Contents

Purpose ........................................................................................................................................................................... 4
Names ............................................................................................................................................................................. 5
  Departments .......................................................................................................................................................... 5
  Units and Sub-Units ............................................................................................................................................. 5
  ETS Services ....................................................................................................................................................... 6
UCSB Logos, Seals & Wordmarks ............................................................................................................................. 7
  UCSB Wave Logo ................................................................................................................................................ 7
  UCSB Seal ............................................................................................................................................................ 7
  UCSB Wordmark ............................................................................................................................................... 7
Color ......................................................................................................................................................................... 9
Typography ............................................................................................................................................................ 10
Accessibility ............................................................................................................................................................ 11
  Content Developers ........................................................................................................................................ 11
  Web Developers ........................................................................................................................................…… 11
Websites ................................................................................................................................................................ 12
Photography ........................................................................................................................................................... 13
Marketing and Advertising .................................................................................................................................... 14
Style Guide .............................................................................................................................................................. 15
  Writing for the Web ........................................................................................................................................... 15
  Editorial Style Guide ...................................................................................................................................... 16
    Capitalization ................................................................................................................................................ 16
    Hyphens .......................................................................................................................................................... 16
    Programs and Schools ................................................................................................................................. 16
    Frequently Used Terms ............................................................................................................................ 16
    Numbers ...................................................................................................................................................... 18
    People and Job Titles ............................................................................................................................... 19
    Publications ............................................................................................................................................... 20
    Punctuation ............................................................................................................................................... 20
    Time and Seasons .................................................................................................................................. 20
    Web and Email Addresses ....................................................................................................................... 21
Outage Guidelines .................................................................................................................................................... 22
Email Guidelines .................................................................................................................................................... 24
PowerPoint Guidelines ....................................................................................................................................... 25
Word Guidelines .................................................................................................................................................... 30
## Document Version Control

<table>
<thead>
<tr>
<th>Version Number</th>
<th>Issue Date</th>
<th>Prepared By</th>
<th>Reason for Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0</td>
<td>12/23/2015</td>
<td>Matt Erickson</td>
<td>First Draft</td>
</tr>
<tr>
<td>1.1</td>
<td>1/5/2016</td>
<td>Kate Nollner</td>
<td>Proofreading and formatting</td>
</tr>
<tr>
<td>1.2</td>
<td>1/27/2016</td>
<td>Kate Nollner</td>
<td>Editing PowerPoint/Word Guidelines</td>
</tr>
<tr>
<td>1.3</td>
<td>1/28/2016</td>
<td>Matt Erickson</td>
<td>Formatting changes</td>
</tr>
<tr>
<td>1.4</td>
<td>1/29/2016</td>
<td>Kate Nollner</td>
<td>Editing PowerPoint/Word Guidelines</td>
</tr>
<tr>
<td>1.5</td>
<td>2/19/2016</td>
<td>Matt Erickson</td>
<td>Updated Document Title, Names, Photography, and Style Guide sections</td>
</tr>
<tr>
<td>1.6</td>
<td>2/23/2016</td>
<td>Kate Nollner</td>
<td>Update PowerPoint Guidelines</td>
</tr>
<tr>
<td>1.7</td>
<td>4/15/2016</td>
<td>Kate Nollner</td>
<td>Add Accessibility section, Add page numbers, Update Frequently Used Terms,</td>
</tr>
<tr>
<td>1.8</td>
<td>5/6/2016</td>
<td>Kate Nollner</td>
<td>Add Outage Instructions and Template</td>
</tr>
<tr>
<td>1.9</td>
<td>6/3/2016</td>
<td>Kate Nollner</td>
<td>Correct text color.</td>
</tr>
<tr>
<td>1.91</td>
<td>8/12/2016</td>
<td>Kevin North</td>
<td>Proofreading</td>
</tr>
<tr>
<td>2.0</td>
<td>1/19/2017</td>
<td>Kevin North</td>
<td>Add content relevant to the OCIO. Revise Units and Sub-Units section of Names page.</td>
</tr>
<tr>
<td>2.1</td>
<td>7/7/2017</td>
<td>Kevin North</td>
<td>Removes recommendation to use illustrations for OCIO projects</td>
</tr>
</tbody>
</table>
Purpose
The UCSB Office of the Chief Information Officer and Enterprise Technology Services brands represent the shared mission and vision of the departments. Keeping our brand as clear, consistent, and cohesive as possible is crucial to telling our story in a clear and compelling way.

