



# Branding Standards Guide

**Revised August 2024**

This document is subject to periodic revision.  
Check [montevallo.edu/design-branding](https://montevallo.edu/design-branding) to  
ensure you have the most recent version.

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**T**he University of Montevallo’s current logo (the “falcon M logo”) and identity standards were established in 2011. To help guide the University community in creating a strong, unified identity for the University of Montevallo, the Office of University Marketing & Communications (MarComm) developed branding, editorial and graphic guidelines that must be used in all University communications and other applications.

Branding standards and guidelines help bring consistency to how UM presents itself through a variety of mediums and to diverse audiences.

The graphic standards outlined in these pages explain the appropriate use and application of the University of Montevallo’s logos, official colors and layout for letterhead, business cards, envelopes, etc. Through the consistent application of these standards in all University communications — from printed materials, videography, webpages, social media and advertising to signage and vehicles, etc. — we are able to focus and strengthen the University of Montevallo’s brand identity among our diverse audiences.

**The logo and identity standards became effective Sept. 22, 2011.** Departmental materials (letterhead, business cards, brochures, etc.) should display this identity.

MarComm exists to support UM’s mission by conveying its core values and strengths through consistent messaging and brand imagery with the goal of increasing awareness and enhancing the University’s reputation. See [\*UM Policy 01:016 — Consistency of University Representation\*](#).

MarComm Team

*A consistent and cohesive graphic identity is essential  
for enhancing UM’s brand recognition.*

# UNIVERSITY OF MONTEVALLO

## FALCON M LOGO

Several versions of the UM falcon M logo are available to work in many formats, configurations, sizes and media. **The University of Montevallo falcon M logo is the official logo for use on all University communications.** The falcon M logo consists of two elements: a typographic rendition of the “falcon M” graphic and the wordmark “University of Montevallo.” These two elements work together to create a graphic identity representation of the University of Montevallo.

The falcon M logo, falcon M graphic and wordmark artwork are available at [montevallo.edu/design-branding](http://montevallo.edu/design-branding). If you need a format that is not on the webpage, please email [Julie Haggard](mailto:jhaggard@montevallo.edu). Do not alter the artwork, aspect ratio or colors.

Questions can be directed to MarComm at 205-665-6230 or emailed to [Julie Haggard](mailto:jhaggard@montevallo.edu).

## GENERAL USAGE SUMMARY

The following guidelines govern the use of the University falcon M logo, falcon M graphic, wordmark and seal in all forms of communication, including but not limited to print and electronic media. More detailed guidelines are stated throughout this manual.

- The falcon M logo, falcon M graphic and wordmark are an essential means of visual communication.
- The falcon M logo must be used as a prominent graphic element in all publications — print and electronic — affiliated with the University.
- The falcon M logo, falcon M graphic and wordmark should not be used in conjunction with any other logo.
- The falcon M logo, falcon M graphic and wordmark should not be modified in any manner. These symbols may be reproduced only from original master copies, available at [montevallo.edu/design-branding](http://montevallo.edu/design-branding).
- **The falcon M logo is the primary identifier of the University and can be used in a horizontal or vertical format as described in this manual.** The wordmark and falcon M graphic are secondary identifiers; the seal is reserved for formal, legal or academic uses.
- Any associations or affiliates of the University wishing to use a specific identifier other than the University falcon M logo must have prior written approval from MarComm and must use it in accordance with the guidelines in this manual.

PRIMARY LOGO — HORIZONTAL FALCON M LOGO



CLEAR  
ZONE



**Clear zones =** The falcon M logo must be surrounded on all sides by clear space. The clear space should be no less than the size of the “M” in Montevallo. Do not print graphics, rules, typography or other elements in this area.

# VERTICAL FALCON M LOGO



CLEAR  
ZONE



**Clear zones** = The falcon M logo must be surrounded on all sides by clear space. The clear space should be no less than the size of the “M” in Montevallo. Do not print graphics, rules, typography or other elements in this area.

