January 2008

For 75 years, Lawrence Technological University has been an innovator and leader in educating engineers, architects, scientists, and managers. The University pioneered the offering of evening classes and the signature blend of Theory and Practice as both motto and teaching philosophy.

Since Lewis N. Walker became Lawrence Tech’s sixth president in July 2006, he has committed himself and the University community to positioning Lawrence Tech as a leader in empowering students to be the leaders and innovators of tomorrow, introducing leadership training at all levels of the undergraduate curriculum.

To advance this vision, the Lawrence Tech community initiated a new strategic plan and, with it, a new identity for the University, one that builds upon its proud history and conveys the boldness of his vision for its future. This new identity embraces the name that Lawrence Technological University has been popularly and affectionately known by for many years: Lawrence Tech. It also reaffirms the teaching philosophy that has so firmly guided this educational institution from its beginnings: Theory and Practice.

This Identity Standards Manual and Style Guide establishes the University’s official policy for the design and look of Lawrence Tech publications and web and electronic applications. Several examples are presented that detail the correct usage of the Lawrence Tech logotype, typography, layout, and color in print formats. The University is also launching a comprehensive website redesign that will incorporate these new identity elements. Designs and templates for the web will be available soon and at that time, the design standards for the website will be incorporated into this manual. Designs and templates for various commonly used electronic files are available for download at ltu.edu/facultyandstaff/marketing.asp. Existing printed pieces using earlier versions of the logo will be phased out as supplies are depleted.

While Lawrence Tech’s print and electronic materials have a variety of important audiences and objectives, they each provide the opportunity to enhance and project a clear and congruous image of the University. The purpose of this manual is to support the greater brand of Lawrence Tech, which encompasses all the colleges, departments, and offices of the University, and through its consistent usage, promotes all of them to create a greater whole. The success and effectiveness of Lawrence Tech’s brand promotion and public awareness is largely dependent upon careful attention to all the standards and recommendations outlined in this manual.

Stephen Brown
Vice President
University Advancement
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The Purpose of This Manual

This Identity Standards Manual establishes Lawrence Tech’s official policy and standards for the design and text of the University’s publications and (eventually) the website. It is a work in process and will be expanded and refined over time.

The Style Guide section of this manual describes specific rules and usages to be followed by Lawrence Tech faculty, staff, authors, and editors in all forms of written communication. Adhering to these standards will help ensure that the messages from every college, department, and office are clear and consistent and best represent the image and brand of Lawrence Tech.

The University reserves all rights to its name, logomarks, and seal. The Office of Marketing and Public Affairs is the final authority for their proper and appropriate use and application, including the licensing of their use on or off campus.

The registered trademarks of the University include:

- Lawrence Tech
- Lawrence Technological University
- LTU
- University seal

Questions about identity standards not answered in this manual should be directed to the Office of Marketing and Public Affairs at mktngpub@ltu.edu or 248.204.2208.

The Lawrence Tech Name

The University’s official name is Lawrence Technological University and must appear in its entirety in all publications and ads. In text, it should be used in its entirety upon the University’s first mention in a document. While the name Lawrence Tech has been adopted in acceptance of popular usage and has become the University’s brand, it should be used only as a second reference in text.

Never use Lawrence Tech University.

Never use L.T.U.

Never use LTU in formal texts or in materials produced for the external community. LTU can be used only informally in internal, unofficial, and informal communications or in instances in which the full name of the University does not fit for space reasons. The use of LTU is appropriate in on-campus student communications and on sports apparel.

The Primary Logos

The first primary logo has two parts: the Lawrence Tech logotype and shield. The Lawrence Tech logotype is a customized Interstate typeface. The shield is a version of the shield that appears in the center of the Lawrence Tech seal.

The second primary logo has three parts: the Lawrence Tech logotype, the shield, and the tagline Leaders in the Making. The typeface of the tagline is Myriad Roman.

In publications, the logo should not be used smaller than 1.25” across.

When the logo is used as part of the return address, it should include the tagline Leaders in the Making. On an envelope, the logo should be 1.25” across. On a postcard, the logo should be 1” across. The contact information included in the return address must be in the same font (Myriad Roman) and point size as the tagline.
and be aligned with the tagline with one line space separating them. The website address should appear below the address with one half line space between them.

When the logo is used on the Web, both the shield and tagline are dropped.

Use only the officially prepared logos. Re-creation of the logo should never be attempted by a third party; all logo files should originate with the Office of Marketing and Public Affairs.

