



WELCOME TO UNIVERSITY OF DETROIT MERCY



VISUAL IDENTITY STANDARDS

A GUIDELINE TO THE DETROIT MERCY BRAND



WELCOME TO UNIVERSITY OF DETROIT MERCY

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OUR BRAND NAME—DETROIT MERCY—

serves as a specific and meaningful connection with our students, faculty, administration, alumni, donors, employers and Detroit-area residents. Paying homage to the historic relevance of the institution and its proud Detroit heritage, Detroit Mercy honors the consolidation between University of Detroit and Mercy College of Detroit by presenting a truly blended brand presence. As we continue to work in partnership with offices and departments to build brand equity across the University, the Detroit Mercy name becomes an excellent umbrella for undergraduate and graduate schools.

As we progress, it is important that our brand identity align with the integrity of the school. This is achieved through consistency in every facet of visual and written communication. This guide is designed to support that effort and strengthen the Detroit Mercy brand perception in the community.

This brand standards guide **must be used** by everyone who produces Detroit Mercy materials. While implementing Detroit Mercy's brand identity standards doesn't mean all materials must look exactly alike, it does mean they must look professional and like they belong in the same family, with signatures, fonts, colors, correct grammar and messaging used consistently. All materials must adhere to the standards contained in this guide to maintain a high-quality Detroit Mercy look and feel.

Materials governed by this brand standards guide include, but are not limited to, the following: letters, emails, viewbooks, catalogues, brochures, flyers, fact sheets, annual reports, publications, official websites, periodicals, newsletters, print and broadcast advertising, promotional videos, stationery and business cards, banners and posters,

indoor and outdoor signage, promotional items, and merchandise.

For purposes of marketing, "internal facing" means any promotional material that will be displayed within the campus community and includes flyers, posters and digital slides, among other items; "external facing" means any promotional material like flyers, posters and digital slides, brochures, letters, etc., that will be disseminated to the general public outside of campus.

All materials bearing the University seal and/or the University's logo, including publications, postcards, advertisements, all indoor and outdoor building signage, and promotional items (pens, banners, notebooks, etc.) require the approval of the University's Marketing and Communications Department (MarCom).

It is recommended that MarCom be consulted prior to the purchase of products to ensure that the University logo is prominently and properly displayed.

WORKING TOGETHER

The University's Marketing & Communications Department is dedicated to **helping you succeed** in your communications goals. It is important to meet with representatives early when planning an event, promoting a program, overhauling your webpages or creating communications for internal or external audiences. We can help you plan and inform you of the various outlets for communicating and their benefits. Early communication and planning can make the entire process less stressful for you.

Direct all questions to the Marketing & Communications Department at 313-993-1254 or marcom@udmercy.edu.



LOGO IDENTITY

In marketing terms, University of Detroit Mercy is a brand house. Each part derives greater benefit when connected to the whole. Consistent application strengthens our brand by raising awareness of our mission, our work and our people.

Use the brand logo in conjunction with any research, work product or effort, and intellectual property completed by or on behalf of Detroit Mercy.

Only official logos may be used to represent the University, its mission and work or those of its units.

Units expressing an interest in having their own logo or mark must meet with MarCom before any work begins to ensure consistency under the UDM brand.

University units—divisions, colleges, departments and offices—must use institutional marks to identify themselves.

Detroit Mercy trademarks may not be altered in any way.

Use only graphic files prepared by MarCom.

Detroit Mercy marks must be 100 percent readable, 100 percent of the time.

Elements may not be removed from the official logo nor may University brand elements be incorporated into other designs.

Do not use trademarks from other entities without permission. In the rare instances of co-branding that occur, check with MarCom to determine which logo receives prominence.

Placement of the logo on promotional materials is flexible based on the design and the relationship to artwork, text and images. Please consult with MarCom for guidance.