In order to support a cohesive and consistent visual and editorial expression across communication channels, this guide offers recommendations related to the use of:

- Names
- Logos
- Colors
- Typography
- Websites
- Photography & Images
- Marketing and Advertising
- Style Guide
- Email
- PowerPoint

The guide also offers recommendations for unifying all OCIO and ETS websites to let web users know that they are on an OCIO or ETS property.
Names

Departments
Our department name is:
Office of the Chief Information Officer

The Office of the Chief Information Officer oversees:
Enterprise Technology Services

Verbally, and in print, the only appropriate acronyms for the Office of the Chief Information Officer are: OCIO, Office of the CIO

Verbally, and in print, the only appropriate acronym for Enterprise Technology Services is: ETS

Units and Sub-Units
Office of the Chief Information Officer
Chief Information Officer
• Directs IT strategic plans, policies, programs and schedules to accomplish campus goals.
• Facilitates campus-wide engagement related to IT issues and opportunities.

Communications & Outreach
• Plans communications strategy for the OCIO.
• Manages ETS website and social media content.
• Produces forums, information sessions, and events.
• Writes memos, newsletters, and reports.

Information Security
• Develops policy and standards.
• Delivers consultative services, awareness campaigns, and risk assessments.
• Reviews regulatory and contractual requirements.
• Coordinates incident response.

Enterprise Technology Services
Infrastructure
• Manages the North Hall Data Center.
• Hosts applications like the Data Warehouse, Kronos, PeopleSoft Financials.
• Provides Windows Server Support.
• Provides mainframe hosting services.
• Provides the Video Security as a Service offering.

Software Engineering Architecture & Lifecycle
• Builds, integrates and supports enterprise systems.
• Develops and supports the governance of enterprise architecture.
• Manage, maintain, and support the campus Data Warehouse.
• Engineers identity and access management solutions.
• Develop solutions for PeopleSoft Financials.
• In coordination with GUS executive committee, manage, support and maintain GUS system.
• Develop, maintain and support Administrative Systems.

Program Management Office
• Plans, manages, and delivers enterprise projects.
• Protects IT investments through risk management.
• Promotes project management practices and tools.
• Ensures campus-wide input and engagement throughout the project lifecycle.
• Supports organizational readiness for change.
• Develops communication strategy for major projects.
• Manages relationships with service customers.
• Shares customer needs with service providers.

IT Strategy
• Document and plan enterprise architecture strategy.
• Establish a culture of IT planning.
• Ensure that the IT plan aligns with campus needs and goals.
• Gather and coordinate the information related to run and change IT activities and establish initial priorities.

Business Operations & Planning
• Oversees financial analysis and management.
• Manages personnel, procurement, and space.
• Provides organizational support.

Application & Technology Services
• Provides support for devices and applications.
• Architects local, hosted, and cloud solutions.
• Manages the Enterprise Technology Service Center.
• Manages Email, Calendar, and Collaboration services.
• Provides training for enterprise tools.

Networking, Communications & Security Services
• Manages the core campus network.
• Manages the inter-building communications physical infrastructure.
• Provides the Secure Compute Research Environment.
• Manages the two-way/Public Safety radio systems.
• Provides network host vulnerability scanning.
• Manages the voice and cable television networks
ETS Services

The following list consists of the proper names for services provided by Enterprise Technology Services.

Services

Application Hosting
Authenticating Services Federated
Authenticating Services Internal
BARC System
Cable Television
Campus Core Network
Carry Forward of Funds System
Cellular Services Management
Connect
Data Warehouse
DFS.isc.ucsb.edu Server
Directory Service
Disbursements System
Domain Name Servers (or DNS)
Electronic Timekeeping
Enterprise Technology Service Center
ETS Sites
ETS Web Analytics
FlexCard Systems
Gateway Management Console (or GMC)
Grand Unified System (or GUS)
Hard Drive Destruction Service
Identity (or IAM)
Internet Connectivity
Library Proxy Service
Mailing List Service
Mainframe Services

Network Expansion
Network Infrastructure Planning
Non-University Connections
North Hall Data Center (or NHDC)
Online General Ledger System (Online GL)
PeopleSoft Financials
Purchase Order Repository System (PORS)
Remote Site Connectivity
Secure Compute Research Environment
Security Operations Center
SSL Certificates
Supercomputing
Telecom Consulting
Transfer of Expense System (or TOE)
Transfer of Funds Systems (or TOF)
Travel Reimbursement System
Two-Way Radio
UCSB Alert
U-Mail Student E-Mail
Video Security as a Service (or VSaas)
Virtual Private Network (or VPN)
VLAN Management
Voice Communication
Windows Server Support
Wireless Network
Workstation Support
UCSB Logos, Seals & Wordmarks
The following logos and seals are provided for different uses. Downloads are available for use in both print/outdoor and digital channels at http://www.ucsb.edu/graphic-identity/logo-seal.

