

# UW Website Style Guide

## Common questions & other help:

- Colors: <https://brand.wisc.edu/web/colors/>
- Font: <https://brand.wisc.edu/web/typography/>
- See also: [Theme Key \(https://uwtheme.wordpress.wisc.edu/kitchen-sink/\)](https://uwtheme.wordpress.wisc.edu/kitchen-sink/)
- University of Wisconsin Editorial Style Guide: [https://uc.wisc.edu/styleguide/search.php?searchcode\\_id=1](https://uc.wisc.edu/styleguide/search.php?searchcode_id=1)
- Logos: <https://uwmadison.app.box.com/s/uh0c12w6c4gic92d09qjs2e0fjvy15qk/1/14216558079>

## Our names:

- the University of Wisconsin–Madison
  - “Capitalize *The* only as a formal title in a formal reference or when the phrase stands alone, such as in the headline of a program. Generally, however, lowercase *the*, especially when it appears within a sentence. (E.g., “Some 40,000 students attend the University of Wisconsin–Madison each year.”)”
  - Acceptable second references:
    - UW–Madison (no *the*)
      - Use the em dash (&mdash; or &#8212;)
    - UW
    - university
- the University of Wisconsin Carbone Cancer Center
  - See comment about *The* above
  - Acceptable second references:
    - UW Carbone Cancer Center
    - UW Carbone
    - UWCCC
    - cancer center

## Names & titles:

- (example) Howard Bailey, MD
  - Second references:
    - Dr. Bailey
    - Bailey (if quoting)
- Degrees are optional and may be added as desired by staff and faculty
- Departments/Programs/Shared Resources
  - Use full name as first reference on all pages
    - If using abbreviation or acronym elsewhere on page, place the abbreviation/acronym immediately after the first reference
      - I.e., Drug Discovery Core (DDC)
    - If using short name, make it clear that the two names reference the same department/program
      - Flow Lab and Flow Cytometry Laboratory
- UWCCC Members

- cancer center members
- UWCCC members (lowercase members)
- Carbone members

### Contact information:

- Email:
  - All contact emails must be service accounts or wisclists, as possible
- Phone:
  - Include the area code when the audience is off campus. Separate the area code from the number with a hyphen in all uses. E.g., 608-262-3778

### Dates & times

- Dates
  - Use a comma after a date that includes the year: *Students must submit an application by March 3, 2017, to be eligible for the program*; do not use a comma with a month and year if there is no date included: *fall 2016, March 2017*
  - January 1, 2017
  - Sunday, January 1
- Months: Spell out in running text when not used with a day of the week: *February 2, 2017*. Abbreviate *January (Jan.)*, *February (Feb.)*, *August (Aug.)*, *September (Sept.)*, *October (Oct.)*, *November (Nov.)*, and *December (Dec.)* when used with a day of the week: *Thursday, Feb. 2, 2017*. Do not abbreviate *March*, *April*, *May*, *June*, or *July*. The following style is also acceptable: *28 March 2017*. When writing for news releases or *Inside UW–Madison*, abbreviate months when used with a **date**, with the exception of *March*, *April*, *May*, *June*, and *July*, which are always spelled out.
- Times
  - use figures (8 p.m., 4 a.m.) except for noon (12 p.m.) and midnight (12 a.m.)
  - use a colon to separate hours from minutes
  - use lowercase, periods, and no space between the letters for a.m. and p.m.
  - do not include a colon or minutes if the time is exactly on the hour (11 a.m., but 3:30 p.m.)
  - avoid redundancies such as 10 a.m. in the morning
  - with time ranges, use the words from and to, not from and an en dash (from 9 a.m. to 2 p.m., not from 9 a.m.–2 p.m.)
    - en dash in WordPress is two hyphens, no space, i.e., 12--3pm
  - with time ranges without the word from, use an en dash with no spaces (Monday–Friday, 2–4 p.m.); if both times are a.m. or p.m., include the a.m. or p.m. with the later time only (8 to 11:30 a.m., 1:30–5 p.m., but 9 a.m.–2 p.m.)
  - when preparing copy for news releases or *Inside UW–Madison*, use a hyphen, not an en dash or the word to (from 9 a.m.-2 p.m.)


### Lists & titles

- Use “&” in titles and headers, and “and” in all other cases
- Use the Oxford Comma in all lists
  - I.e., Drs. Bailey, Traynor, and O’Regan.

## Photos

Published photos must include a credit (“photographer’s name/University of Wisconsin–Madison” or “courtesy of ...”). For more information, see the University Relations [policy on photography](https://universityrelations.wisc.edu/policies-and-guidelines/photo-guidelines/). (<https://universityrelations.wisc.edu/policies-and-guidelines/photo-guidelines/>)

- Properly cite all photos in the Description, Alt Text and Caption fields:



Edit Image

**Caption**

Chairs featuring an iconic sunburst pattern populate the Memorial Union Terrace at the University of Wisconsin-Madison on June 13, 2017. (Photo by Bryce Richter / UW-Madison)

**Alternative Text**

Chairs featuring an iconic sunburst pattern populate the Memorial Union Terrace at the

**Description**

**b** *i* [link](#) b-quote del ins img ul ol li code close tags

Chairs featuring an iconic sunburst pattern populate the Memorial Union Terrace at the University of Wisconsin-Madison.

- Photos from Lightbox: <https://uwmadison-photos.photoshelter.com/index>
  - Log into the UW Photoshelter with your UW NetID to download campus images without watermarks

- Downloading images from the Photoshelter without logging in will yield watermarked images. If you do not have a NetID but would like a photo without a watermark, contact [admin@cancer.wisc.edu](mailto:admin@cancer.wisc.edu) with your request

Med\_Match\_Day10\_7216

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- Email to friend

Soon-to-graduate medical students at the UW School of Medicine and Public Health (SMPH) use a push pin to mark on a United States of America map the destination of their just-announced residency during the school's annual Match Day, held at the Health Sciences Learning Center at the University of Wisconsin-Madison on March 18, 2010. This year, more than 140 medical students will graduate in May and start residencies around the country. (Photo by Jeff Miller/UW-Madison)

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Page Link

<https://uwmadison-photos.photoshelter.com/image>

- Not available for online purchase
- Location: Madison Wisconsin UNITED STATES
- Rights: Image may be used for news, editorial, PR and non-commercial uses related to communication and further promotion of

- Ensure that the caption (in red box, above) is entered in both the Description and Caption field
- Photos from the UW Digital Collections:
  - <https://uwdc.library.wisc.edu/collections/uw/uwmadison/>
  - Most images in the digital collections archive provide a preferred citation. Typically, this is "Courtesy of "department" (ID "ID number")"
- Photos from external sources
  - Upload the highest quality version of the photo, and provide as much information from the source as possible. The caption and description should be as descriptive as possible, and include citation information. Most stock photo sites will provide a preferred citation method for their photos.