PRIMARY LOGO

HORIZONTAL STACKED | LOGO + WORDMARK



CLEAR ZONE

To determine the appropriate amount of clear zone around the logo, use the width of the "DM" in "Detroit Mercy." The clear zone must be equal to or greater than "DM."

Note that the clear zone will increase or decrease in proportion to the size of the logo.

LOGO GUIDELINES

- The logo is property of University of Detroit Mercy.
- The logo is used only for official University communications.
- The logo may not be modified.
- The logo should be used in its entirety whenever possible.
- The correct logo colors are UDM Red and UDM Blue.
- The logo may be used as a knockout, reversed out of a dark color background.

DESIGN SPECS

Minimum size: 1.25" wide





LOGO IDENTITY VARIATIONS



LOGO

The logo can be used with the wordmark or stand alone, provided a wordmark also appears somewhere within the same layout.

When used on its own, the minimum size is 3/8-inch wide.



HORIZONTAL | LOGO + WORDMARK

The wordmark represents the University's name, designed in a unique and individual form. The wordmark typically appears with the logo, but can also be used independently.



VERTICAL | LOGO + WORDMARK

The wordmark represents the University's name, designed in a unique and individual form. The wordmark typically appears with the logo, but can also be used independently.



WORDMARK ONLY

The wordmark represents the University's name, designed in a unique and individual form. The wordmark typically appears with the logo, but can also be used independently.

STACKED FLUSHED LEFT



STACKED CENTERED



HORIZONTAL CENTERED





LOGO IDENTITY VARIATIONS

WHICH FORMAT SHOULD I USE?

Use **EPS*** logo for printed items, including publications and brochures; and for merchandise and apparel. Logos may be resized as needed.

Use **SVG** logo in digital applications and websites. Logos may be resized without losing image quality.

Use **JPG/PNG** graphics for display on screens, including PowerPoint and videos. Logos should be scaled at 100% or less, never enlarge a JPG or PNG file.

* EPS files require specialized software, like Adobe Illustrator, to view.

EPS (CMYK) For printing

EPS (SPOT) For printing (PMS)

SVG For web and motion graphics

PNG For digital screens

JPG For profile images

Background	Logo	Logo + Wordmark Horizontal Stacked	Logo + Wordmark Horizontal	Logo + Wordmark Vertical
On white and light colors	4-Color Process (Other version is Pantone 1945 + Pantone 288)			
	Black			
On black and dark colors	4-Color Process + White (Other version is Pantone 1945 + Pantone 288 + White)			
	White			



LOGO IDENTITY WHAT NOT TO DO

Unofficial variations of graphic elements that do not follow Detroit Mercy brand standards create confusion and reduce the integrity and strength of the Detroit Mercy brand. People may wonder if they are seeing something from another school by the same name, for example. Using the University's branding elements correctly and consistently eliminates confusion and reinforces the Detroit Mercy brand.

Several examples of unacceptable variations of Detroit Mercy branding elements are shown below. This list is not exhaustive.



Do not use unapproved colors.



Do not rotate the logo.



Do not distort the shape and size of the logo.



Do not change the opacity of the logo.



Do not place on a color that provides inadequate contrast.



Do not edit or create a new version of the logo or use any non-approved typefaces.



Do not add drop shadows or effects to the logo.



Do not put images or patterns into the logo.

RETIRED



~~Build A Boundless Future~~

NOT ACCEPTABLE





SUB-IDENTITY OPTIONS

Using Detroit Mercy's logos properly in conjunction with unit names and in signature lines is essential for communicating the relationships of colleges, departments, units and individuals to the University.

On this page are several examples where the department is combined with the Detroit Mercy logo and full University name. This configuration is designed to give maximum impact to the sub-identity, while maintaining its relationship to Detroit Mercy through the logo and full University name.

Sub-identities or unit logos can be used with one, two or three lines of text. This allows you to identify your college, school, program or unit in different styles and degrees of formality, and to accommodate longer and shorter names. A department, center or program name related to the college or school in which it resides, as seen in the "College of Humanities, Arts & Social Sciences, Department of Religious Studies" and "College of Health Professions, Master of Health Services Administration" example.