Please note that all UCSB trademarks, service marks, and trade names, including the University Seal and UCSB images and logos, are the property of The Regents of the University of California. Use of the UCSB graphic identity elements presented here is governed by Federal and State law and University policy, including the terms set forth in the following documents:

- Terms of Use
- Use of the University’s Name (PDF)
- Use of the University Seal (PDF)

UCSB Wave Logo
The traditional UCSB wave logo should be used for all core communications.

UCSB Seal
The University of California Santa Barbara seal is typically reserved for official communications from the Chancellor’s office, legal documents, financial documents, awards, and other formal university communications. It can also be used in other materials to formally signify an official UC Santa Barbara communication.

UCSB Wordmark
The wordmark is provided for added flexibility in representing the university, particularly in instances when the official logo does not fit well in a given environment, such as on a website header. The wordmark uses the official university Frutiger font. It may be used in either of the 2 primary colors and black.
OCIO Logo
The traditional OCIO logo should be used for all core OCIO communications. Contact Kevin North at kevin.north@ucsb.edu to access logo files.

ETS Logo
The traditional ETS logo should be used for all core ETS communications. EPS, GIF, JPEG, TIFF, PNG, and PDF files are available. Contact Kevin North at kevin.north@ucsb.edu to access logo files.

Do not...
... Cut off parts of the logo.
... Stretch the logo disproportionately.
... Alter the colors in the logo.
... Move elements around.
... Rotate the logo.
... Place the logo on a non-brand color.
... Place the logo on a gradient or a busy background.
... Place the logo on a background that is too light or too dark to be legible.

Logos for ETS Units and Services
In developing marks that represent sub-brands and ETS-related entities, lead with brand marks and use complementary type treatments that support — rather than overshadow — the primary logo.
Color
The UC Santa Barbara complete color palette includes the original university dark blue and gold, plus a darker blue which is used in the utility bar of the ucsb.edu website. **Use these 3 primary colors for campus wide communication.** In addition, the secondary color palette provides accent colors that can be used to bring designs to life. The secondary colors complement each other and, more importantly, the university blue and gold. They are intended to provide flexibility for print and web but should always remain secondary. The grayscale palette is used for the body font and as backgrounds for info boxes on the web.


**Primary Colors:**

- **PMS 287 CP**
  - CMYK: 100, 82, 17, 4
  - RGB: 0, 70, 139
  - HEX: #00468b

- **PMS 123 CP**
  - CMYK: 0, 18, 89, 0
  - RGB: 255, 206, 52
  - HEX: #ffce34

- **CMYK 100, 86, 36, 28**
  - RGB: 24, 51, 93
  - HEX: #18335d

**Secondary Colors:**

- **CMYK 1, 67, 100, 0**
  - RGB: 243, 117, 32
  - HEX: #f37520

- **CMYK 47, 72, 0, 0**
  - RGB: 146, 97, 168
  - HEX: #9261a8

- **CMYK 58, 11, 0, 0**
  - RGB: 89, 182, 230
  - HEX: #59b6e6

**Grayscale Colors:**

- **CMYK 66, 58, 57, 36**
  - RGB: 77, 78, 78
  - HEX: #4d4e4e

- **CMYK 7, 5, 6, 0**
  - RGB: 233, 233, 233
  - HEX: #e9e9e9

- **CMYK 3, 2, 2, 0**
  - RGB: 244, 245, 245
  - HEX: #f4f5f5
**Typography**
The recommended typeface for Enterprise Technology Services print and banner communications is **Frutiger**. Contact Kevin North (kevin.north@ucsb.edu) to obtain Frutiger.

