# Brand Guidelines

## What we say and write:

### Formally name with logo

**James McKelvey School of Engineering**

Only to be used on official items:
- Diploma
- Letterhead
- Business cards
- Print communications
- Formal invitations

## What we see:

![Washington University in St. Louis](image)

**James McKelvey School of Engineering**

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### First reference

**McKelvey School of Engineering at Washington University in St. Louis**

First reference in:
- News releases
- Print materials
- External signage and communications
- Marketing and advertising

### Following reference:

**McKelvey School of Engineering** or **McKelvey Engineering**

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### Casual reference

**McKelvey Engineering at WashU** or **McKelvey Engineering @ WashU**

Used for: conversation or in a casual visual treatment.

Examples of use:
- Internal signage or communications
- Swag and apparel
- Social media

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Should be used with the university logo or mark

**Typeface:** Source Sans Pro Bold

![Washington University in St. Louis](image)

**McKelvey School of Engineering**

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Should be used with the university shield

**Typeface:** Source Sans Pro Bold

![Washington University in St. Louis](image)

**McKelvey School of Engineering**

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**McKelvey Engineering**

### Examples of use:
- Internal signage or communications
- Swag and apparel
- Social media
McKelvey School of Engineering Style Guide
A Supplement to the Public Affairs Style Manual
https://sites.wustl.edu/publicaffairs/files/2016/03/Public_Affairs_Style_Manual-1twxp05.pdf

Adhere to these style guides:
1. McKelvey School of Engineering Style Guide
2. Public Affairs style guide
3. Associated Press Stylebook/AP Stylebook Online
4. Webster’s New World College Dictionary

University name:
First reference: Washington University in St. Louis
Second reference: WashU (no space), Washington University
Do not use WUSTL or WUStL

School name:
First reference: McKelvey School of Engineering at Washington University in St. Louis
Second reference: McKelvey School of Engineering
Following references: McKelvey Engineering or McKelvey Engineering at WashU
Do not use SEAS or & Applied Science

Formal: James McKelvey School of Engineering (this should be used in formal cases only such as diploma, business cards, letterhead and invitations)

Historical reference:
If there is mention of the school prior to Jan. 31, 2019, okay to use:
The engineering school at WashU
Example: John Smith taught computer science at the engineering school at WashU for 32 years.

Names of programs:
McKelvey Engineering Awards (formerly Alumni Achievement Awards)
McKelvey Undergraduate Research Scholars
McKelvey Engineering Challenge

Names of Buildings in Engineering:
The full names of each should be used on first reference. The shorter name can be used for second and following references.

<table>
<thead>
<tr>
<th>First Reference</th>
<th>Second and following references</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stephen F. &amp; Camilla T. B. Hall</td>
<td>Brauer Hall</td>
</tr>
<tr>
<td>Preston M. Green Hall</td>
<td>Green Hall</td>
</tr>
<tr>
<td>Harold D. Jolley Hall</td>
<td>Jolley Hall</td>
</tr>
<tr>
<td>Henry A. &amp; Elvira H. J. Hall</td>
<td>Jubel Hall</td>
</tr>
<tr>
<td>Stanley L. Lopata Hall</td>
<td>Lopata Hall</td>
</tr>
<tr>
<td>James M. Mckelvey, Sr. Hall</td>
<td>Mckelvey Hall</td>
</tr>
<tr>
<td>Hugo &amp; Ina Champ Urbauer Hall</td>
<td>Urbauer Hall</td>
</tr>
<tr>
<td>Uncas A. Whitaker Hall</td>
<td>Whitaker Hall</td>
</tr>
</tbody>
</table>

2/20/19
Department Names (use ampersand)
Department of Biomedical Engineering
Department of Computer Science & Engineering
The Preston M. Green Department of Electrical & Systems Engineering
Department of Energy, Environmental & Chemical Engineering
Department of Mechanical Engineering & Materials Science
Henry Edwin Sever Institute (first reference); Sever Institute (second reference)

Using department names in titles
No need to use Department of. Lowercase when it comes after the person’s name: Fuzhong Zhang, associate professor of energy, environmental & chemical engineering, has received a grant.

Academic degrees (exceptions from Public Affairs & AP Style)
BS/MS, BS/MEng
For graduate admissions, spell out Bachelor’s/Master’s program

Professional Education: Use full name of degree rather than an abbreviation:
Master’s in cybersecurity management, master’s in construction management, master’s in healthcare operational excellence (note healthcare is one word in this exception)

Use Henry Edwin Sever Institute on first reference for all Prof. Ed degrees:
Ex: Bob Jones earned a master’s in cybersecurity management from the Henry Edwin Sever Institute in the McKelvey School of Engineering.

Teases, subheads
Use A Washington University in St. Louis engineer instead of Professor John Doe.