INCORRECT SUB-IDENTITIES FORMAT

The examples on the right demonstrate incorrect formats for the University's sub-identity logos.

Sub-identity development may present challenges due to variations in program name length. However, it is crucial to avoid compromising the visual integrity of the logo. Collaboration with Marketing & Communications will help to address these challenges effectively.

The inclusion of the Detroit Mercy logo and wordmark is mandatory for all sub-identities. Any sub-identity that excludes these elements is considered incorrect and does not align with University branding standards.



NOTE

Sub-identities or unit signatures and logos are available upon request and should only be reproduced using the files provided by Marketing & Communications.



UNIVERSITY SEAL/CREST

UNIVERSITY SEAL

The Detroit Mercy crest is a unique and honored symbol of the University's identity. It is **not intended for use as a graphic or a design element, and it should not be used in publications or materials in which use of the Detroit Mercy logo is appropriate as the University's identifier.**

HOW TO USE

The Detroit Mercy crest is to be used only on official institutional documents, such as formal proclamations, diplomas, certificates, invitations, etc., issued from the offices of the President or the Provost and Vice President for Academic Affairs or the Registrar.

NOTE

Permission to use the seal for any other purpose must be obtained from MarCom.

DESIGN SPECS

Minimum size: 1.125" wide

HISTORY OF THE SEAL

Detroit Mercy's crest includes design elements representing both the Jesuit and Mercy traditions.

- The left side of the crest portrays two wolves at a pot, symbolizing the generosity of the Loyola family (Ignatius Loyola was the founder of the Society of Jesus). After all the family and the workers were fed, even the wild animals had the pot to lick.
- The motto of the Jesuits, "Ad Majorem Dei Gloriam" (For the Greater Glory of God), is located above the wolves and pot.
- The date 1877 refers to the founding of University of Detroit by the Jesuits.
- On the right side of the crest is a white cross, which is the symbol of the Religious Sisters of Mercy, who founded Mercy College of Detroit in 1941.
- The three canettes are taken from the coat of arms of the Archdiocese and the City.
- The open book is the traditional symbol for a college. Upon the open pages is inscribed Mercy College's motto: Maria, Sedes Sapientiae (Mary, Seat of Wisdom).

UNIVERSITY SEAL

PRIMARY | 4-COLOR



UNIVERSITY SEAL | ALTERNATIVES

BLACK & WHITE

GRAYSCALE





ATHLETICS LOGO

The Detroit Mercy Titan Athletics logo is authorized for use only by Titan Athletics. The logo's colors are PMS 1945 (UDM Red), PMS 288 (UDM Blue) and PMS WGRAY 1.

Call 313-993-1745 for information about the graphic guidelines for Detroit Mercy Titans Athletics logos.



Use of Titan Athletics logo is limited to the Department of Athletics. Elements may not be used without consultation.

The Titan Athletics logo cannot be modified in any way; this includes the addition of any sub-brands for colleges, schools or departments and clubs within them.

The athletics logo should not replace the University's official identity marks.

DESIGN SPECS

Minimum size: 1.125" wide

ATHLETICS LOGO | ALTERNATIVES

UDM BLUE (PMS 288)



UDM RED (PMS 1945)



GRAYSCALE



BLACK & WHITE





TYPOGRAPHY

Baskerville and Frutiger—Detroit Mercy’s main type families—are used in the majority of communications applications, such as brochures, flyers, publications, newsletters, print and broadcast advertising, promotional videos, stationery and business cards, banners and posters, indoor and outdoor signage, and promotional items.

! INTRODUCING FONT FLEXIBILITY

While Detroit Mercy’s brand is characterized by the use of Baskerville and Frutiger, other serif and sans serif fonts may be explored to enhance design flexibility. Consult with Marketing & Communications to ensure that any new font choices complement the University’s overall visual identity and maintain brand consistency.