**Hind** is a typeface that is recommended for web use, as it was developed specifically for user interface design. It is similar in style to the Frutiger family of fonts, but is web safe. Hind is an open source typeface and can be downloaded from Google.
Accessibility

Content Developers

- Provide meaningful descriptions for any images:
  - Develop alternative text for all meaningful images, not just a caption.
  - Describe complex images in the page content.
  - Summarize charts and graphs.
  - Identify embedded multimedia with accessible text.
- Organize and structure the content to help user navigate the page, determine where they are, and find the content they want:
  - Break content into sections with understanding headings
- Carefully select the language to be used for links:
  - Clearly identify the language to be used for links
  - Use language that describes where the link goes
  - Avoid using the same text for links that go to different locations.
  - Keep link text short and precise.
- Provide transcripts for all audio
- Caption all video
- Don’t use color as the only way to indicate meaning
  - E.g. Using a green button for “go” and a red button for “stop”. A color blind individual may not be able to distinguish the buttons.
- Create tables that can be understood when read line-by-line
- Pre-plan for accommodation needs with timed content
- Write concise and logical text

For more detailed instructions on how to make your content more accessible, visit the UCOP Electronic Accessibility website, or the Content Developer’s Quick reference PDF.

Web Developers

- Provide “alt” attributes for meaningful images.
- Use heading appropriately to convey hierarchy.
- Style text with CSS rather than using images.
- Make sure the site readable with stylesheets disabled.
- Use skip navigation links and device independent code
- JavaScript should have an alternate presentation.
- Label form elements.
- Caption all video and audio.
- Don’t rely on color to convey meaning.
- Ensure appropriate color contrast.
- Mark up data tables correctly.
- Use descriptive text for links.
- Identify links to PDFs, Word documents, Excel spreadsheets, etc.
- Open off-site links in the same browser window.
- Don’t use frames. If you must use them, correctly markup frames and iframes.
- Give a user sufficient time to respond to timed content.
- Don’t create flickering pages or multimedia.
- Validate HTML and CSS.
- Check for IT accessibility compliance.

For more detailed instructions on how to make your content more accessible, visit the UCOP Electronic Accessibility website, or the Web Developer’s Quick reference PDF.
Websites
The UC Santa Barbara utility bar offers a simple and effective way to connect our family of campus websites. It reinforces our graphic identity and lets website visitors know they are on UC Santa Barbara property at all times. If you choose to feature the utility bar on your website, no content or padding should appear above it. The utility bar should only be used in the given color combination. The search function can be adapted to search your site.

All new OCIO and ETS websites and portals should utilize this utility bar.

For more information, visit http://www.ucsb.edu/graphic-identity/websites.
**Photography**

Photography creates powerful emotional impact in print and web design. From the breathtaking natural beauty of our campus to the enormous intellectual vitality of our faculty and students, our photography libraries capture it all.

Photography for print and web projects is available from Instructional Development, as well as from the Public Affairs WebDAM photo library. The UC Office of the President has also provided a WebDAM library with photography from all UC campuses, including UCSB.

- UC Santa Barbara Photoshelter Library
- University of California WebDAM Photo Library

**Choosing Photography**

When choosing photography for a creative project, use imagery featuring people whenever you can. Faculty, staff, and students are the core of UC Santa Barbara. Everything we do here is in support of the great minds that work, learn and teach here every day. Every concept can be elevated by incorporating a human element in the imagery.

**ETS Services**

For each service, use consistent imagery across all communication channels (i.e. websites, presentations, social media, banners, print collateral). Select at least one stock photo to represent each service. Do not use illustrations to represent services.
Marketing and Advertising

In marketing and advertising collateral, aim for a clear hierarchy of elements in order to communicate quickly and effectively. The most prominent items should be the logo and a single call to action, as in the examples shown.

When determining the layout of an advertising and/or marketing piece, use a highly structured grid-system. Grids regulate large amounts of content, and also ensure consistency throughout the respective piece. It is also necessary to incorporate an ample amount of white space to give the eye a place to rest.

Marketing materials for the same event should use the same elements of color, typography, and photography throughout the design to unify the look.
Style Guide

Writing for the Web

Web vs. Print
When writing for the Web, we first need to understand how we read online vs. in print. When reading in print, we’re more likely to read each individual word and finish long passages. On the Web, we’re scanners. Our eyes dart around the page scanning for information: bold headers, links, photos, and select keywords. We are much less likely to read long chunks of text in a web browser, and not at all on a mobile device.

Write Like a Scanner
There’s an inverse law to writing for the Web: the more you write, the less anyone is to read it. Avoid large blocks of text at all costs. Instead, break information down into short sections with bold subheads. Subheads are like titles for each section of the page. Use subheads as a hook to catch the reader’s eye as she scans for key information. Once you have her attention, you have three to four sentences (100 words, maximum) to keep it. Tell your story quickly, clearly, and creatively, and provide embedded links to learn more.

