page

Back Page

Wrong Logos

Do NOT use any of the old ECU logos, including these samples. Also, the use of paw prints and any type of cartoon tiger with the exception of Kids' Roary is prohibited.

~~East Central
UNIVERSITY~~

~~East Central
UNIVERSITY~~



~~ECU~~

Logo Sizing

When using the East Central University logo and seal, do not distort the image. Decrease or increase proportionally by holding down the shift key and dragging the mouse from the corner of the image.



Kids' Roary Coloring Pages

Kids' Roary is a new design provided to give a more child-friendly approach to Roary. Coloring pages are available on [myECU](#) to

download. Please do not use any other drawing of Roary. Contact the Office of Communications & Marketing for special requests.



Office of Communications & Marketing

Purpose

The purpose and priority of the Office of Communications & Marketing is to facilitate the University's mission through communication with external audiences by:

- Providing publications that promote the University to outside constituencies
- Exhibiting excellent internal customer service by providing ECU faculty and staff with the tools they need to communicate with external audiences
- Developing and implementing comprehensive successful marketing plans
- Maintaining ECU's website ([ecok.edu](#)) as a marketing and recruiting tool
- Coordinating press and media relations with the University

Media Relations

The focus of media relations at East Central University is to publicize the newsworthy

activities of the University and the achievements of its people.

The Communications & Marketing staff distributes stories in local, regional and state print, web and broadcast media that bring the public's attention to the distinctive attributes of ECU and higher education.

Increased visibility and recognition for ECU not only helps strengthen our academic reputation, but also helps build a favorable public perception.

Any and all forms of news media must be coordinated through the Office of Communications & Marketing. ECU employees must contact Communications & Marketing before speaking to a reporter.

Production of University Publications

University publications reflect the character of the University as well as the quality of individual

Office of Communications & Marketing

events and programs. The publications staff of the Office of Communications & Marketing works to ensure, wherever possible, quality control for the many publications produced under the University's name.

The Office of Communications & Marketing provides the services needed to develop a first-rate publication, from the planning stages through delivery of the finished product. All services provided by the publications staff are free. Any pre-press, printing or distribution costs involved are billed to the department requesting the publication.

Since the primary mission of the Office of Communications & Marketing is to facilitate the University's communications with external audiences, these priorities (in descending order) guide the work of the publications staff and affect the ability of the office to take on projects:

1. Publications that promote the University to outside constituencies receive highest priority, including press releases, recruitment materials, advancement and alumni publications, athletic publications and admissions communications
2. Publications that are essential to the ongoing operation of the University and have broad usage, such as University viewbook, catalog and departmental brochures
3. Promotional materials that support or promote major University events such as athletic events, alumni events, performing arts events and lecture series

Any and all materials that are mass produced must have the Office of Communications & Marketing's approval.

Photography

If a campus event warrants photography services, the Office of Communications & Marketing may be available. Photographs shot by Communications & Marketing may be used for press releases, web pages and/or University promotions.

When considering photography for publications or to record a departmental event or program, faculty and staff can request a photographer or check out a camera.

The Office of Communications & Marketing welcomes the submission of event and/or departmental photos. All event photos, whether taken by the Office of Communications & Marketing or submitted by individuals, may be uploaded to the photo gallery on the ECU website.

Video Production

Video requests will generally be handled on a first come-first served basis, but the Office of Communications & Marketing reserves the right to prioritize projects in terms of how they benefit overall campus well-being (e.g., enrollment needs, special events, safety issues, etc). The Office of Communications & Marketing retains creative control of all video projects it produces. Editing work on submitted video is also available, but will rank behind any active in-house productions in terms of priority.

Requests for video should be scheduled as far in advance as possible. Factors such as location, talent availability and weather (if outdoors) must also be considered when making requests. Video length will be limited to three (3) minutes, unless special circumstances dictate otherwise. Persons appearing in ECU-produced videos must sign release forms in advance.