Baskerville

University of Detroit Mercy’s official serif typeface.

Regular
Aa Bb Cc 12345 !@\$&*

Italic
Aa Bb Cc 12345 !@\$&*

SemiBold
Aa Bb Cc 12345 !@\$&*

SemiBold Italic
Aa Bb Cc 12345 !@\$&*

Bold
Aa Bb Cc 12345 !@\$&*

Bold Italic
Aa Bb Cc 12345 !@\$&*

USES

Headlines | Subheads | Body Copy

WEB ALTERNATIVE

Times New Roman

Frutiger

University of Detroit Mercy’s official sans serif typeface.

47 Light Condensed
Aa Bb Cc 12345 !@\$&*

48 Light Condensed Italic
Aa Bb Cc 12345 !@\$&*

57 Condensed
Aa Bb Cc 12345 !@\$&*

58 Condensed Italic
Aa Bb Cc 12345 !@\$&*

67 Bold Condensed
Aa Bb Cc 12345 !@\$&*

68 Bold Condensed Italic
Aa Bb Cc 12345 !@\$&*

87 Extra Black Condensed
Aa Bb Cc 12345 !@\$&*

88 Extra Black Condensed Italic
Aa Bb Cc 12345 !@\$&*

55 Roman
Aa Bb Cc 12345 !@\$&*

56 Italic
Aa Bb Cc 12345 !@\$&*

65 Bold
Aa Bb Cc 12345 !@\$&*

66 Bold Italic
Aa Bb Cc 12345 !@\$&*

45 Light
Aa Bb Cc 12345 !@\$&*

46 Light Italic
Aa Bb Cc 12345 !@\$&*

75 Black
Aa Bb Cc 12345 !@\$&*

76 Black Italic
Aa Bb Cc 12345 !@\$&*

95 Ultra Black
Aa Bb Cc 12345 !@\$&*

USES

Headlines | Subheads | Body Copy

WEB ALTERNATIVE

Arial



COLOR PALETTE

Using an identifiable set of University colors speaks to our commitment to maintaining a powerful and consistent visual identity. By following our color guidelines, you can help maintain a strong, professional and consistent visual identity for our brand. Detroit Mercy has a comprehensive color palette featuring our primary colors of UDM Red and UDM Blue as well as a set of appropriate accent colors for use in communication and marketing materials.

The secondary color palette along with our primary color will greatly aid as a notable identifier to our brand in terms of color usage. Secondary colors should never be used in place of the primary color.

To diversify the color palette, tints of colors may be used to complement primary and secondary colors.

Background colors should never be used in place of the primary colors.

For accessibility, the primary colors work with white text only.

! COLOR CODES UPDATED

As of 2024, all color codes have been redefined. Shades are now richer and deeper.

Previous color mixes must be updated.

PRIMARY COLORS



PANTONE
1945

CMYK
0 100 48 26

RGB
167 10 67

HEX
#A70A43



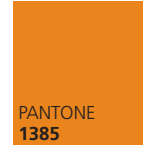
PANTONE
288

CMYK
100 79 0 37

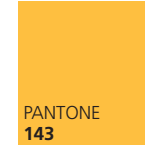
RGB
0 44 119

HEX
#002C77

SECONDARY COLORS



CMYK
0 54 100 5
RGB
213 121 3
HEX
#D57903 *



CMYK
0 27 85 0
RGB
241 181 61
HEX
#F1B53D **



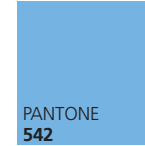
CMYK
75 18 0 0
RGB
0 157 234
HEX
#009DEA **



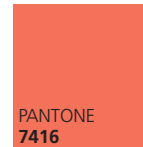
CMYK
13 31 63 12
RGB
186 152 99
HEX
#BA9863 **