Inverted Pyramid
In journalism, reporters generally follow the inverted pyramid rule when writing a news story. Start with the most important information, called the lede, and fill in the rest of the story, with increasing detail, in the paragraphs that follow. A webpage should read the same way. A reader should know exactly what the page is about by quickly scanning the page title, header, and first couple of sentences. If the subject interests them, they will dig deeper, scan subheads, and click on links.

Page Title and Header
The page title is the very first thing the reader will see. Page titles should be short and clear. Unless you’re writing a news story or blog post, stick to the facts and keep the title to five words or fewer. The header, on the other hand, is your first chance to really tell your story. The header is like the subtitle of a book. In 30 words or less, make a compelling case for reading the rest of the page.

Embedded Links
Web readers are mostly scanning for links. We go to the Web to quickly find information, and links offer a fast way to “dig down” to the details. Embedded links are text links embedded in the natural flow of a sentence. By embedding a link, you increase the odds that the reader will actually read the surrounding text. You can also include adjectives and other descriptors in the link text that help to tell your story.

WRONG WAY: “Click here for a list of our services.”
RIGHT WAY: “We provide 50 services that support the UCSB community.”
Editorial Style Guide
OCIO and ETS adhere to AP style in all publications, both print and online.

Capitalization
Programs: Capitalize the names of programs, including the word “program.” Do not capitalize “program” when used alone.

- Technology Management Program
- Mind, Brain, and Education Program
- Students applying to the program should turn in applications by April15.

Title case: Capitalize all words except prepositions of five or fewer letters, conjunctions, and articles.
- Duck in the Truck

University and campus: Do not capitalize the words “school” or “university” when used alone, not as part of an official name. “University” refers to the University of California system. “Campus” refers to UCSB.

- The campus has a new financial system.
- The university is adopting a new payroll system.
- I work for the University of California.

Hyphens
According to APA Guidelines, hyphens should be used as sparingly as possible. Hyphens should be used to clarify a thought when an adjective comes before a noun, or if a term expresses a single thought.

Programs and Schools
Programs: Programs do not use periods.

- TMP
- BOI

School name: Spell out the full name of the school the first time it is used; the acronym can be used on subsequent uses. Periods should not be used.

- Each fall the University of California, Santa Barbara hosts a career fair that includes national and international education organizations. UCSB students find the fair provides an excellent start for their job searches.

Universities with multiple campuses: Write out full name of the school. Use a comma prior to the campus site.

- University of California, Santa Barbara
- University of California, Los Angeles

Frequently Used Terms
- Adobe Acrobat, Acrobat Reader: Capitalize.
- download: One word. Also, upload.
- campuswide: One word, lowercase
• **catalog**: Not catalogue.
• **CD-ROM**: For compact disk as read-only memory. Uppercase acronym, with hyphen.
• **cyberspace**: One word, lowercase.
• **database**: One word.
• **domain name**: Two words, lowercase.
• **dpi**: For dots per inch. Lowercase acronym.
• **DVD**: For digital video disk. Uppercase acronym, lowercase spelled out.
• **email**: Don’t use a hyphen. Don’t capitalize unless it starts a sentence or is before the email address in a vertical list.
• **end user, end-user**: Two words as noun, hyphenate as adjective.
• **FAQ**: For frequently asked questions. Uppercase acronym.
• **freeware**: One word, lowercase.
• **FTP**: For file transfer protocol. Uppercase acronym, lowercase spelled out.
• **GIF**: For graphics interchange format. Uppercase acronym, lowercase spelled out.
• **gigabyte**: Abbreviate as GB.
• **home page**: Two words, lowercase.
• **HTML**: For hypertext markup language. Uppercase acronym, lowercase in URLs. Generally, spell out in sentence.
• **hyperlink**: One word, lowercase. Also, hypertext.
• **Internet**: Always capitalize.
• **intranet**: One word, lowercase.
• **IP address**: For Internet protocol address. Uppercase acronym.
• **IT**: For information technology. Uppercase acronym, lowercase spelled out. Generally, spell out in sentence.
• **Java**: Capitalize. Also, Javascript.
• **JPEG, JPG**: For joint photographic expert group. Uppercase acronym, lowercase spelled out.
• **kilobyte**: Abbreviate as KB. No space used with number, as 400KB. Also, kilobit, abbreviate Kb, or Kbps for kilobits per second.
• **listserv**: One word, lowercase.
• **login, logon, logoff**: Lowercase, no hyphen.
• **Macintosh**: Capitalize. Also, Apple Macintosh, Mac.
• **megabyte**: Abbreviate as MB.
• **megahertz**: Abbreviate as MHz.
• **Off campus, on campus**: Hyphenate when using as an adjective, not as an adverb. Off-campus housing is plentiful during the summer. It’s difficult to find housing off campus during the fall term.
• **online:** No hyphen.
• **OS:** For operating system. Uppercase acronym, lowercase spelled out.
• **portal:** Lowercase.
• **PDF:** For portable document format. Uppercase acronym, lowercase spelled out. Also, Adobe Acrobat PDF.
• **Pentium processor:** Capitalize, with Roman numeral, as Pentium III processor. Also, Intel Pentium processor.
• **plug-in:** Hyphenate.
• **RAM:** For random access memory. Uppercase acronym, lowercase spelled out.

