

# *Identity*

## **Standards**

2025 - 2026



Official Logo Usage, Fonts & Colors • Media Releases •  
Print Guidelines & Services • Photography Requests •  
Web Services • Social Media • Crisis Communications

# Introduction:

## What is a brand?

Our brand is our identity – how East Central University is perceived and how stakeholders (students, employees, alumni, donors, fans, athletes, etc.) emotionally connect with us. There are different elements involved, including our name, our logo, our orange, and even font choice. A brand should help build equity in and awareness of the institution through repetition, consistency and proper use.

## Why have Identity Standards?

A brand standards guide (Identity Standards) is the general rulebook to help ensure the branding objectives are met. Consistent branding and logo usage promotes ECU’s image to our students, faculty and staff and to the community, state and nation.

## How you can help:

By using the Identity Standards and providing a clear image to the ECU community and beyond, ECU’s brand will be more recognizable. From the first step on campus, to celebrating as an alumni, and bringing future tigers to campus, the ECU brand will continue to invoke the same feelings of pride, accomplishment, community and potential for the future.

## Can my department/office have its own logo?

Most often, programs that are being communicated externally benefit from being identified with the University brand and identity rather than with one-off logos. These types of marks don’t build or reflect upon ECU’s strength. The Office of Communications and Marketing can provide guidance on a case-by-case basis and also regarding student organizations.

## Questions?

The Office of Communications and Marketing is here to support you and ECU. If you have questions, please contact our office at [ecuinfo@ecok.edu](mailto:ecuinfo@ecok.edu)

*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. (08/22)*

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1. 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.
2. All mass-distributed pieces must be created or approved by the Office of Communications & Marketing.
3. All off-campus advertising must be approved in advance by the Office of Communications & Marketing.
4. REFER TO THE UNIVERSITY AS EAST CENTRAL UNIVERSITY OR ECU, NOT EAST CENTRAL.
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 CONTACT WITH THE MEDIA MUST BE COORDINATED THROUGH THE OFFICE OF COMMUNICATIONS & MARKETING.
8. Many outside printers/vendors require certain file formats, including vector, eps, psd and png. Please email [ecuinfo@ecok.edu](mailto:ecuinfo@ecok.edu) to request help in providing these file formats before original artwork is produced.
9. 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.



## Elements of the logo

### The White Ring

The outer white ring on the logo contains ECU's name, year established and location. The words in the bottom part of the white ring can be changed for ECU departments and organizations.

### Tiger Tail, Stripe or Swish

The Tiger Tail or Swish winds through the ECU letters. The stripe may appear above or below the C. Both uses are acceptable.

### Year established

ECU was founded in 1909. For a brief history, visit the about page at [ecok.edu/ecu-history](http://ecok.edu/ecu-history).



### ECU Orange

ECU's orange is specific:  
**CMYK: 0 - 82 - 100 - 0**  
**RGB: 255 - 82 - 0**  
**PMS: 1655C**  
**HEX: FF5200**

### Font/ TypeFace

The Official Font for ECU is **GOUDY OLD STYLE**.

This should be used for East Central University (i.e. mailing address, newsletters, below logo or letters)

### University name

ECU is always East Central University, never just East Central.

## Acceptable Usage

The Official University Logo is to be used on materials for enrollment management, recruitment, academic departments, administrative departments, grants and related programs.

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.

## Options

### Grayscale Version

The Official University Logo may be used in grayscale as needed. Do not use any colors, images or patterns other than ECU Orange, black or gray in the logo.



### No white ring

The Official University Logo may be used without the outer ring. However, East Central University must be spelled out in near proximity.



East Central University

### Outlines

Outlines of the logo may be needed on select promotional items. These may also be used without changing the colors or skewing from shape.



### Departmental Variations

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.



## Letters and Stripe

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.