The registered trademark symbol must be used with all forms of the University logotype.

In the instances when a college name is incorporated into the logo, the tagline is dropped and the name of the college, without the words “College of,” is inserted into the same space and in the same size type.

Requests for logo files should be directed to the Office of Marketing and Public Affairs (mktngpub@ltu.edu or 248.204.2208) and will be considered on a case-by-case basis.

**The Tagline: Leaders in the Making**
The tagline is used on promotional literature and in print advertising. It will change over time and is not to be used on stationery, business cards, or other forms of day-to-day business communication.

**The Shield**
Other than on the website, the shield should always be used in conjunction with the Lawrence Tech logotype and should never appear alone.

**Secondary Logos**
The secondary logos are used only when the stacked primary logo cannot be used due to space restrictions. The secondary logos are not available for download. Requests for logo files should be directed to the Office of Marketing and Public Affairs (mktngpub@ltu.edu or 248.204.2208) and will be considered on a case-by-case basis.

The registered trademark symbol must be used with all forms of the University logotype.
The great seal of the University is the enduring symbol of Lawrence Tech’s authority and mission. The seal is used for conveying and sanctioning documents of a ceremonal, commemorative, or official nature. Generally, the use of the seal alone is reserved for material of great dignity and importance. The typeface on the seal is Friz Quadrata.

Acceptable applications of the seal include diplomas, certificates, transcripts, official literature, presidential invitations and events, and related documents. Uses to be avoided are for those items whose use or function may cheapen or degrade the image of the University or its seal.

The great seal was designed in 1934 by Earl Pellerin, the first professor of architecture, and later, the first dean of architecture at Lawrence Tech. The allegorical figure on the left, wearing academic garb, represents “theory,” and the figure on the right, controlling a governor on a piece of machinery, represents “practice.” The “V” hidden in the foliage above the shield first appeared to signify Allied victory in World War II, when many Lawrence Tech alumni, faculty, and students played leadership roles in the region’s contributions as the “Arsenal of Democracy.” The motto “Theory and Practice” is in English rather than the heroic Latin to signify the bond between the University and its working constituents.

The seal should not be used any smaller than 1/2” in diameter.

Identity Colors

The traditional colors of Lawrence Tech are blue (PMS 300) and white. Since white cannot be used as a second color when printing on white stationery, another color is used for stationery and business cards: PMS 437.

In four-color printing, the CMYK approximation of PMS 300 is used.

The logo is never to appear in any other colors except PMS 300, black and white, and reversed out of a block of color or a photo.
Secondary Colors
The primary Lawrence Tech colors of blue and white will be the dominant colors used in print materials, but they can be used in conjunction with a palette of secondary colors.

These colors are given in four formulas: PMS (Pantone Matching System) for spot colors in professional printing, CMYK (cyan blue, magenta, yellow, and black), the 4-color approximation of the PMS colors, RGB (red, green, blue) for web and screen applications.

Hexadecimal code for web design since the Web cannot accommodate all RGB color combinations.

These colors cannot be used for the logo or as part of the logo. They are to be used in the design of collateral materials only.

Preferred Typefaces
Three type families are approved for use in Lawrence Tech publications: Times Roman, Helvetica, and Myriad.

The primary fonts selected by the University for all publication and advertising applications are the Times Roman family and the Helvetica Condensed family. (See examples.)

Times Roman
Times Roman is intended for text intensive applications, such as catalogues, newsletters, and marketing brochures. Times Roman is not recommended for captions, and should never be reversed out of a dark background any smaller than 8 pt.

Myriad
Myriad is recommended as the secondary font for advertising and publication use. It is recommended for captions.

Helvetica
The Helvetica family may be used for optional headline and special applications. It is recommended that Helvetica Bold and Helvetica Extra Bold be used as an optional font and should only be used for headlines, subheads, or special applications. Listings and short column settings can be set in Helvetica Condensed. Condensed type takes up less space, resulting in a cleaner appearance than a noncondensed font.

Times Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789
!@$%^&*()_+

Myriad

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789
!@$%^&*()_+

Helvetica Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789
!@$%^&*()_+

Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789
!@$%^&*()_+

Helvetica Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789
!@$%^&*()_+
Additional Fonts
Additional fonts may be used for special applications. Any designs diverting from the recommended fonts must be reviewed and approved by the Office of Marketing and Public Affairs.

