WELCOME, WORD NERDS!
JOKE OF THE MONTH

The cannons be ready Captain.

ARE.
TODAY’S PLAN

➢ Reminder on uw.edu/brand:
  – Campaign 101
  – Story Central
  – Pride Points database

➢ Style Summit
  – Meg Cressey
STYLE SUMMIT

> Refer to the UW style guide on the brand resource page
  - If in doubt, follow AP Style/Webster’s New World College Dictionary
  - OK to go rogue: Create your own style guide
    > Ex: UW Foundation
STYLE SUMMIT

> Updates
  - UW Cheer and Dance
  - Lowercase ‘web’ and ‘internet’
  - Be Boundless — For Washington, For the World

> Refresher
  - Student athlete (two words)
  - Health care (two words)
  - Be Boundless (title case as text within copy)
  - Startup (one word)
  - We > Me (space on either side of >)
STYLE SUMMIT

> U-District vs. U District
STYLE SUMMIT

> The University of Washington vs. UW
STYLE SUMMIT

> Eastern Washington vs. eastern Washington
STYLE SUMMIT

> UDUB vs. UDub vs. U-Dub
STYLE SUMMIT

> Gameday vs. game day
STYLE SUMMIT

> Sylvan Grove vs. Sylvan Theater
vs. Sylvan Grove Theater vs. Sylvan Lawn
STYLE SUMMIT

> Listing titles (not in a body of text)

Ana Mari Cauce
President
Professor, Psychology
Holy hyphen, Batman!

- Optional in most cases, but the fewer the better
- Use when not using them causes confusion
  - Small business men vs. small-business men
- Use when a compound modifier precedes a noun, EXCEPT when using adverb *very* and adverbs ending in *-ly*
  - Bluish-green dress; first-quarter touchdown
  - But: A very good time; an easily remembered rule
STYLE SUMMIT

> What do you want to discuss/add to the UW style guide?

> Any words/phrases you want clarified?
NEXT NERD MEETING: Thursday, July 7