## 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.



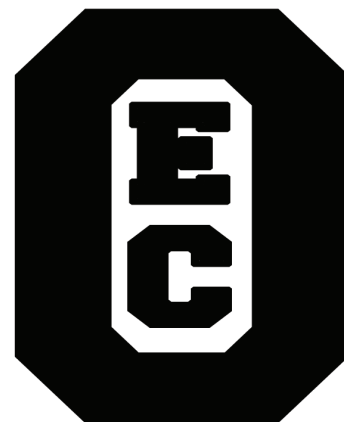
## Esports Shield

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



## ECU 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.



## Elements of the logo

### The White Ring

The outer white ring on the logo contains ECU's name, year established and location. The words in the bottom part of the white ring can be changed for different athletic and spirit organizations.

### Stylized Tiger

The stylized Tiger appears in the center of the logo, displaying the prowess of the ECU Tigers and emphasizing the spirit and pride at ECU.



### ECU Orange

ECU's orange is specific:

**CMYK: 0 - 82 - 100 - 0**

**RGB: 255 - 82 - 0**

**PMS: 1655C**

**HEX: FF5200**

### Font/ TypeFace

The Official Font for ECU is **GOUDY OLD STYLE**.

This should be used for East Central University (i.e. mailing address, newsletters, below logo or letters)

### University name

ECU is always East Central University, never just East Central.

## Acceptable Usage

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 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.

## Options

### Grayscale Version

The Official Tiger Spirit Logo may be used in grayscale as needed. Do not use any colors, images or patterns other than ECU Orange, black or gray in the logo.



### No white ring

The Official Tiger Spirit Logo may be used without the outer ring. However, East Central University must be spelled out in near proximity.



East Central University

### Variations

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.



### One color versions

One-color variations are also available.



## Elements of the logo



East Central University must be spelled out in near proximity when using any of these versions.

## Acceptable Usage

The Official Tiger Paw Logo is the stylized tiger paw. It is primarily to be used by student organizations. 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. *Please note this logo is in the process of being trademarked.*

## Options

### One color versions

One-color variations are also available.



# Incorrect logos & tigers

When using the East Central University logo and seal, do not distort the image. Decrease or increase proportionally. Depending on the program used, this can be accomplished by holding down the shift key and dragging the mouse from the corner of the image. Compare the final placement with the original proportions of the ECU logo.



Do NOT use any of the old ECU logos, including these samples.



Do NOT use any Tiger unless approved by the Office of Communications & Marketing. If you have need of a tiger outside of the stylized Tiger on the Spirit Logo or the Cartoon Roary, please contact the Office of Communications & Marketing.



Do NOT use any paw prints outside of the approved ECU Tiger Paw Logo. Many images resulting from a "google search" may be copyrighted by the artist and/or organization. If you have questions or a specific need, please contact the Office of Communications and Marketing.



# Letterhead

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.

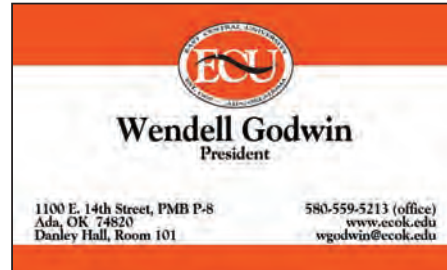
Stationary such as letterhead and envelopes with specific departmental information needs to be ordered from off-campus printers. See Pg. 15 for information about the services offered by the Mail & Printing Services Office.



# Business Cards

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.

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](http://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.