# FALCON M GRAPHIC



## WORDMARKS

# UNIVERSITY *of* MONTEVALLO

Horizontal Wordmark

# UNIVERSITY *of* MONTEVALLO

Stacked Wordmark

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No other University logo or mark should be used in conjunction with the falcon M logo unless special permission is granted. The falcon M logo should appear prominently on every University publication. **Please do not attempt to manipulate the falcon M logo on your computer by changing its font or color, stretching the type or adding or subtracting design elements.**

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## ALUMNI LOGO



# CO-BRANDED FALCON M LOGOS

Co-branded versions of the falcon M logo have been developed for use by colleges, divisions, departments and programs. MarComm is responsible for generating original college, school, department and unit falcon M logos. An EPS and PNG version of your college/division/department falcon M logo is available at [montevallo.edu/design-branding](http://montevallo.edu/design-branding). The logos are organized by college and/or division. For your convenience, there is a PDF directory in the logos folder. If you need a different format, please email [Julie Haggard](mailto:julie.haggard@montevallo.edu).

**Unique college, school, department and other unit seals, logos or wordmarks may not be used as a dominant graphic element on any University communication.**

## Level 1



## Level 1 & 2 Departmental Falcon M Logos



## Level 2 Departmental Falcon M Logos



## Level 1 Black Only





## INCORRECT USAGE OF THE FALCON M GRAPHIC/ FALCON M LOGO



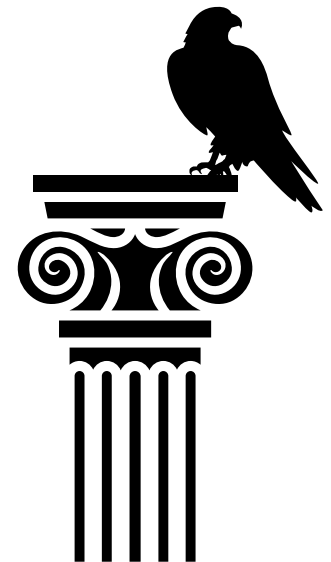
Improper scaling



Fill changed to a  
pattern or image



Improper use of logo



Improper use of co-branded signature

## ATHLETIC LOGOS

The falcon is the official mascot of the University of Montevallo. The athletic logo and marks are reserved for use by the Athletic Department.



Falcon Head  
(Primary Logo)



University Letters



Athletic Wordmark

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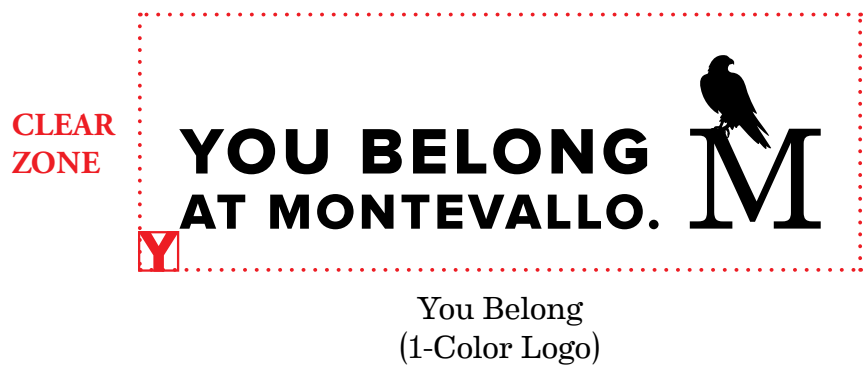
## UNIVERSITY SEAL

The University seal is a registered trademark and is reserved for official and ceremonial uses only. Examples include diplomas, legal documents, commencement programs, policy manuals and formal invitations. The official seal symbolizes the formal authority vested in the University, and its use is at the discretion of MarComm in conjunction with the Office of the President.