Design and Printing Publications

The Office of Communications & Marketing will recommend a printing option, which could include the use of an outside vendor or University resources.

The audience and purpose of the publication determine if outside printing is pursued and turnaround time for the project.

Each academic year, every department may request 500 full-color, two-sided pages.

Once a department has used its 500-page allotment, the department will be billed at a cost of \$0.40 per page.

Internal Publications

Publications used for internal audiences must follow guidelines outlined in ECU's Graphic Identity and Standards Policy.

Any printed material or promotional items that are being produced for mass consumption must be approved by the Office of Communications & Marketing.

Materials include (but are not limited to) T-shirts, posters, forms, internal campus newsletters or departmental newsletters aimed at a narrow audience.

Web Services

The ECU website is located at www.ecok.edu.

The website uses a Content Management System (CMS) called Drupal to manage content.

ECU offices and departments should email webmaster@ecok.edu with any changes to their pages. All changes may be subject to the discretion of the Office of Communications & Marketing as the website is primarily a marketing and recruiting tool.

Websites not located on ecok.edu or approved through Communications and Marketing are not permitted and will not be promoted.

Website Calendar

The first place many people go on the ECU website is to find out about an event taking place

on campus. Faculty, staff and students are encouraged to send information about events and activities in a timely manner to be added to the ECU website calendar. Submit your event to ecuinfo@ecok.edu. This also allows the Office of Communications & Marketing to help promote the event if warranted.

Tiger Bulletin Board

Another great place to let the campus know what is going on is the Tiger Bulletin Board on myECU. Posts are shown on the home screen after logging into myECU. From there, users may add posts or even subscribe to the Bulletin Board to receive email notifications when new posts are made.

Changes to pages on myECU should be directed toward [IT Helpdesk](#).

Website Homepage Slider

Some events are placed as images located on the ECU website homepage. To request an event be added to the rotator, please give a full week's notice. Not all slider requests can be granted due to space and allowance.

Events added to the homepage slider are prioritized based on overall importance to the University's population, as well as the local community and potential guests to ECU.

To submit an event for the slider on the homepage, please email ecuinfo@ecok.edu.

Communications & Marketing - at a glance

- If you are in need of:
- Ad Creation
 - Campus Calendar Posting
 - Design Services
 - Event Promotion
 - Marketing Plan
 - Photography Services
 - Posting on Social Media: ECU's Facebook, Twitter Instagram, YouTube
 - Press Release
 - Printing
 - Video Production
 - Website Event Posting
 - Website Updates

Simply email your request to:
ecuinfo@ecok.edu

As a rule, Communications & Marketing does not provide design or production support for materials intended solely for internal campus distribution. Exceptions are made on a case-by-case basis, workload permitting.

Templates have been developed for use in self-producing internal publications such as newsletters, programs or informational pamphlets, and to provide general advice on graphic design and editorial matters. (See [Pg. 8](#))

Office of Communications & Marketing



Social Media

The Office of Communications & Marketing maintains the official University Facebook, Twitter, Instagram, YouTube and Pinterest pages. News and event updates can be emailed to ecuinfo@ecok.edu to be announced on ECU's social media sites.

ECU Social Media Policy

Social media has become a fast-growing and efficient way of communicating with various audiences related to East Central University. As such, the Office of Communications & Marketing at ECU has put in place this policy to regulate and guide the use of social media in relation to ECU.

For the latest news and events, follow ECU on Facebook at www.facebook.com/ECUTigerUpdate, and on Twitter at www.twitter.com/ECUTigerUpdates and Instagram @ecutigers. News and event updates can be emailed to ecuinfo@ecok.edu to be announced on ECU's social media sites. If you want something reposted to the ECU Facebook pages, be sure and tag us with "East Central University." On Twitter, please tweet at us by using @ECUTigerUpdates.