## Letterhead



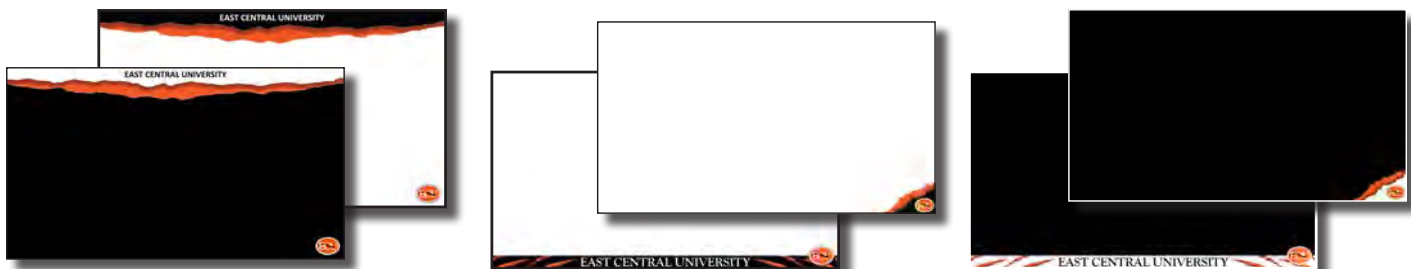
## Newsletter



## Tri-fold brochures



## Powerpoint



# Cartoon Roary

Kids' Roary is a new design provided to give a more child-friendly approach to Roary. Coloring pages are available on the website for download.



*ECU's mission, vision and core values may be downloaded from the website*

## ECU Mission

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

## ECU Vision

First choice because of who we are.

## ECU Core Values

- We are humble, kind, and generous, caring for our students and one another.
- We go the extra mile to provide an exceptional experience for students and those we serve.
- We are forward-thinking, adaptable, and open to new ideas.
- We are committed to solving problems, whether our own or others'.

## Financial Statement

**All printed pieces produced by the University must include ECU's Mission Statement and the following Title VI statement. The text may be a smaller font, but must be legible.**

*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)*

## 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
- Protecting the ECU brand (including all logos and usage)

## 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.

## University Publications & Design

***Any and all materials that are mass produced and/or used for recruiting must have the Office of Communications & Marketing's approval.***

University publications and recruitment materials reflect the quality and character of the University as well as do individual 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 from the planning stages through finished product. All services provided by the publications staff are free to ECU employees and organizations.

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

Any pre-press, printing or distribution costs involved are

The following 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 (external audience) 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

## Printing

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.

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.

# Communications & Marketing - Digital Requests

## Photography

If a campus event warrants photography services, the Office of Communications & Marketing staff may be available. Photographs taken by Communications & Marketing may be used for press releases, social media presence, ECU website 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 and as staff are available. The Office of Communications & Marketing reserves the right to prioritize projects in terms of how they benefit overall campus well-being (e.g., recruiting, 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.

## Web Services

The ECU website is located at [www.ecok.edu](http://www.ecok.edu).

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

ECU offices and departments should email [webmaster@ecok.edu](mailto:webmaster@ecok.edu) or [ecuinfo@ecok.edu](mailto:ecuinfo@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 as this office cannot control the security or the content in relation to ECU's brand.

## 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](mailto:ecuinfo@ecok.edu). This also allows the Office of Communications & Marketing to help promote and organize the event and venue if warranted.

Those wishing to organize and approved event are also encouraged to check the ECU website calendar to avoid scheduling conflicts.

## Tiger Bulletin Board

Another great place to promote activities 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](#).

## Homepage Slider

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](mailto:ecuinfo@ecok.edu).

## 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](mailto:ecuinfo@ecok.edu) to be announced on ECU's social media sites.



[@ECUTigerUpdate](https://www.facebook.com/ECUTigerUpdate)



[@ECUTigerUpdates](https://twitter.com/ECUTigerUpdates)



[@ecutigers](https://www.instagram.com/ecutigers)



[@ecutigerupdates](https://www.tiktok.com/@ecutigerupdates)



[/ECUVideos](https://www.youtube.com/ECUVideos)

## Social Media Policy

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 and pages must be established with a general ECU email address (@ecok.edu) so there is dual responsibility and access to the account. No single individual shall be responsible for a University social media account.
2. Pages for Facebook and similar must be a "business" page. Various media have blocked accounts belonging to organizations claiming to be a person. The page must be "liked," not "friended."
3. The Office of Communications & Marketing must be given administrator access to any social media account that represents the University.
4. Content must be current, reliable and accurate
5. 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."

