

GRAPHIC STANDARDS & STYLE GUIDE

SOUTH DAKOTA



SCHOOL OF MINES
& TECHNOLOGY

GRAPHIC STANDARDS

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GRAPHIC STANDARDS

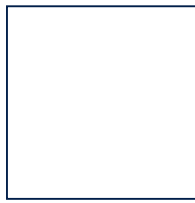
The purpose of these graphic standards is to maximize your communications and marketing efforts by taking full advantage of the brand equity the South Dakota School of Mines & Technology has established. Adhering to these standards ensures the audience is receiving messaging that is consistent, valuable, and readily identifiable.

UNIVERSITY COLORS

The official colors of SD Mines are navy, white, and old gold. In order to maintain brand consistency and maximize the effectiveness of communications and marketing efforts, it is recommended that the official university colors be used whenever possible.



PMS 2768 C
CMYK:
100/90/13/71
RGB: 7/29/73
#071D49



White



PMS 4515 C
PMS 617 U
CMYK 13/19/62/28
RGB 179/163/ 105
#B3A369

UNIVERSITY LOGOS

The official logo of SD Mines is the block M adorned with the university's name on the top and bottom. The university's logo may only be used in the following colors:

- Mines Blue
- White (on dark backgrounds)
- Mines Gold
- Black (in instances when color use is not possible – do not use gray)



Web and print versions of these logos can be downloaded from <http://www.sdsmt.edu/Campus-Services/University-Relations/>

TIPS

DO:

- Treat the logo as a piece of artwork
- Use on ALL external communications

DO NOT:

- Treat the logo as typography
- Alter the logo in any way
- Add patterns or otherwise adorn the logo
- Stretch, squish, or otherwise change the proportions of the logo
- Use colors other than Mines Blue, Mines Gold, White, or Black
- Add additional copy or other elements to the logo
- Use outlines or outline the logo in any way
- Rotate or render the logo with a bevel (3D)
- Break apart and/or use elements of the logo

MERCHANDISE AND T-SHIRTS

All t-shirts or other materials should include the Mines or Grubby logo. For specific merchandising and licensing issues please contact Marlin Kinzer, bookstore manager, at 605-394-2375 or Marlin.Kinzer@sdsmt.edu.

DEPARTMENTAL IDENTIFICATION

It is strongly recommended that academic and administrative departments (and their divisions) only use wordmarks to maintain brand perception and stream communications for the external audience (the customer). For example, Human Resources does not need its own brand, nor does it need a unique logo. The mission of that department, as with all departments, is to advance the School of Mines brand through the excellent service and experience it provides. When a department or division differentiates itself from the university's brand, it dilutes the effectiveness of the established brand equity and creates confusion. From an external perspective all departments and divisions are perceived as being the South Dakota School of Mines & Technology.

Examples of approved departmental and division wordmarks

INTERNAL USE

Full Name Font: Univers 67 Bold Condensed, all capitals

PHYSICS

**CHEMISTRY &
APPLIED BIOLOGICAL
SCIENCES**

Abbreviated Font: Rockwell, all capitals

PHYS

CBE

EXTERNAL USE

Full Name Only

Department Font: Univers 67 Bold Condensed, uppercase

University Font: Utopia Regular, lower case "at," uppercase "SD Mines"

PHYSICS

at SD Mines

CHEMISTRY & APPLIED BIOLOGICAL SCIENCES

at SD Mines

ADMINISTRATIVE IDENTIFICATION

INTERNAL USE

Full Name Font: Univers 67 Bold Condensed, all capitals

PROFESSIONAL DEVELOPMENT INSTITUTE FOR STUDENT LEADERS

EXTERNAL USE

Full Name Only

Department Font: Univers 67 Bold Condensed, uppercase

University Font: Utopia Regular, lower case "at," uppercase "SD Mines"

Professional Development Institute for Student Leaders

at SD Mines

OFFICIAL UNIVERSITY FONTS

The use of fonts in communications is a vital component in effectively connecting with an audience. Ideally, fonts should work in harmony with layout, design and photography and serve as a visceral layer to the university's identity. With countless thousands of fonts available, it is recommended that communications efforts utilize the approved fonts (no more than three different fonts per layout). The approved fonts offer great readability and are considered timeless when compared to more stylized font choices.