Typographic Specifications
Type should be set flush left and ragged right, set in upper- and lowercase letters. Justified, centered, or flush right type is not recommended. Hyphenation is acceptable for body copy only, but should be kept to a minimum. All uppercase type may be used for heads and subheads, but never in body copy. Signify importance by using bold upper- and lowercase rather than all uppercase type. However, use bold sparingly in body copy.

Text Type, Size, and Weights
Most body copy should be set in Times Roman. Text size, of course, varies with the application. Generally 10 pt. type with 12 pt. of leading is optimal for most publications, but 9 pt. with 11 pt. of leading is also acceptable. Helvetica Condensed Regular may also be used for body copy. Preferred for most publications is 9 pt. type with 11 pt. of leading, but 10 pt. type with 12 pt. of leading is also acceptable. However, Helvetica Condensed has more height than the Times family when typeset so a smaller point size of 9 pt. is recommended for text-laden pages.

Italics
Italics should be limited to quotations, heads, subheads, captions, and highlighted text within the body copy. Italic captions and quotes should contrast against the text in weight. Call-outs or titles that appear in text copy should match the text size and weight being used.

Paragraphs
Paragraphs are indicated with a four-space indent. A full line space to indicate a paragraph is not recommended.

One space — not two — should appear between sentences.
Letterhead and Stationery

It is the policy of the University that one, generic letterhead be printed and used by all colleges, departments, offices, and units — except for the Office of the President. Only the Office of the President has personalized stationery bearing the president’s and office’s name.

Letterhead and envelopes are printed in bulk by the Office of Finance and Administration from design files supplied by the Office of Marketing and Public Affairs. The Office of Finance and Administration restocks the stationery as needed.

Letterhead is printed on Capitol Bond White Light Cockle, 24-pound weight, with the University’s seal as a water mark.

Many departments and offices choose to use electronically generated stationery when typing letters and other correspondence. For their convenience and to maintain brand uniformity, a two-color letterhead template can be downloaded at ltu.edu/facultyandstaff/marketing_templates.asp. All electronically generated stationery should be printed on the same stock as the professionally printed stationery: Capitol Bond White Light Cockle, 24-pound weight, which can be obtained from the Office of Finance and Administration.

Templates (at ltu.edu/facultyandstaff/marketing_templates.asp) are also available for:

- FAX cover sheet (interactive pdf)
- PowerPoint presentation templates
- Letterhead template in Word

Business Cards

Business cards are printed upon approval of the provost or appropriate vice president by the Office of Marketing and Public Affairs. Generic cards are also printed for those staff and faculty who do not need personalized cards. Call 248.204.2200 to order business cards.
Engraved Name Tags
Plastic, engraved name tags are ordered through the Office of Marketing and Public Affairs. Call 248.204.2200 to order engraved name tags.

Print Publications
TO COME
All publications are to carry this boilerplate: Lawrence Tech offers over 80 undergraduate, master’s, and doctoral programs in Colleges of Architecture and Design, Arts and Sciences, Engineering, and Management.

Advertisements
In ads the logotype should be printed in PMS 300, black, or reverse. In newsprint, the logo and shield should be printed in reverse whenever possible. When the print quality of the publication is poor, the shield should be dropped entirely.

All ads are to carry this boilerplate: Lawrence Tech offers over 80 undergraduate, master’s, and doctoral programs in Colleges of Architecture and Design, Arts and Sciences, Engineering, and Management.
Or this variation when space is tight:
Lawrence Tech offers over 80 undergraduate, master’s, and doctoral programs in Architecture and Design, Arts and Sciences, Engineering, and Management.

Displays
The University brand logo and tagline should be used prominently on displays, banners, and tablecloths for conferences, college fairs, and events. In most instances, the identity should appear in the banner or lead panel of the display. For assistance with displays, banners, and tablecloths, contact mktngpub@ltu.edu or 248.204.2200.

Lectern Signage
The University identity is prominently displayed on lecterns for convocations, symposiums, and other presentations. The Office of Marketing and Public Affairs has a supply of such signage (most of it suitable for travel) available for use. For assistance with lectern signage, contact mktngpub@ltu.edu or 248.204.2200.
**Student Use**

Students and student organizations are not permitted to use the University’s seal, logo, or tagline unless they are given special permission to do so. Cases in which permission may be granted include use on student projects and in presentations for University-approved conferences and presentations. To seek permission to use the University’s seal, logo, or tagline, contact mktngpub@ltu.edu or 248.204.2200.