For the latest news and events, follow ECU on Facebook at [www.facebook.com/ECUTigerUpdate](https://www.facebook.com/ECUTigerUpdate), on Twitter at [www.twitter.com/ECUTigerUpdates](https://www.twitter.com/ECUTigerUpdates), Instagram @ecutigers, and TikTok @ecutigerupdates.

News and event updates can be emailed to [ecuinfo@ecok.edu](mailto: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" or the above tags. On Twitter, please tweet at us by using @ECUTigerUpdates.

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.
4. Students are expected to abide by the Student code of Conduct when representing the University.

Official University announcements may be shared from the main ECU social media 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.

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](mailto:ecuinfo@ecok.edu).

## Mail & Printing

The Office of Mail & Printing Services carries a selection of generic ECU envelopes in various sizes with the campus address and logos pre-printed on them.

The office can print up to 100 business cards; [www.UPrinting.com](http://www.UPrinting.com) is recommended for larger orders by using p-cards for payment.

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.

Small print orders such as flyers, postcards and business cards can be printed in color. All color copies

should be sent via email to [duplicating@ecok.edu](mailto:duplicating@ecok.edu) as a Publisher file. For black and white copies, files sent as PDFs 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

### Mail

- Incoming First Class Mail is usually sorted in the mail-boxes 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.

# 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](http://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.
- VR equipment is available for checkout

# What is AP Style?

Associated Press (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.

## ECU Stylebook & Names

### 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 (Informally may be referred to as "the Dome" or "Kerr Dome," but never referred to as "the Gold 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
- Ataloo 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
- 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)

# ECU Stylebook & Names Cont.

**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 Buildings:**

- 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. Do not use “Lady Tigers.”

**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

## ECU Stylebook & Names Cont.

### 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

## ECU Glossary of Terms

ECU has standardized our terminology to enable students, faculty, administrators and staff use the same language when working with students. The glossary below shares these standard definitions for all departments to use. They are sorted alphabetically in the first list, and by type in the second list.

**Advising Note:** Please remember that when advising students who have financial aid, tribal funding, Veteran’s funding, or are athletes or international students, that changes to their schedule (whether dropping or withdrawing from courses) may affect their eligibility for their respective programs, and that it is important for them to contact the respective offices to understand the implications of their course status decisions.

### Alphabetical

#### A

**Administrative Withdrawal Course Status:** A course that a student is enrolled in but has been withdrawn from by an official of the institution (Faculty, Academic Affairs, Dean of Students) between the start date and the final date of the academic term. (Refunds and transcriptions are based on the drop date for the term)

**Applicant:** A person who has submitted an ECU application.

**Admitted:** A person who has met the requirements for admission.

#### D

**Drop (Action):** The act of requesting that a course is removed from a student’s schedule before the drop date for the term. (Note: Full refund and no transcription of the course)

**Dropped Course Status:** A course that is removed from a student’s schedule before the drop date for the term. (Note: Full refund and no transcription of the course)

#### E

**Enroll (Action):** The act of selecting a course or courses to participate in during a particular academic term.

## ECU Glossary of Terms, Cont.

**Enrolled Course Status:** A course that is confirmed on a student's schedule for a particular academic term.

**Enrolled Student:** A student who has at least one course confirmed for a particular academic term.

### F

**First Generation Student:** A student neither of whose natural or adoptive parents received a baccalaureate degree; or a student who, prior to the age of 18, regularly resided with and received support from only one natural or adoptive parent and whose supporting parent did not receive a baccalaureate degree; or a student who, prior to the age of 18, did not regularly reside with or receive support from a natural or an adoptive parent.

**First-Time Full-Time Student:** A first-time entering student who is enrolled in at least 12 credit hours (undergraduate) or 9 credit hours (graduate).

### L

**Low-Income Student:** A student whose family's taxable income for the preceding year did not exceed 150 percent of the poverty level amount as determined by the US Census Bureau.