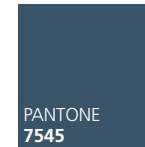
CMYK
50 73 26 35
RGB
102 67 96
HEX
#664360 †



CMYK
51 16 0 0
RGB
123 176 226
HEX
#7BB0E2 **



CMYK
0 69 65 0
RGB
229 107 89
HEX
#E56B59 *



CMYK
74 50 31 36
RGB
65 85 105
HEX
#415569 †



CMYK
51 34 36 11
RGB
151 141 139
HEX
#978D8B *

To meet current accessibility standards, use the approved color combinations when using the secondary color palette as a background color.

* Black text and large white text ** Black text only † White text only

BACKGROUND COLORS

For accessibility, background colors work with black text only.



CMYK
8 14 33 0
RGB
221 205 174
HEX
#DDCDAE



CMYK
11 9 0 0
RGB
216 215 238
HEX
#D8D7EE



CMYK
20 3 0 0
RGB
197 219 247
HEX
#C5DBF7



CMYK
10 3 0 0
RGB
217 225 242
HEX
#D9E1F2



CMYK
10 10 11 0
RGB
216 212 215
HEX
#D8D4D7



WRITING STYLE

DETROIT MERCY

Upon first reference in copy, use "University of Detroit Mercy." On second reference, use "Detroit Mercy," "UDM" or "the University."

When using "the University," always capitalize "U" if referring directly to Detroit Mercy. "The," however, is never used as part of the formal name of the University.

CAMPUS

Capitalize "campus" when it is used as a formal name, e.g., "McNichols Campus." Capitalize campus also on second reference when it is referring directly to a specific campus. Do not capitalize campus when it is being used generically, e.g., "Detroit Mercy's campuses retain much of their historic charm," or in reference to more than one campus, e.g., "The McNichols and Riverfront campuses will soon undergo significant changes."

Detroit Mercy does not have a main campus.

The University's four campuses are:

- Corktown Campus (School of Dentistry)
- McNichols Campus
- Novi Campus
- Riverfront Campus (School of Law)

SCHOOLS/COLLEGES

Capitalize when referring directly to a specific school or college (with or without the college or school name). Don't capitalize when using generically, e.g., "Enrollment in the schools and colleges increased significantly."

The name of the college or school should always be capitalized even if it is not preceded by "school" or "college." For example, Engineering & Science celebrated its centennial in 2011.

For all public-facing content, Marketing & Communications Department follows The Associated Press Stylebook for general style and grammar. The following guidelines relate specifically to Detroit Mercy references or other common style uses. For more style guidance, call the Marketing & Communications Department at 313-993-1254 or marcom@udmercy.edu.

College names that have the word "and" in them should use the "&," e.g., College of Engineering & Science.

Professional Schools

Capitalize the names of the professional schools when using the formal name, e.g., "School of Law" or "School of Dentistry." On second reference, or when referencing less formally, use the lowercase law school or dental school. Other second reference options for the professional schools include: "Detroit Mercy Law" and "Detroit Mercy Dental," and "the School," with school capitalized.

PROGRAM/DEPARTMENT NAMES

Capitalize the name of a program or department, e.g., "Marketing & Communications Department." Marketing & Communications would also be correct, as would Nurse Anesthesia Program. If using "department" or "program" on second reference, do not capitalize.

SUBJECTS

Except for "English," subjects should not be capitalized. For example, "The student excelled in mathematics and the sciences, but he proved less successful in English literature."

COURSE NAMES

Capitalize the full name of a course, but if a course is referenced generically, it should not be capitalized. For example, "Freshman John Jones will take Accounting 101 in the fall semester and another accounting course in the winter."