**Web Guidelines**

TO COME
The purpose in defining an editorial style for the texts of all Lawrence Tech publications is to present the same consistency and strength of the University brand that is sought in its graphic standards.

Lawrence Tech follows the *Associated Press Stylebook and Libel Manual* guidelines for capitalization, grammar, hyphenation, punctuation, variant spellings of words, number style, etc. However, as is typical with many organizations, Lawrence Tech style sometimes deviates from the *AP Stylebook* or addresses questions not covered by the *AP Stylebook*.

### The Lawrence Tech Name

The University’s official name is *Lawrence Technological University* and must appear in its entirety in all publications and ads. In text, it should be used in its entirety upon the University’s first mention in a document. While the name *Lawrence Tech* has been adopted in acceptance of popular usage and has become the University’s brand, it should be used only as a second reference in text.

Never use Lawrence Tech University.
Never use L.T.U.

Never use LTU in formal texts or in materials produced for the external community. LTU can be used only informally in internal, nonofficial, and informal communications or in instances in which the full name of the University does not fit for space reasons. LTU is appropriate in on-campus student communications and on sports apparel.

When referring to Lawrence Tech as an entity, use the *University*, always capitalizing *University*.

**Correct:** The University is . . .

**Incorrect:** The university is . . .

**Correct:** In detailing university policy . . .

**Incorrect:** In detailing University policy . . .

### Abbreviations

Avoid abbreviations whenever possible and remember that the external community generally will not understand the internal Lawrence Tech shorthand in referring, for example, to colleges (e.g., COM, ECE) and degrees (e.g., BSIOE, DMIT).

### Academic Degrees

**Correct:** associate degree

**Incorrect:** associate’s degree

**Correct:** bachelor’s degree

**Incorrect:** bachelor degree

**Correct:** master’s degree

**Incorrect:** master degree

**Correct:** doctoral degree or a doctorate

**Incorrect:** a doctorate degree

**Correct:** Bachelor of Science in

Biomedical Engineering

BS in Biomedical Engineering

Master of Science Education

Doctor of Business Administration

**Incorrect:** B.S.C.E., M.S.E.M.S.

**Correct:** Master of Science in

Mechanical Engineering

(MSME)

**Incorrect:** Master of Science in

Mechanical Engineering

(MSME)

### Academic and Professional Titles

Capitalized before a name, lowercased after a name:

**Correct:** Hsiao-Ping Moore, dean of the

College of Arts and Sciences

**Incorrect:** Hsiao-Ping Moore, Dean of the

College of Arts and Sciences
Correct: Dean of the College of Arts and Sciences Hsiao-Ping Moore
Incorrect: dean of the College of Arts and Sciences Hsiao-Ping Moore

Generally, do not use the titles “Mr.,” “Dr.,” “Ms.,” and “Mrs.” in text. “Dr.” is used, however, in Commencement and honorific publications.

Correct: Hsiao-Ping Moore, dean of the College of Arts and Sciences
Incorrect: Dr. Hsiao-Ping Moore, dean of the College of Arts and Sciences

Correct: Stephen Brown, vice president of university advancement
Incorrect: Stephen Brown, Vice President of University Advancement

Correct: Vice President of University Advancement Stephen Brown
Incorrect: vice president of university advancement Stephen Brown

Academic/University Units
The names of colleges, as well as academic and service departments and offices, are capitalized.

Correct: College of Architecture and Design
Department of Electrical and Computer Engineering
Office of University Advancement
Office of Admissions
Office of the Registrar
Computer Help Desk
DTE Energy One-Stop Center, One-Stop Center
the Larry Joe

Acronyms
Avoid whenever possible. If they must be used, always give the full name upon first mention followed by the acronym in parentheses.

Alumni
The correct usage is as follows:
alumnus: one male graduate
alumni: more than one male graduate or former student or a mixture of male and female graduates
alumna: one female graduate
alumnae: more than one female graduate

Alumni Designation
When an alumnus/ae is cited, his or her degree and year of graduation is provided after the name and set off by commas. Be mindful that the apostrophe indicating that part of the year is omitted faces the correct direction.

Correct: John Doe, BSME’78, visited campus for Open House.
Incorrect: John Doe, BSME’78 visited campus for Open House.

And
In text, use and, not the ampersand &. In heads, captions, and ads, the use of & is permitted if space limitation prevents using and.

Board of Trustees
Always capitalize the full name.
BUT the board . . .

Courses/Programs
Capitalize specific course names. Lowercase subjects of study.