  • **range of time, day or date:** The preferred form in body copy is to spell out to, and/or through when referring to a range of time or days of the week. For a range of dates and in tabular material, use an en dash. *The seminar is scheduled for April 1-3. Office hours are Monday through Friday, 8 a.m. to 5:30 p.m. World War II lasted from 1939 to 1945.*
  
• **résumé:** The preferred spelling includes the diacritical marks and helps avoid confusion with resume.
• **ROM:** For read-only memory. Uppercase acronym, lowercase spelled out, with hyphen.
• **search engine:** Two words, lowercase.
• **statewide:**
• **shareware:** One word, lowercase.
• **systemwide:** One word, lowercase
• **university-wide:** Hyphenate, lowercase
• **URL:** For Universal Resource Locator. Uppercase acronym, capitalize when spelling out.
• **Usenet:** One word, capitalize.
• **Unix, UNIX:** Capitalize for generic use, uppercase acronym for trade name.
• **World Wide Web or Web:** Always capitalize.
• **website:** One word, lowercase.
• **webmaster:** One word, lowercase. Also, webcast
• **wide:** University-wide is hyphenated. Most words with wide as a suffix are closed, though, unless they are long and cumbersome. If in doubt, check the dictionary.
• **workstation:** One word.  

**Numbers**

Range of numbers: En dashes, rather than hyphens, should be used to indicate a range of numbers.

• 1960–66
• Pages 149–50
• $1,300–$1,800

Figures or words: Spell out numbers under 10. Use figures for 10 and higher. Follow these rules, even when a sentence contains both types.
• She is taking four classes.
• She also works 35 hours a week.
• He has five cats and 13 rabbits.

Exceptions: Dollar figures ($2 million), percentages (8 percent), page numbers (page 48), addresses (1 Appian Way), time (8 p.m.), numbers between one thousand and ten thousand that can be expressed in terms of hundreds (He wrote an essay of fifteen hundred words. She wrote an essay of 1,432 words).

Ordinals: Do not use superscript for nd, th, or st.
• 31st, 42nd

Starting sentences: Spell out numbers at the beginning of a sentence.
• Thirty-five people attended the forum.

Plurals: Form plurals of acronyms by adding an “s”; do not use an apostrophe.
• MBAs
• PTAs
• YMCAs

People and Job Titles
Alphabetization of non-married names and hyphenated last names: Always alphabetize by the first letter of the last name. If a person uses a non-married name and her married name without hyphenating, alphabetize by the name that comes last. A hyphenated last name is treated as one element and is alphabetized by the first letter of the first word in the pair. The following list is in correct alphabetical order:
• Mary Jameson, Susan Moore Johnson, John Klein, Elise Connie Lagerton, Jan Marshall, Jane Moore-Johnson

Capitalization: As a general rule, if the title comes before the name, the title should be capitalized. If the title follows the name, it should be lowercase. In letters and lists, a title can be capitalized even when it follows the name.
• Associate Vice Chancellor for Information Technology Matthew Hall visited the Bren school last week.
• Matthew Hall, associate vice chancellor for Information Technology, visited the Bren school last week.

Courtesy titles: Do not use Mr., Mrs., or other courtesy titles unless part of a formal name.
• We went to Mr. Tux to get clothing for the prom.

Matthew Hall: Matthew Hall is referred to as Matthew Hall, unless in the signature of a letter, in which case he is referred to as Matthew Hall, Associate Vice Chancellor for Information Technology and Chief Information Officer.

Doctor: Do not use “Dr.” for academic or medical doctors.
• Jane Doe, a professor of Chemistry at UCLA, visited UCSB in June.
Middle initials: Only include if the person’s name commonly includes the initial.