# MARKETING CAMPAIGN LOGO

The current marketing campaign for the University of Montevallo is “You Belong at Montevallo.” The campaign logo may be used on materials in addition to the falcon M logo. The 2-color version of the logo is preferred, but there are 1-color white and black versions of the logo available to use when necessary.



**Clear zones** = The You Belong logo must be surrounded on all sides by clear space. The clear space should be no less than the size of the “Y” in You. Do not print graphics, rules, typography or other elements in this area.

# USING THE GRAPHIC IDENTITIES

## UNIQUE LOGOS AND GRAPHIC ELEMENTS

In the past, some colleges, departments, programs or centers have requested a unique logo design that is different from the University of Montevallo's identity. While we understand the desire for unique logos, we know that having a single visual element provides consistent recognition of the University of Montevallo. **Therefore, no logo, graphic or visual elements designed outside of the parameters identified in this manual will be endorsed by the University of Montevallo.** However, approvals may be considered for a graphic element to be used on specialty promotional items, clothing and certain collateral material, as long as there is a clear visual separation and delineation between the UM falcon M logo and the graphic element. The graphic element cannot be grouped with the falcon M logo in any way so as to appear as a larger composite piece.

Graphic elements may never be used on letterhead, business cards or forms. The UM falcon M logo must always be a dominant element of any advertising for the University and its colleges and units.

## FALCON M LOGO DOWNLOADS

The University of Montevallo falcon M logo is available at [montevallo.edu/design-branding](http://montevallo.edu/design-branding) in EPS and PNG file formats. Encapsulated PostScript (EPS) files are suitable for high-quality print publications and promotional items. They can be placed into graphics software such as InDesign®, QuarkXPress, Illustrator®, Photoshop® or any program that imports EPS files. EPS files are vector images on transparent backgrounds and can be scaled to any size without losing quality or resolution. Only an illustration or photo software program such as Adobe® Illustrator® or Adobe® Photoshop® will open EPS files. PNG files are suitable for the web and for printing from a personal/office desktop printer. They can be placed into software such as Microsoft® Word, PowerPoint, Excel and Publisher.

# STATIONERY



University Marketing & Communications  
Station 6230, Peterson House  
Montevallo, AL 35115  
T. 205-665-6230  
F. 205-665-6237

Date

Name of Addressee

Company Name

Address

City, State ZIP

Salutation:

This letter demonstrates the recommended format for all correspondence and is an integral part of the letterhead design. The typeface used is the font Garamond (PC/Mac) at 11 pt. (on 13 pt. leading).

The falcon M logo and departmental information will be printed in UM purple on natural linen.

Digital Marketing Services (DMS) has been awarded the bid for printing business cards, note cards, stationery and envelopes including the signature logo.

During the ordering process, you can view an instant proof to ensure all information is correct. Adding the product to your cart constitutes final approval of the proof.

To place an online order, go to [digiflo.dmscolor.co/login](http://digiflo.dmscolor.co/login). Log in using your email address as the username and "montevallo" as the password. After you sign in the first time, you can change your password.

**Information to include for stationery:**

1. Department/office name as it will appear on the stationery
2. Station number **and** office location
3. Office phone number
4. Fax number (optional)

Complimentary close,

Name of sender

Title

*University of Montevallo is an affirmative action, equal-opportunity institution.*

# NOTE CARDS WITH ENVELOPES



University Marketing & Communications  
Station 6230, Peterson House  
Montevallo, AL 35115

# BUSINESS CARDS

Digital Marketing Services (DMS) has been awarded the bid for printing business cards, note cards, stationery and envelopes including the falcon M logo.

To place an online order, go to [digiflo.dmscolor.co/login](http://digiflo.dmscolor.co/login). Log in using your email address as the username and “montevallo” as the password. After you sign in the first time, you can change your password.

During the ordering process, you can view an instant proof to ensure all information is correct. Adding the product to your cart constitutes final approval of the proof.