These fonts are to be used for materials going to an external audience (prospective students, marketing materials, official university documents such as letterhead, business cards, etc.) These pieces should be designed by University Relations or a professional third-party graphic designer if UR cannot meet your deadline. Job requests should be submitted electronically utilizing the UR Job Request System found at: <http://www.sdsmt.edu/Campus-Services/University-Relations/>

External audience (prospective students, marketing materials, official university documents such as letterhead, business cards, etc.)

Headline: Rockwell Bold

Sub-header: Rockwell Regular

Text Header: Univers57Condensed Bold

Text: Univers55Roman

These pieces should be designed by University Relations. Job requests should be submitted electronically utilizing the UR Job Request System found at:

<http://www.sdsmt.edu/Campus-Services/University-Relations/>

STATIONERY ITEMS

All of these items should be [requested through University Relations](#) for design.



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PHOTOGRAPHY

The use of photography in communications is integral. The saying “a picture is worth a thousand words” is true, particularly when a photograph is interesting. As with art, photography is largely objective—but there are rules that help create more impactful and meaningful photographs. Remember, photographs tell stories. Action photos are more meaningful than staged photographs because they tell a better story. Strong, authentic photographs are more indicative of the university’s brand and convey the experience to audiences in a much more effective manner than uninteresting “grip-and-grin,” or posed group photographs. So much of what happens in the learning environment at the School of Mines is visual.

TIPS

DO:

- Capture authentic moments
- Use good lighting (or a flash when adequate light is not available)
- Take photos from unique vantage points

DO NOT:

- Staged photographs that have little value to external audiences
- Group photos
- Photos of people eating food
- Photos of people nodding and talking
- Photos that aren’t compelling or interesting

You can also download photos from the university’s Flickr site:

<https://www.flickr.com/photos/sdsmt>



This photo is not compelling.



This photo tells a story.

UNIVERSITY SEAL

The university seal is to be used for **Regental and Office of the President purposes only**. The university seal is not an appropriate substitute for the official university logo.



GRUBBY (MASCOT)

“Grubby” made his first appearance as “Shiftless Sam” in the 1953 ENGINEER yearbook. He was the creation of Jack Ihli (GEOL 55). Many variations of Grubby exist, however, the official, trademarked version is depicted below. **The use of Grubby should be limited to Athletics, Student Affairs, and student organizations.** This logo can be downloaded from <http://www.sdsmt.edu/Campus-Services/UniversityRelations/>. Add “SD Mines” in Rockwell Bold font if the university is not clearly identified elsewhere in your piece.



STYLE GUIDE

The South Dakota School of Mines & Technology community is known for its initiative and innovation, the entrepreneurial drive that propels us to the leading edge of discovery. We're proud that faculty, students, and staff tell their story—our story—to each other, to the community, to the world. And though our story is told a thousand different ways, when we speak in one voice, our message rings clear.

That's why we strive for consistency—for authenticity. Our brand is more than a logo. It's more than a name. It's our identity, our purpose, and our future. And every word spoken, every gesture made, not only reflects us; it shapes us.

This guide is not a call to conformity, but to collaboration and transformation, to mold the chorus into a choir. And this guide, like the living institution it represents, will evolve with us as our narrative unfolds.

AP VERSUS CHICAGO STYLE

AP Style is used with all media-related pieces. Chicago Style is used for all other communication. Below is a compilation of common style questions, some of which are particular to the South Dakota School of Mines & Technology. For style questions, contact the media relations experts in UR at mediarelations@sdsmt.edu.

The Chicago Manual of Style, sixteenth edition

- The Associated Press Stylebook and Briefing on Media Law, forty-seventh edition
- Merriam-Webster Dictionary, eleventh edition; may be referenced online at <http://www.merriam-webster.com/>

TITLES AND NAMES

Without a name: In general reference, titles remain lowercase when a name is not used, such as university president or Surbeck Center director.

Before a name: Titles are uppercased when they precede a name, e.g. Athletic Director Joel Lueken.