BUILDING NAMES

Capitalize the names of buildings, e.g., "Warren Loranger Architecture Building." Do not capitalize "building" when it is used alone, even in direct reference to a Detroit Mercy building. Below are the formal names of Detroit Mercy buildings:

Corktown Campus:

- Corktown Dental Clinic
- Corktown Classroom Building
- dental clinic building (informal reference)
- classroom building (informal reference)

McNichols Campus:

- Calihan Hall (Athletics)
- Buysse Ballpark
- Chemistry Building
- Commerce & Finance Building (Business Administration)
- Padilla Family Student Lounge
- St. Ignatius Chapel
- Engineering Building
- Ford Life Sciences Building
- Gardella Honors House
- Health Professions Facility
- Holden Hall
- Jane & Walter O. Briggs Building (CHASS)

For more information, visit the [Writing and Style Guide](#) online or scan the QR code.





WRITING STYLE

- Lansing-Reilly Hall
- Lillie B. Kassab Mall
- McNichols Campus Library
- Quad Commons— "The Quads," South Quad, North Quad, East Quad, West Quad.
- Reno Hall
- Sacred Heart Square
- Shiple Hall
- Student Union
- Ballroom
- Fountain Lounge
- Presidents Dining Room
- Michael & Gail Whitty Student Fitness Center
- Titan Athletics Field & Track
- Warren Loranger Architecture Building
- Genevieve Fisk Loranger Architecture Center
- The Amp
- Fountain Terrace
- The Overhang

Riverfont Campus:

- Dowling Hall (law school building)
- George J. Asher Law Clinic Center
- Walter B. Buhl Ford Hall (in the law clinic)

DEGREES

Only capitalize when using the name formally, e.g., "Bachelor of Science in Business Administration." Avoid using Bachelor of Science degree in Business Administration. Other examples of proper degree designation are B.S. in Business Administration or bachelor's degree in Business Administration.

DEGREE ABBREVIATIONS

Always put periods between the letters, e.g., B.A., M.A., Ph.D., D.D.S., J.D., R.N., with the exception of MBA.

RELIGIOUS REFERENCES

Put periods between S.J., but not RSM. Sister or Father can be abbreviated to Sr. and Fr. on first reference, unless they are being used in a salutation on a letter or other formal purposes like certificates or awards. When using an individual's name on first reference, use Timothy Hipskind S.J. On second reference, use Fr. Staudenmaier. It is unnecessary to duplicate the religious reference by using Fr. Timothy Hipskind, S.J. or the Rev. Timothy Hipskind, S.J., except in a letter salutation or other formal document.

A comma should follow the religious reference in a sentence. For example, "Timothy Hipskind, S.J., leads the University's Mission Retreats." Identification (on second reference)

Use a person's full name on first reference. On second reference, use the person's last name, except in the case of religious designations. Always use "Fr." or "Sr." before these names on second reference.

INDIVIDUAL TITLES

Capitalize a person's title if it precedes his/her name. If it follows, do not capitalize. For example, "President Donald B. Taylor delivered the convocation speech" or "Donald B. Taylor, president of the University, delivered the convocation speech." In the second example, though the individual's title is not capitalized, his or her department name should be capitalized, e.g., "John Doe, vice president for Business and Finance." However, if the person's title contains a description of his/her role rather than a department name, do not capitalize, e.g., "Jane Doe, administrative assistant."

PROFESSIONAL CREDENTIALS

For external-facing University publications, do not use

professional or academic credentials, e.g., "John Doe, Ph.D." Also, do not use "Dr." before a name for those with Ph.D.s.

Instead, use

"John Doe, professor of Chemistry, earned his Ph.D. from Detroit Mercy." Academic credentials, however, may be used for formal/special purposes such as the Commencement program and for press releases. Or in internal-only uses such as on-campus flyers or posters or slides on the University digital monitors.

Religious designations should also follow those individuals' names; see Religious References.

ALUMNI

"Alumni" should be used for a plural reference; "alumnus" should be used for an individual male or "alumna" for a female. Never use the slang, "alum." "Alumnus" is also an acceptable generic reference for any individual. Do not use "alumni and alumnae."