## Information to include for business cards:

1. Name as it will appear on the card
2. Department as it will appear on the card
3. Office phone number
4. Cell number (Optional)
5. Fax number (Optional)
6. Email address
7. Station number **and** office location

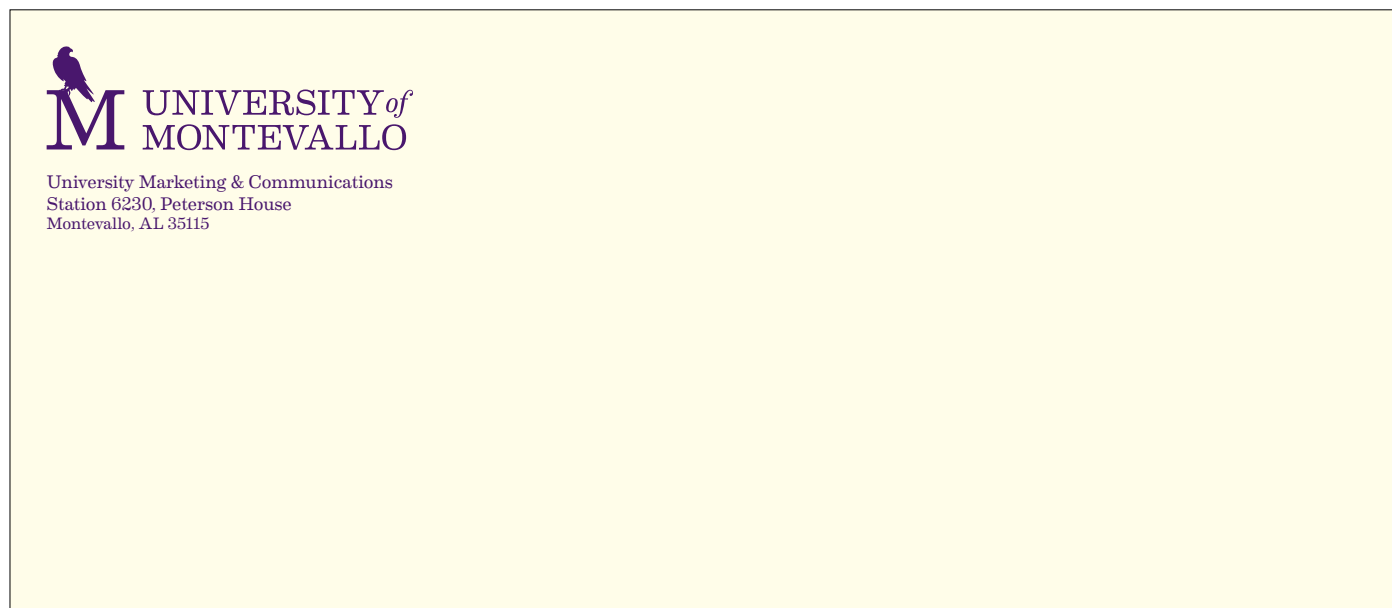
## Information to include for envelopes:

1. Department/office name as it will appear on the envelope
2. Station number **and** office location

*If you wish to include your title or any other additional line of information, select the “Additional Line Business Card” from the “Products” menu.*



# ENVELOPES



# NAME BADGES

Name badges are another way in which to present cohesive branding. To ensure uniformity of design, all name badges should be ordered through MarComm by emailing [Julie Haggard](#) with name badge size, quantity, information to include on the name badge and the budget number to be charged.

3 in. x 2 in. (actual size)



3 in. x 1.5 in. (actual size)



3 in. x 1 in. (actual size)





# EMAIL SIGNATURES

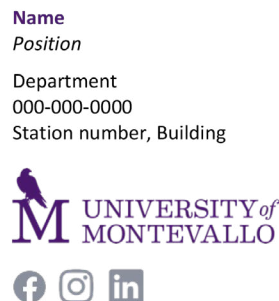
The email signature plays a crucial role in showcasing the University of Montevallo as a cohesive brand and maintaining consistency reinforces our message.