Departmental social media accounts are acceptable and encouraged. To be considered an official social media site of ECU, the following guidelines must be met:

1. All University-, college- or department-level social media accounts must be established with a general ECU email address so there is dual responsibility and access to the account. No single individual shall be responsible for a University social media account.

2. The Office of Communications & Marketing must be given administrator access to any social media account that represents the University.

3. Content must be current, reliable and accurate.

Keep in mind the following when posting to an official University social media site:

1. *The intellectual property that you create and publish is the property of East Central University.*

2. *You are prohibited from posting copyrighted materials.*

3. *Announcements that pertain to the University population as a whole must come from the main social media pages maintained by the Office of Communications & Marketing.*

Official University announcements may be shared by departmental pages or individuals who are employed by the University, as long as no comments are made by said parties to alter the original message of the University. An example of an official University announcement would be campus closings due to weather.

All departments and student organizations who maintain **independent** social media pages are not allowed to use any of the official ECU logos and they must post the following disclaimer on their pages:

"This page is operated independently of East Central University and the views and content displayed on this site do not necessarily represent the views and opinions of East Central University."

As an employee of ECU, please be aware that when you post as an individual about the University, you represent and take on the persona of the University. Please post responsibly using the ethics and values of the University as a guide to determine if what you are saying publicly is appropriate. As a rule, community content is not censored unless it is offensive, inappropriate or uses foul language.

For further assistance, please contact ecuinfo@ecok.edu.

Mail & Printing Services Office

The Mail & Printing Services Office carries a selection of generic ECU envelopes in various sizes with the campus address and logos pre-printed on them. Small print orders such as flyers, postcards and business cards can be printed in color. We print up to 100 business cards at a time and for larger orders you'll need to go through www.UPrinting.com and submit an order online with the charges to be paid by ProCard only. The charges for the generic ECU envelopes and color printing can be paid for through purchase orders.

A 24-hour turnaround time is usually needed for most printing orders. Orders for custom or large printing jobs usually require about a three-business-day turnaround time. Digital copiers allow the office to scan in several jobs at once and to be more efficient. Walk-in orders are accepted throughout the day, but printing will depend on the workload and staffing.

All color copies should be sent via email to duplicating@ecok.edu as a Publisher file. For black and white copies, files sent as PDF's or Word documents work best. Be sure to provide information found on the work order slips and attach the files for printing.

Certain color printing jobs and stationary should be ordered and processed through off-campus printers. These include large orders for flyers, business cards, letterhead and envelopes with specific office or departmental information in the return address. Please remember that the turnaround times for off-campus printing can be up to one or two months after placing the order.

The following is a list of services provided by the Mail & Printing Services Office. Please note that no template or design services are offered. Work orders brought to the office or sent by email need to be copy ready.

Printing

- Black & White Copies
- Color Copies
- Booklets
- Brochures
- Business Cards
- Postcards
- Programs
- Newsletters
- Pamphlets

Finishing & Binding

- Cutting
- Folding (20-lb. paper only)
- Three-hole Punch

Envelopes

- ECU #10
- Bulk Mail
- 10 x 15
- 9 1/2 x 12 1/2
- 7 1/2 x 10 1/2
- 6 x 9
- Inter-Office Envelopes

- Incoming First Class Mail is usually sorted in the mailboxes by 11 a.m.
- Outgoing First Class Mail needs to be brought to our office by 3 p.m.
- Each department's mail code should be placed on all out-going envelopes in the top left corner.

For more information about the Mail & Printing Services Office, visit [myECU](#) or call 580-559-5230.

Digital Services

The Digital Services Department provides support for the East Central University campus. Digital Services can print materials in larger formats, specialty formats and 3D. Larger format items include anything greater than 11x17 inches. In addition, large-format laminating and mounting services are available. Digital Services uses photo quality paper, but can print to canvas, cotton or other specialty media.