After a name: Titles are lowercased when following a name, e.g. Joel Lueken, athletic director of the South Dakota School of Mines & Technology.

Note: Titles must be official titles in order to be capitalized, even if preceding the name. Lowercase descriptors of the type of job performed, e.g. secretary Jane Doe.

Upon first reference to a person with a doctorate, use their full name and PhD (or Ph.D.), offset by commas, after the name (e.g. John Smith, PhD, professor of . . .). Upon subsequent references, where AP is used, e.g. Hardrock, the person is referenced by their last name. Where Chicago style is used, e.g. commencement programs, use courtesy titles.

ACADEMIC DEGREES

For bachelor of science, master of science, and doctor of philosophy, periods are used in AP style and are omitted in Chicago style.

Example:

AP: B.S., M.S., and Ph.D.

Chicago: BS, MS, and PhD

Don't capitalize general references to degrees. When using as a possessive, an apostrophe is necessary, e.g. master's degree or bachelor's degree: The School of Mines offers bachelor's, master's, and doctoral degrees. The School of Mines offers bachelor of science degrees.

Do not use periods in degree abbreviations, with the exception of news releases and media advisories, which follow AP Style.

GENERAL COMPOSITION TITLES

AP: Put quotation marks around the names of all compositions except the Bible and books that are primarily catalogs of reference material, which are italicized. Do not use quotation marks around such software titles as Windows. However, when referencing a TV station and a show, the former is italicized and the latter put in quotation marks, e.g. the *Discovery Channel's* "Storm Chasers."

Italicize titles of books, films, plays, periodicals, and works of art.

Use quotation marks for TV shows, songs, photos, and essays.

Chicago: Titles of books and periodicals are italicized; titles of articles, chapters, and other shorter works are enclosed in quotation marks.

NEWSPAPERS AND MAGAZINES

AP: Do not place in quotation marks. Capitalize “the” in the name if that is the way the publication prefers to be known. Lowercase “the” before names if listing several publications, some of which use “the” as part of the name and some of which do not: Time, Newsweek, the Washington Post, and the New York Times.

Where location is needed but not part of the official name, use parentheses: The Huntsville (Ala.) Times, The Toledo (Ohio) Blade.

Chicago: Periodicals are italicized and capitalized headline-style. Articles are placed in quotation marks.

NAMES OF THE UNIVERSITY, ITS BUILDINGS, CENTERS, AND PROGRAMS

Note: Abbreviations and acronyms of the following should be used only beginning on second reference and even then sparingly.

South Dakota School of Mines & Technology Name

Upon first reference, use the full name South Dakota School of Mines & Technology.

Upon subsequent reference, the following names may be used: the School of Mines, Mines, and SD Mines. Do not use Tech or SDSM&T or SDSMT. Limit use of long acronym if possible.

Capitalize only the formal names of departments, institutes, schools, centers, and government agencies, e.g. the School of Mines, but the university; the Department of Civil & Environmental Engineering, but the civil and environmental engineering department.

Laboratories and Centers:

Advanced Manufacturing Process Technology Transition & Training (AMPTEC)
Arbegas Materials Processing and Joining Laboratory (AMP)
Center for Friction Stir Processing (CFSP) – NSF I/UCRC
Composite and Nanocomposite Advanced Manufacturing (CNAM)
Composites and Polymer Engineering Laboratory (CAPE)
Dakota Bioprocessing Consortium (DakotaBioCom)
Direct Write Laboratory (DWL)
Engineering and Mining Experiment Station (EMES)
Experimental and Computational Mechanics Laboratory (ECML)
Martin Paleontology Research Laboratory (MPRL)
Repair, Refurbish, and Return to Service Center (R3S)
Security Printing and Anti-Counterfeiting Technology (SPACT)
Shimadzu Environmental Research Laboratory

Campus Buildings

AMP Joining Laboratory/MET Foundry
Black Hills Business Development Center
Chemical and Biological Engineering/Chemistry Building (CBEC)
Civil/Mechanical Building
Classroom Building
Connolly and Palmerton Halls
Devereaux Library
Electrical Engineering/Physics Building (EEP or EP)
King Center
James E. Martin Paleontology Research Laboratory or Paleontology Research Laboratory (PRL)
Office of Technology Transfer
March/Dayke Plaza
McLaury Building
Memorial Arch & Plaza
Mineral Industries Building (MI)
Museum of Geology
Music Center
O’Harra Building
O’Harra Stadium/Dunham Field
Peterson Hall