Alumni can be from University of Detroit, Mercy College of Detroit or University of Detroit Mercy. There are no UDM graduates prior to 1990. Use the correct school name.

ALUMNI CLASS YEAR

In all alumni publications, an alumnus' class year should be included with his/her name with the following style: "Jane Doe '89 was active as a student." Please note the punctuation is an apostrophe, not a single open quote. Class year information is available in Raiser's Edge or from the Alumni Relations Office.

For more information, visit the [Writing and Style Guide](#) online or scan the QR code.





WRITING STYLE

ATTRIBUTION (QUOTING A SOURCE)

When attributing the source of a quote in Detroit Mercy publications, use the past tense "said." For example, "Enrollment forecasts look positive," said Deborah Stiefel, vice president for Enrollment Management and Student Affairs.

PUBLICATION/ARTICLE TITLES

Italicize the names of books, magazines, journals and other publications. Use quote marks around the titles of articles, chapter names, etc.

HEADLINE STYLE

Headlines should always contain an active verb and be a complete thought. Except for the first word, headlines, as a rule, should be lowercase.

TITAN ATHLETICS

The single form "Titan" should be used when describing the sport, e.g., "Titan basketball," "Titan golf." When describing the team or players, use Titans, e.g., "The Titans won the conference title." "Detroit Mercy Titans" is also an acceptable reference for the Titans.

TIME

When providing a specific time, the proper style is 6 p.m. or 6:30 p.m. Instead of 12 a.m. or 12 p.m., use "noon" or "midnight."

First-year, Second-year, etc.

When using first-year, second-year, third-year or fourth-year as a modifier, always hyphenate. For example, "Jones is a first-year Architecture student." or "First-year Architecture student John Jones spent hours in the studio perfecting his project." However, it is not correct to hyphenate when saying, "Jones is in his first year of the Architecture program."

GENERAL TERMS

cooperative education—When abbreviated, use the hyphenated "co-op."

fundraising—One word, both as a noun and as an adjective.

healthcare—One word in all instances.

master's/bachelor's—Always use the apostrophe.

student-athlete—Always hyphenate.

GENERAL WEB CONTENT GUIDELINES

Keep websites updated regularly. Visitors will lose interest in a website that remains stagnant.

Keep all website pages as consistent in style and navigation as possible, so visitors always know they are still on the Detroit Mercy website and can find their way around.

TECHNOLOGY AND SOCIAL MEDIA TERMS

Bluetooth—Uppercase, one word

download/upload—One word

cellphone—Lowercase, one word

click-throughs—Lowercase, hyphenated

cyberspace—Lowercase, one word

domain name—Lowercase, two words

email—Lowercase, one word

e-book—Lowercase, hyphenated

e-reader—Lowercase, hyphenated

end user/end-user—Two words as noun, hyphenate as adjective

fan/follow/friend—Acceptable as both nouns and verbs

handheld/hand-held—One word if used as noun, hyphenate as adjective

home page—Lowercase, two words

hyperlink/hypertext—Lowercase, one word

internet—Lowercase, one word

intranet—Lowercase, one word

iPad—One word, begins with lowercase "i"

iPhone—One word, begins with lowercase "i"

IP address—(Internet protocol address) Uppercase acronym

JPEG/JPG—Uppercase acronym

login, logon, logoff (when used as a noun)—Lowercase, no hyphen

liveblog—Lowercase, one word

microsite—Lowercase, one word

online—No hyphen

password—Lowercase, one word

PDF—Uppercase acronym

plug-in—Hyphenate

search engine—Lowercase, two words

sign in/sign on/sign off—Lowercase, two words

smartphone—Lowercase, one word

unfriend—Lowercase, one word

URL—Uppercase acronym, capitalize when spelling out or use "web address"

username—Lowercase, one word

World Wide Web or Web—Always capitalize

website—Lowercase, one word

For more information, visit the [Writing and Style Guide](#) online or scan the QR code.