### N

**Non-Degree Seeking Student:** A student enrolled in courses for credit who is not recognized by the institution as seeking a degree or recognized postsecondary credential.

**Non-Enrolled Student:** A student who is not enrolled in any courses for a particular academic term.

**No-Show Course Status:** A course in which a student did not begin attendance by the census date.

**No-Show Student:** An enrolled student who does not attend any courses by the census date for a particular academic term. All courses are recorded as "dropped" with a full refund and no transcription of any of the courses.

## Type Listing

### Pre-Student Statuses:

**Prospect:** A prospective student who has indicated interest in attending ECU.

**Applicant:** A person who has submitted an ECU application.

**Admitted:** A person who has met the requirements for admission.

### Student Statuses:

**First-Time Full-Time Student:** A First-Time Entering student who is enrolled in at least 12 credit hours (undergraduate or 9 credits hours (graduate).

### P

**Prospect:** A prospective student who has indicated an interest in attending ECU.

### T

**Total Administrative Withdrawal (Action):** The act of withdrawing a student from all courses that a student is enrolled in at the institution, initiated by an official of the institution (Academic Affairs, Dean of Students, International Student Services) between the start date and the final date of the academic term. (Refunds and transcriptions are based on the drop date for the term)

**Total Withdrawal (Action):** The act of requesting that all courses that a student has started attending but no longer wishes to attend or receive a grade for between the drop deadline and the withdrawal deadline. (Note: No refund is given, and all courses are transcribed as "W's")

**Total Withdrawal/Totally Withdrawn Course Status:** Withdrawal from all courses between the drop deadline and the withdrawal deadline. (Note: No refund is given, and all of the courses as transcribed with a "W" grade)

### U

**Undecided Student:** A degree-seeking student who has actively declared an academic program of "Undecided".

### W

**Withdraw (Action):** The act of requesting that a course that a student started attending but no longer wishes to attend or receive a grade for between the drop deadline and the withdrawal deadline. (Note: No refund is given, and the course is transcribed as a "W")

**Withdrawal/Withdrawn Course Status:** A course that a student started attending but no longer attends between the drop deadline and the withdrawal deadline. (Note: No refund is given, and the course is transcribed as a "W")

**Undecided Student:** A degree-seeking student who has actively declared an academic program of "Undecided"

**Non-Degree Seeking:** A student enrolled in courses for credit who is not recognized by the institution as seeking a degree or recognized postsecondary credential

**Enrolled:** A student who has at least one course confirmed for a particular academic term.

**Non-Enrolled:** A student who is not enrolled in any courses for a particular academic term.

## ECU Glossary of Terms, Cont.

**No-show:** An enrolled student who does not attend any courses by the census date for a particular academic term. All courses are recorded as “dropped” with full refund and no transcription of any of the courses.

### Course Statuses:

**Enrolled:** A course that is confirmed on a student’s schedule for a particular academic term.

**Dropped:** A course that is removed from a student’s schedule before the drop date for the term. (Note: Full refund and no transcription of the course.)

**No-Show:** A course which a student did not begin attendance by the census date.

**Withdrawal/Withdrawn:** A course that a student started attending but no longer attends between the drop deadline and the withdrawal deadline. (Note: No refund is given, and course is transcribed as a “W”)

**Administrative Withdrawal:** A course that a student is enrolled in but has been withdrawn from by an official of the institution (Faculty, Academic Affairs, Dean of Students) between the start date and the final date of the academic term. (Refunds and transcriptions are based on drop date for the term).

**Total Withdrawal/Totally Withdrawn:** Withdrawal from all courses between the drop deadline and the withdrawal deadline. (Note: No refund is given, and all of the courses as transcribed with a “W” grade.

### Student Actions:

**Enroll:** The act of selecting a course or courses to participate in during a particular academic term.

**Drop:** The act of requesting that a course is removed from a student’s schedule before the drop date for the term. (Note: Full refund and no transcription of the course.)