Placer Hall
Rocker Square I & II
SD Tech Development Laboratory (off main campus)
Surbeck Center
University Relation

Departments and Offices

Capitalize only when using the full, proper name: e.g. Department of Mechanical Engineering but the mechanical engineering department; the Office of the President versus the president's office. Use an ampersand with compound names: the Department of Civil & Environmental Engineering. The word department should never be abbreviated.

Affiliated Organizational Names

Use South Dakota School of Mines & Technology Foundation on first reference; Foundation with a capital "F" is acceptable on subsequent references. The formal name of the alumni arm is the South Dakota School of Mines & Technology Alumni Association, with Alumni Association acceptable on subsequent references. Also, the Hardrock Club supports athletics.

Event names

Be mindful of the formal name of an event versus a descriptor. However, if the event recurs annually and has become known as part of the name it is acceptable to capitalize what might otherwise be called a descriptor. Generally speaking, formal names should be capitalized; descriptors should not.

Example:

SPE Alumni and Friends Social
Cocktails & Chemistry

Typically, the word annual, however, is not capitalized as part of the formal name of the event. Annual will be a descriptor, e.g. 33rd annual Hardrocker Alumni Weekend.

Titles of University Publications

Campus Master Plan, the Research Report, and The Hardrock magazine are always capitalized. Note: The Hardrock is a trademarked name owned by the Alumni Association. When referring to the university's athletic teams, use Hardrocker, e.g. The Hardrocker football team has joined a new conference.

On first reference, use Mines 2020: Strategic Plan and Vision; on subsequent references, use Mines 2020.

WORD CHOICE IN HIGHER EDUCATION

Faculty and staff are singular; the plural construction is faculty/staff members.

Alumni

Gender and plural forms:

Alumni include both men and women.

The singular male is an alumnus; singular female is alumna. The plural of a group composed solely of women is alumnae.

School and year of degree: In text, graduates' names may be followed with a parenthetical note of their department and last two digits of their graduation year; note no use of apostrophe, e.g. John Smith (EE 92).

GPA: No periods and all capitals. It is acceptable on first reference to either use GPA or to spell out grade point average (lowercase).

SD MINES DESCRIPTION

Through challenging academics, personal attention, and internships, the South Dakota School of Mines & Technology offers an exceptional science and engineering education at a price families can afford. Located in the Rushmore Region, SD Mines' placement rate for graduates is 98 percent, with an average starting salary of \$63,500.

SD MINES MAJORS

Abbreviations of majors on campus: Following is a comprehensive list of abbreviations for majors offered by the School of Mines. In many cases, these abbreviations will be used only in tabular materials.