- Michael Rodman
- Michael J. Fox

Names: Refer to people by their full names on first mention and by last name after that.

- John Doe, Ed.D.’82, is a professor of communication. Doe teaches organizational communication.

Publications
Books, journals, magazines, movies, software, collections of poems, long poems, plays, operas and major musical compositions, paintings, and other artworks should be italicized. Only capitalize and italicize “the” or “magazine” if that is how the publication uses it. (The masthead will provide this information.)

- the Los Angeles Times
- Newsweek
- the Santa Barbara Independent
- Noozhawk

Punctuation
Commas: Always use the serial, or Oxford, comma.

- The American flag is red, white, and blue.

En dash and em dash:

- For instructions on how to make an en dash or em dash, see http://support.microsoft.com/KB/76985.

Percent: Percent should be spelled out; the percentage symbol should only be used in lists.

- Mitt Romney received 47.2 percent of the popular vote in the 2012 presidential election.
- 2012 presidential election results:
  - Barack Obama: 51.06%
  - Mitt Romney: 47.2%

Periods: There should only be a single space after periods.

Possessive: Singular proper names ending with “s” are made possessive by adding an apostrophe.

- Katherine Jones’ op-ed was about the two-factor authentication.

Quotation marks: Quotation marks should always be outside other punctuation, with the exception of question marks, dashes, semicolons, and exclamation marks that are not part of the quotation.

- He said he was “going to Corwin Pavilion.”
- Did he say, “I am going to Corwin Pavilion”?

Time and Seasons
Seasons: Do not capitalize names of seasons unless part of a formal title.

- He will graduate in summer 2015 and start work in the fall.
- In January, we will attend the Fall Harvest Festival in Los Angeles.
Time: Do not use 12:00; use either noon or midnight. Do not use double zeros for any time. When using a.m. and p.m., use lowercase and include periods. If indicating a range of time, do not use a.m. or p.m. after the first time unless it is different than the following time. Use an en dash to indicate time range.

- He arrived at noon. Class starts at 8 a.m.
- The meeting is from 1–3:30 p.m.
- The meeting is from 11 a.m.–1:30 p.m.

Web and Email Addresses
Email: Spell email with a lowercase “e,” except at the beginning of a sentence. Do not use a hyphen.

Print: Write email addresses in lowercase and italicize. Do not use hyphens to break email addresses.

- Her email address is jane_doe@ucsb.edu.

Web: Write email addresses in lowercase and link to the address, but do not italicize. Do not use hyphens to break email addresses.

- Her email address is jane_doe@ucsb.edu.

URLs: URLs are typically all lowercase; it is not necessary to include “http://” or “www” when writing a URL as part of a text. Only use “www” if it is necessary. (Some sites require the leading “www.”) A URL should be italicized in text.

- She wrote an op-ed that appeared on cnn.com.

Online: Use “online,” not “on-line” or “on line.”

Website: Website is one word and is lowercase unless used at the beginning of a sentence.
Outage Guidelines

Scheduled Outage

Anticipated outages should be reported ahead of time. Depending on the timeline, campus should be notified two weeks ahead of time (if possible). Along with an email to impacted customers, departments should send a reminder tweet the day before an outage, as well as the day of, to ensure affected parties receive the proper notice.

Unscheduled Outage

When services or utilities malfunction without notice campus should be notified as soon as possible. Notification, either by email or Twitter, should be informative, address the problem at hand, and give end-users a rough estimate of when the problem may be fixed.

Email Notification

Initial Message

Subject Line:  
<Service Name> Outage:

Body:
The <Service Name> is currently <Nature of the outage>. The error occurred at <time>. Impacted parties include <affected customers/departments>. We expect service to be restored <time period - if known>.

Our team is aware of the issue and is working quickly to restore service. Please contact <name/department - if appropriate> with questions or concerns. Thank you for your patience.

Resolution

Subject Line:  
<Service Name> Service Restored

Body:
Service has been restored to <Service Name> as of <time of resolution>. Please contact <name/department - if appropriate> if you are still experiencing issues.

Thank you for your patience.
Twitter Notification

Initial Message

#UCSB <Service Name> Customers: <Service Name> is currently <nature of outage>. We are working to resolve the issue.