See Linscheid Library's printing policy and full price lists at ecok.libguides.com/digital_services.

The Digital Services Department can help faculty and students with research poster design, but it does not offer intensive graphic design services.

The following are services provided by Digital Services:

- Poster Printing
- 3D Printing
- Comb/Spiral Binding
- Scanning (up to 11x17 Documents)
- Laminating
- Equipment Setups (VCR's, TV's, LCD Projectors)
- Video and Audio Tape Duplicating (within Physical and Copyright Restrictions)
- Media Transfer (e.g., VHS to DVD or digital files)
- Digital Video Cameras and Audio Recorders

Additional items to note:

- Please allow up to 48 hours for poster printing requests.
- Audiovisual transfer and duplicating services are available within legal and technological restrictions.
- To help us provide optimal service with equipment setups, please give 24-hour advance notice. Calling with less lead time will not guarantee availability of equipment.
- Equipment deliveries may be delayed in inclement weather such as rain, snow or ice.
- A fee is required for most printing, laminating and binding services. Research posters and research-related printing is typically free for faculty.

For more information about the Media Services Department, call 580-559-5490 or visit ecok.libguides.com/digital_services.

East Central University Stylebook

What is AP Style?

AP Style is simply a standardized way of writing everything from dates to street addresses to job titles. AP Style was developed and is maintained by The Associated Press. AP Style is the accepted standard that is used by most media outlets.

ECU's Office of Communications & Marketing uses AP style for all news releases, website and printed materials. The East Central University Stylebook is a quick reference for common terms associated with the University.

A

- **Academic Degrees:** Put an apostrophe in bachelor's degree and master's degree. (The degree belongs to the bachelor or master.) Even when shortened to bachelor's and master's (no "degree" afterward), use the apostrophe. Use periods in abbreviations (B.A., M.A., Ph.D.).
- **Adviser:** Not advisor
- **Alma Mater:** Do not italicize
- **Alumna:** Feminine singular
- **Alumnae:** Feminine plural
- **Alumni:** Masculine plural, but use for group of men and women
- **Alumnus:** Masculine singular
- **Alums:** More than one of either gender
- **Area Code:** Use hyphen: 580-332-8000
- **Athletic Facilities:**
 - Chickasaw Plaza
 - Elvan George Athletic Building
 - Intramural/Practice Fields
 - Ken Turner Baseball Field
 - Kerr Activities Center (*not to be referred to as "the Gold Dome" or "Kerr Dome"*)
 - Kinesiology Building
 - Koi Ishto Stadium
 - Mayhue Tennis Courts
 - McBride Gym
 - Norris Field
 - Oscar Parker Tennis Courts
 - Pat O'Neal Strength & Conditioning Center
 - Soccer Field
 - Softball Field
 - Tommy Hewett M.D. Wellness Center

B

- **Baccalaureate:** Capitalize the ceremony, but not the degree
- **Bachelor of Fine Arts Degree:** Or use B.F.A., not Bachelor's of Fine Arts
- **Bachelor of Science Degree:** Or use B.S., not Bachelor's of Science
- **Building and Other Location Names:**
 - Administration Building
 - Ataloa Theatre (*note the spelling of "theatre"*)
 - Bill S. Cole University Center
 - Chalmers Herman Theatre
 - Chickasaw Business & Conference Center
 - Chokka-Chaffa' Hall
 - Danley Hall
 - Dorothy I. Summers Theatre (*note the spelling of "theatre"*)
 - ECU Bookstore
 - ECU Child Development Center
 - Education Building
 - Faust Hall Auditorium
 - Fentem Hall
 - Hallie Brown Ford Fine Arts Center
 - Harland C. Stonecipher School of Business
 - Horace Mann Building
 - Kathryn P. Boswell Memorial Chapel
 - Lanoy Education Building
 - Linscheid Library
 - Memorial Student Union
 - Physical and Environmental Science Center
 - Physical Plant
 - Raymond Estep Multimedia Center
 - Science Hall