**Withdraw:** The act of requesting that a course that a student started attending but no longer wishes to attend or receive a grade for between the drop deadline and the withdrawal deadline. (Note: No refund is given, and course is transcribed as a “W”)

**Total Withdrawal:** The act of requesting that all courses that a student has started attending but no longer wishes to attend or receive a grade for between the drop deadline and the withdrawal deadline. (Note: No refund is given, and all courses are transcribed as “W”s.

### Institutional Actions:

**Total Administrative Withdrawal:** The act of withdrawing a student from all courses that a student is enrolled in at the institution, initiated by an official of the institution (Academic Affairs, Dean of Students, International Student Services) between the start date and the final date of the academic term. (Refunds and transcriptions are based on drop date for the term).

### Student Demographics:

**First Generation Student:** a student neither of whose natural or adoptive parents received a baccalaureate degree; or a student who, prior to the age of 18, regularly resided with and received support from only one natural or adoptive parent and whose supporting parent did not receive a baccalaureate degree; or a student who, prior to the age of 18, did not regularly reside with or receive support from a natural or an adoptive parent.

**Low-Income Student:** A student whose family’s taxable income for the preceding year did not exceed 150 percent of the poverty level amount as determined by the US Census Bureau.

# Where to go

Below are some of the basic who, what and where for ECU. On the following pages, find a simplified map of campus and the descriptions below will correspond.

## 1. Sterling L. Williams Alumni & Foundation Center

- Student Admissions & Recruiting
- Campus Tours
- Office of Alumni Relations
- ECU Foundation

## 2. Charles F. Spencer Administration Bldg

- Records, Rm 111
  - Student Records
  - Transcripts
  - Adding/Dropping classes
  - Degree Audits
- Bursar, Rm 108
  - Pay Bills
  - Student Refunds
- Financial Aid, Rm 101
  - Financial Aid Program Counseling
  - FAFSA, Completion & Evaluation
- Housing & Residence Life, Rm 102
  - Room Assignments
  - Meal Plan Options
- Academic Success Center, Rm 262
  - Advising & Enrolling New Students
  - ACCUPLACER Testing
  - Writing Center
  - The Tutoring Zone

## 3. Bill S. Cole University Center

- Information Desk
  - Parking Permits
  - Student ID
- UC Snack Bar
- Campus Life
  - Student Activities
  - Clubs & Organizations
  - Greek Life
- Esports
- Wellness Center
- Estep Multimedia Center

## 4. Memorial Student Union

- ECU Bookstore
- Student Health Services, Rm 137A
- Student Counseling Center, Rm 137B
- Entrance to Taff Cafeteria

## 5. Chickasaw Business & Conference Center /Stonecipher School of Business

- ECU PD
- Foundation Hall
- Dean of SSB, Rm 313

## 6. Danley Hall

- IT Help Desk
- Office of the President

## 7. Hallie Brown Ford Fine Arts Center

- School of Fine Arts
- Director of School of Fine Arts, Rm 134
- Ataloo Theatre
- Chalmers Herman Theatre
- Pogue Art Gallery
- Dr. Arthur W. Kennedy Band Room

## 8. Physical & Environmental Sciences Bldg

- College of Health & Sciences
- Dean of CHS, Rm 101

## 9. Science Hall

- School of Nursing
- Director of School of Nursing, Rm 318

## 10. Lanoy Education Building

- College of Education & Psychology
- Dean of CEP, Rm 204

## 11. Linscheid Library

- Study Rooms
- Digital Services
- Electronic Resources

## 12. Horace Mann & Faust Hall

- General Classroom
- Dean of CLASS, Faust Hall, Rm 140

## 13. Kerr Activities Center

- Coaches' Offices
- Basketball/Volleyball Court

## 14. Koi Ishto Football Stadium

## 15. Norris Football Field

## 16. Ken Turner Baseball Field

## 17. Softball Field

## 18. Soccer Field

## 19. Pat O'Neal Strength & Conditioning Center

## 20. Elvan George Athletic Building

## 21. Physical Plant