Commonly used terms and words
3-D, 2-D: hyphenated

Adviser: Not advisor. Exception: advisory board.

Cyber: Do not use a hyphen: cyberattack, cyberbullying, cybercafe, cybersecurity. Exceptions: Cyber Monday (n.) and cyber (adj.) as a separate modifier: cyber shopping, cyber insurance.

database: one word.

E. coli: bacteria and genes should be in italics.

email: no hyphen

Health care: As a noun, two words in all uses (updated, no hyphen).

internet: lowercase
makerspace: one word

**Times and dates**
Events should always be listed in such order: time, date, place. If the event takes place within the week, use just the day; otherwise use dates.
Example: The Ryckman Lecture will be held at 3 p.m. Nov. 18 in Whitaker Hall Auditorium.

**Phone numbers**
The form: 314-935-9200

**Professorship titles**

<table>
<thead>
<tr>
<th>Title</th>
<th>Current holder</th>
</tr>
</thead>
<tbody>
<tr>
<td>William Palm Professor of Engineering</td>
<td>Ramesh Agarwal</td>
</tr>
<tr>
<td>Newton R. and Sarah Louisa Glasgow Wilson Professor of Engineering</td>
<td>Martin Arthur</td>
</tr>
<tr>
<td>Stifel &amp; Quinette Jens Professor of Environmental Engineering Science</td>
<td>Richard Axelbaum</td>
</tr>
<tr>
<td>Lilyan and E. Lisle Hughes Professor</td>
<td>Philip Bayly</td>
</tr>
<tr>
<td>Lucy &amp; Stanley Lopata Professor</td>
<td>Pratim Biswas</td>
</tr>
<tr>
<td>James. M. McKelvey Professor</td>
<td>Aaron F. Bobick</td>
</tr>
<tr>
<td>Henry Edwin Sever Professor of Engineering</td>
<td>Michael Brent</td>
</tr>
<tr>
<td>Laura and William Jens Professor</td>
<td>Milorad Dudukovic</td>
</tr>
<tr>
<td>Harold and Kathleen Faught Professor of Mechanical Engineering</td>
<td>Guy Genin</td>
</tr>
<tr>
<td>Walter E. Browne Professor of Environmental Engineering</td>
<td>Daniel Giammar</td>
</tr>
<tr>
<td>Harold B. and Adelaide G. Welge Professor in Computer Science</td>
<td>Roch Guérin</td>
</tr>
<tr>
<td>Barbara J. and Jerome R. Cox, Jr. Professor of Computer Science</td>
<td>Raj Jain</td>
</tr>
<tr>
<td>Lee Hunter Professor of Mechanical Design</td>
<td>Mark Jakiela</td>
</tr>
<tr>
<td>Harold D. Jolley Career Development Associate Professor</td>
<td>Young-Shin Jun</td>
</tr>
<tr>
<td>Hugo F. &amp; Ina Champ Urbauer Career Development Associate Professor</td>
<td>Caitlin Kelleher</td>
</tr>
<tr>
<td>Fullgraf Professor</td>
<td>Chenyang Lu</td>
</tr>
<tr>
<td>Eugene and Martha Lohman Professor of Electrical Engineering</td>
<td>Arye Nehorai</td>
</tr>
<tr>
<td>The Samuel C. Sachs Professor of Electrical Engineering</td>
<td>Joseph O’Sullivan</td>
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<tr>
<td>Edwin H. Murty Professor of Engineering</td>
<td>Rohit Pappu</td>
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<tr>
<td>McDonnell Douglas Professor of Engineering</td>
<td>David Peters</td>
</tr>
<tr>
<td>Dennis &amp; Barbara Kessler Career Development Associate Professor</td>
<td>Barani Raman</td>
</tr>
<tr>
<td>Roma B. &amp; Raymond H. Witcoff Distinguished University Professor of Environment and Energy</td>
<td>Vijay Ramani</td>
</tr>
<tr>
<td>Fred Saigh Distinguished Professor of Engineering</td>
<td>Yoram Rudy</td>
</tr>
<tr>
<td>Christopher I. Byrnes Professor of Engineering</td>
<td>Shankar Sastry</td>
</tr>
<tr>
<td>Lucy and Stanley Lopata Distinguished Professor of Biomedical Engineering</td>
<td>Lori Setton</td>
</tr>
<tr>
<td>Raymond R. Tucker Distinguished I-CARES Career Development Associate Professor</td>
<td>Brent Williams</td>
</tr>
<tr>
<td>Stephen F. and Camilla T. Brauer Distinguished Professorship in Biomedical Engineering</td>
<td>Frank Yin</td>
</tr>
<tr>
<td>Edward H. and Florence G. Skinner Professor</td>
<td>Lan Yang</td>
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