Building and Other Location Names Continued:

- Stanley P. Wagner Ballroom
- Sterling L. Williams Foundation and Alumni Center
- Taff Cafeteria
- See “A” for Athletic Facilities
- See “R” for Residence Halls

C

- **Chair:** (noun) Not chairman, chairwoman or chairperson
- **Classes:** Do not capitalize (freshman, sophomore)
- **College of Education and Psychology**
- **College of Health and Sciences**
- **College of Liberal Arts and Social Sciences**
- **Commas:** Don’t use a comma before the “and” in a series of three or more items unless necessary to avoid confusion.
- **Commencement:** Capitalize
- **Courtesy Titles:** Don’t use “Mrs.” or “Mr.” Do not use “Dr.” after first reference.

D

- **Days or Dates:** Spell out days of the week and months and capitalize. Use time/day/date sequence (e.g., *7 p.m. Monday, Aug. 3, in the University Center*).
- **Decades:** Use numerals with no apostrophe (e.g., *the 1960s*)
- **Department Names:** Capitalize (e.g., *Department of Psychology*)
- **Dimensions:** Use figures for all numbers that indicate height, weight, width, etc., even for numbers less than 10 (e.g., *The book weighs 2 pounds.*)
- **Doctoral Degree, Doctorate:** The terms are interchangeable
- **Download**
- **DVD:** Acceptable for all digital video disk

E

- **East Central University:** Or ECU (*not “East Central”*)
- **Emeriti:** Do not italicize
- **Emeritus:** Masculine singular
- **Emeriti:** Masculine plural
- **Emerita:** Feminine singular
- **Emeritae:** Feminine plural
- **Esports or esports:** Not e-sports or eSports

F

- **Freshman/Freshmen:** freshman when referring to one student; freshmen when referring to a group of students

G

- **GED:** Acceptable on all references to Oklahoma’s General Educational Development Certificate
- **GPA:** On second reference for grade-point average, no periods

H

- **Halftime**
- **Homepage**
- **Housing:**
 - Briles Hall
 - Chokka-Choffa’ Hall
 - Pontotoc Hall
 - Pesagi Hall
 - Knight Hall
 - Stadium Apartments
 - Tiger Commons
- **Hyphen:** Hyphenate adjectival phrases formed by adjective and a noun preceding the noun modified (e.g., *first-year student*). Phrases formed by an adverb ending in -ly and an adjective are not hyphenated.

I

- **Inc.:** Do not precede it with a comma
- **It’s, its:** “It’s” is a contraction that means “it is” or it has. “Its” means “belonging to it.”

J

- **Jr., Sr.:** Do not set off by commas (e.g., *John Smith Jr.*)

M

- **Master of Arts Degree:** Not Master’s of Arts
- **Master of Education:** Not Master’s of Education
- **Master of Science Degree:** Not Master’s of Science
- **Men’s and/or Women’s Sports:** Use the apostrophe
- **Miles:** Use figures in dimensions, formulas and speeds. For distances, spell out numbers under 10 unless the number is fractional, in which case use numerals.

- **Months:** Never abbreviate months when they do not immediately precede a date. When the name of a month immediately precedes a date, abbreviate it – but only if the month’s name is six letters or longer (*e.g., We were married on Aug. 6 last year. We were divorced March 5, 2014.*).

N

- **Names and Titles:** Titles for faculty, staff and students are used after the person’s name (not capitalized) and look like this:
 - Jane Smith, Bromide junior
 - Dr. Jeffrey Gibson, provost and vice president for Academic Affairs
- **Numbers:** Spell out numbers from one through nine. Use numerals for 10 and above. Do not use the abbreviations th, rd or nd with numerals or dates. (*Exception is centuries, e.g., 21st Century.*)

O

- **Once a Tiger:** “Once a Tiger, Always a Tiger!”