Correct: Introduction to Psychology
Visual Communication

Incorrect: basic design 1

Correct: The student is taking mathematics, chemistry, and English literature courses.

Incorrect: The student is taking Mathematics, Chemistry, and English Literature courses.
Buildings
A. Alfred Taubman Student Services Center, Taubman Center thereafter
Applied Research Center
Architecture Building
Art and Design Center
Don Ridler Field House, the field house thereafter
Science Building
Wayne H. Buell Management Building, Buell Management Building thereafter
Engineering Building

Course Work
Not coursework

Dates
October 24, 2003

Email
Do not hyphenate.

Email Addresses
All email addresses should be typed in lowercase letters, unless an external address is case-specific.
Correct: js0001244@ltu.edu
LarryT@ltu.edu
Incorrect: JS0001244@ltu.edu
LarryT@ltu.edu

Fund Raising
Correct: Fund raising, fund raiser, fund-raising (adj.)
National Association of Fundraisers (follow organization’s chosen spelling)
Incorrect: fundraising, fundraiser, fund-raising (n), fund-raiser (n)

GPA
Correct: GPA
Correct: 3.0 GPA, 2.75 GPA
Incorrect: G.P.A.
Incorrect: 3.00 GPA

Housing
Correct: University Housing-South
University Housing-North
Correct: Housing-South
Housing-North

Jr., Sr.
Correct: John Doe, Jr.
Incorrect: John Doe Sr.

Money
When citing monetary figures in nonfinancial texts, do not provide empty cents placeholders.
Correct: $10
Incorrect: $10.00

Numbers
Spell out 1–9, use Arabic numerals 10 and up.

Numbers (Inclusive)
Inclusive numbers should not include digits that are unnecessary for understanding a numerical spread. An N-dash should be used between inclusive numbers.

Numbers with Names
Do not put a comma after a name and before a Roman numeral indicating that two (or more) members of a family bear the same name:
Correct: John Doe III
Incorrect: John Doe, III

Online, Onsite
Do not hyphenate these words.
Incorrect: On-line, on-site

Punctuation
Commas
Serial commas are used in all publications except for press releases.
Correct: The student gathered books, computer, and iPod before running off to class.
Incorrect: The student gathered books, computer and iPod before running off to class.

Dashes
Use an N- (preferred) or M-dash, with a space before and after, to denote a break in thought. Whichever dash is chosen, it should be used consistently.
Correct: (N-dash)
The professor noted – to his students’ dismay – that the test was not canceled.
Correct: (M-dash)
The professor noted — to his students’ dismay — that the test was not canceled.

Incorrect: The professor noted--to his students' dismay--that the test was not canceled.
Incorrect: The professor noted–to his students' dismay–that the test was not canceled.
Incorrect: The professor noted—to his students' dismay—that the test was not canceled.

Percentages
Never use % in text, only in lists of statistics or numbers.
Correct: The student earned a 95 percent on the test.
Incorrect: The student earned a 95% on the test.

Semesters
When referring to a specific semester and year, capitalize the semester:
Correct: Spring 2007
Correct: The Spring 2007 semester begins . . .

Incorrect: spring 2007
Incorrect: …the Spring semester begins . . .

Spaces Between Sentences
Do not insert two spaces between sentences. Use one only.

Room Numbers (on campus)
Correct: A200, T156, S100
Incorrect: A 200, T 156, S 100

Telephone Numbers
Use periods between the numbers and not hyphens or parentheses.
Correct: 248.204.4000
Incorrect: (248) 204-4000
(248) 204.4000
1.248.204.4000

Use p, f, and c to indicate telephone, fax, and cell numbers.
Correct: 248.204.4000 p
248.204.4000 f
248.204.4000 c
Incorrect: f 248.204.4000
fax 248.204.4000
F 248.204.4000

Time
Correct: 11 – 11:30 a.m.
Noon – 4 p.m.
7 a.m. – 8 p.m.
Incorrect: 11:00-11:30 am
12- 4 PM
7:00 A.M. – 8:00 P.M.

Website Addresses
Generally drop http://www at the beginning of website addresses. It has become unnecessary, as has the back slash at the end of web addresses.
Correct: ltu.edu
googel.com
Incorrect: www.ltu.edu
http://www.google.com/

Web Terminology
email, NOT e-mail
homepage, NOT home page
Internet
online, NOT on-line
the World Wide Web
the Web
web manager
webpage, NOT web page
website, NOT web site