AA.GENST	AA in General Studies
BS.ABS	BS in Applied Biological Sciences
BS.APCMATH	BS in Applied & Computational Mathematics
BS.CEE	BS in Civil and Environmental Engineering
BS.CENG	BS in Computer Engineering
BS.CHE	BS in Chemical Engineering
BS.CHEM	BS in Chemistry
BS.CSC	BS in Computer Science
BS.EE	BS in Electrical Engineering
BS.GEOE	BS in Geological Engineering
BS.GEOL	BS in Geology
BS.IEEM	BS in Industrial Engineering & Engineering Mgmt
BS.IS-ATM	BS in Interdisciplinary Sciences - Atmospheric Sci
BS.IS-HLTH	BS in Interdisciplinary Sci - Preprof Health Sci
BS.IS-STS	BS in Interdisciplinary Sciences-Science, Tech & Society
BS.ME	BS in Mechanical Engineering
BS.MET	BS in Metallurgical Engineering
BS.MINE	BS in Mining Engineering and Management
BS.PHYS	BS in Physics
CERTG.CM	CERTG in Construction Management
CERTG.MTI	CERTG in Technology Innovation
CERTG.SIGMA	CERTG in Six Sigma Greenbelt
CERTU.ENML	CERTU in Engr Mgmt & Leadership
CERTU.GENG	CERTU in Global Engineering
CERTU.MTI	CERTU in Technology Innovation
CERTU.OCCS	CERTU in Occupational Safety
CERTU.SIGMA	CERTU in Six Sigma Greenbelt
MS.AES	MS in Atmospheric & Environmental Sciences
MS.BMDE	MS in Biomedical Engineering
MS.CEE	MS in Civil Engineering
MS.CHE	MS in Chemical and Environmental Engineering
MS.CM	MS in Construction Management
MS.CSR	MS in Computational Sciences and Robotics
MS.EE	MS in Electrical Engineering
MS.ENMG	MS in Engineering Management
MS.GEO	MS in Geology & Geological Engineering
MS.ME	MS in Mechanical Engineering
MS.MES	MS in Materials Engineering and Science
MS.MINE	MS in Mining Engineering and Management
MS.PALE	MS in Paleontology
MS.PHYS	MS in Physics
PHD.AES	PhD in Atmospheric & Environmental Sciences
PHD.BMDE	PhD in Biomedical Engineering
PHD.CBE	PhD in Chemical and Biological Engr
PHD.GEO	PhD in Geology & Geological Engineering
PHD.ME	PhD in Mechanical Engineering
PHD.MES	PhD in Materials Engineering and Science
PHD.NANO	PhD in Nanoscience & Nanoengineering
PHD.PHYSICS	PhD in Physics

OTHER

Abbreviations and Acronyms

Avoid using abbreviations and acronyms unless they are universally recognized, such as FBI, GPA, NASA, and ROTC.

When using an acronym that may be unfamiliar, spell it out in full the first time it is mentioned, with the acronym following in parentheses; thereafter, use the acronym alone. Be mindful of your audience; try to avoid using too many acronyms in any one piece.

Examples:

Department of Energy (DoE), Department of Defense (DOD), National Science Foundation (NSF)

Note: In Chicago style, do not use periods in abbreviations that appear in full capitals: VP, CEO, MD, US, NY, IL.

NUMBERS, DATES, AND TIMES

Consistency and Flexibility

Where many numbers occur within a paragraph or a series of paragraphs, maintain consistency in the immediate context. If according to rule you must use numerals for one of the numbers in a given category, use them for all in that category.

Dates

When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. The month is never abbreviated when standing alone in running text. When a phrase refers to a month, day and year, set off the year with commas, e.g. Aug. 20, 1964, was the day they had all been waiting for.

When referencing a span of years, use a hyphen and drop the first two numbers of the second year, e.g. 2008-13.

Fiscal Year

The fiscal year is July 1-June 30. When referring to a specific fiscal year, an abbreviation with the year immediately following should be used with no space in between, e.g. FY13.

MONEY

Use the dollar sign and numbers. Do not use a decimal and two zeros. Ex: \$50 Use the comma in dollar amounts in the thousands. Ex: \$5,000

For dollar amounts beyond thousands, use the dollar sign, number and appropriate word. Ex: \$23 billion

NUMBERS

AP: Spell out one through nine. Starting with 10, use figures.

Chicago: Spell out numbers through one hundred; twenty-one through ninety-nine are hyphenated; others open.

Number plus noun: a hundred-meter race; a 250-page book; a five-foot-ten quarterback

Exception: number plus abbreviation: 33 m distance; 3 ft. high wall, etc.

PERCENTAGES

AP and Chicago: 50 percent, a 10 percent raise

TELEPHONE NUMBERS

In graphical material, such as marketing brochures, it is acceptable to use periods to separate elements of a telephone number. In running text dashes should be used to separate parts of the number.

Example:

Graphical materials: 605.394.2414

Running text: 605-394-2414

TIMES

AP and Chicago: Use figures, except for noon (12 p.m.) and midnight (12 a.m.). Use a colon to separate hours from minutes. Do not use: 00. Use periods with a.m. and p.m. and a space after the numeral.

Examples:

11 a.m. or 4:15 p.m.

From noon to 1 p.m. (use “to” when the phrase includes “from”) 1-3 p.m. or 11 a.m.-2 p.m.