R

- **Residence Halls:**
 - Briles Hall
 - Chokka-Choffa’ Hall
 - Pontotoc Hall
 - Pesagi Hall
 - Knight Hall
 - Stadium Apartments
 - Tiger Commons

P

- **Period:** Use a single space after the period at the end of a sentence. Do not put a space between initials (*e.g., C.J. not C. J.*).
- **Phone Numbers:** Write phone numbers without parentheses (*e.g., 580-332-8000*).
- **Physical Plant**
- **P.O. Box:** At ECU, we use PMB.
- **Plurals:** Note the rule that when you form the plural of a proper noun that ends in a “y” you usually add an “s” as in Kennedys, Grammys, Emmys.

S

- **Scholastic Assessment Test:** The new name of the Scholastic Achievement Test. SAT remains acceptable on second reference.

• **Schools:**

- Harland C. Stonecipher School of Business (or SSB, not SOB)
- School of Fine Arts
- School of Graduate Studies
- School of Nursing
- **State Names:** Spell out all names of states in sentences. Use postal abbreviations only in addresses that contain zip codes. Place comma between the city and state name, and another after the state name, unless at the end of a sentence (*e.g., She traveled from San Diego, California, to go to school in Ada, Oklahoma.*).

T

- **Temperature:** Use figures unless the temperature is zero.
- **Titles, Academic and Professional:** Capitalize titles when they appear before the name; lowercase when they come after (*e.g., Provost Jeffrey Gibson or Dr. Jeffrey Gibson, ECU provost*). Do not capitalize when they stand alone.
- **Titles, Books, Plays, Music:** *Italicize* names of books, newspapers, journals, films, plays, symphonies, titled art works, operas, ships, spacecraft and airplanes. Use “quotation marks” around the titles of articles, poems, songs, one-act plays, television or radio programs, series of books and sculptures.
- **Theatre:** Theatres on campus use this spelling.
- **Time of Day:** 11 a.m., noon or midnight (*not 12 a.m. or 12 p.m.*), 3 p.m.

U

- **United States:** Abbreviate it as “U.S.” only as an adjective before a noun, otherwise spell out
- **University:** Capitalize when referring to ECU specifically; otherwise, do not capitalize.

V

- **Vice President:** No hyphen

W-Z

- **Website, Web Page**
- **www:** World Wide Web

Office of Communications & Marketing

If you are in need of:

- Ad Creation
- Campus Calendar Posting
- Design Services
- Event Promotion
- Marketing Plan
- Photography Services
- Posting on Official ECU Social Media (Facebook, Twitter, YouTube, Instagram)
- Press Release
- Printing
- Promotional Items
- Recruiting Materials
- Video Services
- Website Event Posting
- Website/Web Page Update

Just email ecuinfo@ecok.edu and the Office will follow up with you as soon as possible.

- Mark Bratcher
Assistant Director of Communications
580-559-5587
- Talina Eaker
Assistant Director of Marketing & Recruitment
580-559-5664
- Jaylea Harpole
Media Specialist
580-559-5650
- East Central University
1100 E. 14th Street
Ada, OK 74830

Mail & Printing Services Office

If you are in need of:

- Printing/Copies
- Cutting
- Folding
- Binding (Glue Only)
- Envelopes
- Mail Service

Contact Bryant Kelley, Director of Mail & Printing Services at 580-559-5230 or visit myECU.

Digital Services

If you are in need of:

- Poster Printing
- 3D Printing
- Comb/Spiral Binding
- Scanning (up to 11x17 Documents)
- Laminating
- Equipment Setups (VCR's, TV's, LCD Projectors)
- Video and Audio Tape
- Duplicating
- Media Transfer
- Digital Video Cameras and Audio Recorders

Contact Casey Lowry, Media Services Librarian at 580-559-5842 or 580-559-5490 or visit ecok.libguides.com/digital_services.