Resolution

#UCSB <Impacted Customers>: <Service Name> is now available.
Email Guidelines

Email Signatures

OCIO:
Name
Position, Unit
Office of the Chief Information Officer
University of California, Santa Barbara
(805) 893-XXXX
<email address>

ETS:
Name
Position, Unit
Enterprise Technology Services
University of California, Santa Barbara
(805) 893-XXXX
<email address>

Logos, icons, graphics, quotes, statements, or links to websites, Skype, or social media pages should not be included in your email signature.
PowerPoint Guidelines

The strength of a presentation is its content. Content should be map-like — clear, economical, and undecorated. Color, text, information graphics, and photography are tools to help make your point, not detract from it.
**PowerPoint Guidelines: Color**

Use solid colors only, no gradients or textures. Use primary colors for title or chapter opening slides and typography. Secondary colors are to be used more sparingly for subtitles, graph titles, or information graphics. Keep contrast and reproducibility in black and white in mind when doing so.

---

**Do**

---

**Agenda**

- Introduction
- Overview
- History
- Current Status
- Future

---

**Do Not**

---

**Franklin Gothic Medium Bold 44 pt.**

---

**Framed**

---

**Franklin Gothic Medium Bold 28 pt.**

---

**Framed**

---

**Franklin Gothic Medium Bold 24 pt.**

---

**Framed**

---
**PowerPoint Guidelines: Typography**

Use **Franklin Gold Medium** bold mixed case for presentation titles and page headings only. Use **Calibri** regular mixed case for all instances other than titles and page headings. Content type color is limited to dark blue and gold (headings and titles) as well as gray and purple (subtitle/comments and body text).

Try to keep the maximum levels of hierarchy to two per slide and the number of bullets below a line of three. Each slide should cover no more than one topic. When possible, use a sentence to make your point.

Include page numbers; they are useful when slides are printed out.

**Do**

**Do Not**
PowerPoint Guidelines: Information Graphics
Keep it simple. Easy-to-read, concise graphics will communicate your information effectively. Extraneous effects such as 3-dimensionality, gradients and shadows add clutter, not visual interest.

Calling out information in a chart using a separate column can be useful. If you must include text on the same slide as an information graphic, keep it minimal so as not to overwhelm your audience.
PowerPoint Guidelines: Layout

In presentations, space serves an important function. By creating visual breathing room, white space focuses the viewer on your content. Please allow the following space around your content: 2.4” from the top of the slide and .5” from the bottom of the slide.

Keep content aligned with the other elements on the slide. Photographs should be placed flush against the edges. Photography should complement your content, so choose relevant images with high resolution. Effective uses for photography are on chapter divider slides or as a supplement to a text-only slide. Both black and white and color photography may be used.
**Word Guidelines**

Documents and proposals lay the groundwork for every project. Their design should consistently and carefully convey your message. Remember to be mindful with your words, avoiding lengthy paragraphs that often plague important documents. Using the provided templates correctly will expedite your creative process and cohesively brand the department’s documents.

**Color**

Use UCSB brand approved dark blue for all headings and charts. Footers should not appear on the title page, table of contents, or document control pages. Branded footers are reserved for body text only.

**Typography**

For subheadings and body text, use Calibri Light 11pt. font in black. Subheadings should be bold to indicate their importance. Use Franklin Gothic Medium 18 pt. for section titles in the brand approved dark blue.

Department and university name reside in the top right corner of a document, in Franklin Gothic Medium 18 pt. in gold. Below, is the document’s title. The title should be formatted in Franklin Gothic Medium (bold) 26 pt. in dark blue. Placed directly underneath the title is the document’s version number and the date of its most recent revision. These items are formatted in Calibri Light 16 pt. black.

**Template Settings**

OCIO and ETS offer customized templates for various department needs. OCIO templates are upon request via ucsb.box.com. ETS templates can be downloaded from the ETS website. In order to take full advantage of these templates please adhere to the following best practices.

Download the Microsoft template package from ucsb.box.com or the ETS website. Place these templates within a file on your computer labeled “Custom Office Templates”. This may be found within your “My Documents” folder, although variances may occur depending on user settings.

Open the template as you would any other document. Ensure the document now reads “Document <#>”. Insert your desired text into the appropriate sections, ensuring that filler text has been completely erased. Do not alter colors, effects, or sizing of text unless it is absolutely necessary. Remember, these templates are for department consistency.

For troubleshooting, please contact Kevin North (kevin.north@ucsb.edu) for more information.
Contact Us

Communications & Outreach
SAASB4101

Matt Erickson
matthew.erickson@ucsb.edu
(805) 893-4219

Kevin North
kevin.north@ucsb.edu
(805) 893-5062