Note: With AP, use hyphen; with Chicago, use en dash in between times

Example: 1-2 p.m. versus 1–2 p.m.

PHYSICAL AND CHEMICAL TERMS

Chemical names and symbols: water, H₂O; ozone, O₃

PHYSICAL QUANTITIES

General Contexts: In nontechnical material, physical quantities such as distance, lengths, areas, etc., are treated according to the general rule: Within fifteen minutes the temperature dropped twenty degrees. It is acceptable to depart from the general rule for quantities commonly expressed as numerals: a 40-watt bulb; a 32-inch inseam.

Whole Numbers Plus Fractions: May be spelled out if short, but are often better expressed in numerals: We walked for three and one-quarter miles or Jane is 5 feet 6¼ tall.

PUNCTUATION

Em dash vs. En dash, Hyphen

AP: The en dash (–) is used to set off an amplifying or explanatory element and can function as an alternative to parentheses, commas, or a colon. Hyphens (-) are used to denote time ranges, e.g. 7-9 a.m.

Chicago: The en dash (–) is used in number ranges, i.e. dates, times, and page numbers, etc. (e.g. 1975–1982); and with campus locations (e.g. the University of Wisconsin–Madison). The em dash (—) is used to set off an amplifying or explanatory element and can function as an alternative to parentheses, commas, or a colon

Plurals: Form plurals of the following by adding “s” alone: MAs, CDs, etc.

TECHNICAL TERMS AND JARGON

Avoid the use of technical terms and jargon whenever possible. If technical terms cannot be avoided, explain them briefly. Examples: friction stir processing; laser powder deposition

GOVERNMENT ENTITIES AND POLITICAL DIVISIONS

Words denoting political divisions—empire, republic, state, ward—are capitalized when they follow a name and are used as an accepted part of the name. When preceding the name, such terms are usually capitalized in names of countries but lowercased in entities below the national level. Used alone, they are usually lowercased.

Examples:

New York City versus the city of New York; The Ottoman Empire versus the empire

but

the State of South Dakota

STATE NAMES

AP: Spell out the names when they stand alone in textual material. Otherwise, use the following abbreviations in the date line:

Ala.	Ill.	Miss.	N.C.	Vt.
Ariz.	Ind.	Mo.	N.D.	Wash.
Ark.	Kan.	Mont.	Okla.	W.Va.
Calif.	Ky.	Neb.	Ore.	Wis.
Colo.	La.	Nev.	Pa.	Wyo.
Conn.	Md.	N.H.	R.I.	
Del.	Mass.	N.J.	S.C.	
Fla.	Mich.	N.M.	S.D.	
Ga.	Minn.	N.Y.	Tenn.	

These eight states are not abbreviated in datelines or text: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas, and Utah.

Use the two-letter Postal Service abbreviations (with periods) only with full addresses, including ZIP code.

Chicago: In running text, the names of states, territories, and possessions of the United States should always be spelled out when standing alone and preferable (except for DC) when following the name of a city.

Omit periods when using two-letter Postal Service abbreviations in bibliographies, tabular matter, lists, and mailing addresses.

COMPOUND WORDS AND HYPHENATED WORDS

Adverbs ending in *ly* plus a participle or adjective are not hyphenated: federally funded programs

Adverbs not ending in *ly* are hyphenated: a well-known author. Exceptions include compounds with *more*, *most*, *less*, *least* and *very*, unless ambiguity threatens: a more thorough exam

Note: the most skilled workers (most in number) vs. the most-skilled workers (most in ability)

COMPUTER AND TECHNOLOGY TERMS

Italicize all web addresses. If the website will work without “*www*” leave it out: *e.g. sdsmt.edu*

GENDER-NEUTRAL LANGUAGE

Be sensitive to the implications of language. When possible, replace masculine pronouns with plural nouns, e.g. “Each student should hand in his paper on time,” may be written as “Students should hand in their papers on time.” Instead of “chairman,” consider using “chair.”

WORD CHOICE

“More than” or “over” can be used with numerals. More than 200 students graduated during the December commencement. Over 500 people attended the Hardrocker football game.

Use *fewer* to describe number of items, *less* to describe quantity.