## How to add an email signature:

Suggested signatures can be downloaded in RTF format from the Branding Toolkit located at [montevallo.edu/design-branding](http://montevallo.edu/design-branding).

1. Download the RTF file
2. Open the file in Microsoft Word. You may need to right-click on the file and select “Open with Word.” Do not double-click the file or it may open in TextEdit or another program
3. Update the placeholder copy with your information
4. Copy and paste into your email program’s “Signatures” preference

Any questions about inserting an email signature should be directed to the [Solution Center](#).



# UNIVERSITY COLORS

## PANTONE® MATCHING SYSTEM

### Coated

For use in spot color applications with a coated substrate: coated paper, cut vinyl, embroidery, plastics and most other color-matching situations where spot colors are used.

**PMS  
2627 C**

**PMS  
123 C**

### Uncoated

For use in spot color applications with an uncoated substrate: uncoated paper (conventional paper, copier paper), printing on fabrics without a coating, wall paint. Uncoated substrates do not offer the preferred luminosity of coated substrates, so the intensity of the colors may be muted.

**PMS  
2627 U**

**PMS  
115 U**

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## CMYK (CONVENTIONAL 4-COLOR)

For use in both offset and digital printing on all substrates, CMYK is difficult to match color with and PMS colors should be referenced as a visual match when using CMYK.

**C: 77  
M: 100  
Y: 00  
K: 31**

**C: 00  
M: 24  
Y: 94  
K: 00**

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## HEX

For use exclusively online and in web and digital video environments, very difficult to ensure color consistency because of the variables between browsers and monitors.

**49176D**

**FFC425**

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## RGB

In some cases there will be a need for RGB color use. Many programs like PowerPoint® and Microsoft Word® require RGB numbers as their color identities.

**R: 073  
G: 023  
B: 109**

**R: 255  
G: 196  
B: 035**

# LICENSING

The mission of the University of Montevallo's licensing program is to protect and promote the Montevallo brand while managing the licensing of Montevallo-branded products.

Any mark, logo, symbol, nickname, letter(s), word(s) or combination of these that can be associated with the University of Montevallo qualifies as a trademark, and every use of the University's trademarks requires permission from MarComm.

The Montevallo licensing program gives the University control over its logos and marks, thus, ensuring the quality and consistency of all the University's merchandise. It also enables the University to generate revenue from the sale of merchandise bearing its logos and marks. Furthermore, the licensing program creates a cooperative and positive working relationship with the manufacturers and retailers who work with the University.

Montevallo has partnered with CLC to assist in the management of its licensing program. CLC is responsible for the daily administrative activities generated by the program, including processing license applications, coordinating artwork approvals, collecting royalty payments, enforcing trademark infractions and pursuing new market opportunities for the University.

**Regardless of the source of funding, products, both with and without UM marks, logos and symbols, produced for the University of Montevallo must be produced by manufacturers and vendors who are a licensee of the University.** Please note, this is entirely separate from the state vendor list and the University of Montevallo Business Affairs vendor registration. For a current list of licensed vendors, please email [Julie Haggard](#).

# WEB AND SOCIAL MEDIA CONTENT

All University-affiliated webpage and social media account content (i.e., pages/accounts that represent a University department, initiative, office or entity) must adhere to the same guidelines within the University Branding Standards Guide as well as [\*Policy 01:015 — University Web Presence\*](#).

All requests for content to be posted to the University's website are at the discretion and approval of MarComm.

At the University of Montevallo, we embrace social media channels and value their role in communicating information quickly and effectively. We encourage students, faculty and staff to use social media to promote campus-wide collaboration, share engaging content and build community.

To assist those managing social media accounts for UM programs, departments or organizations, MarComm provides social media guidelines. Guidelines can be found on the [\*MarComm webpage\*](#).

Requests to run paid social media ad campaigns can be made through MarComm and run via institutional accounts. Please email [\*Kira Thomas\*](#).

Any usage of the UM logos and/or brand on social media platforms should adhere to the guidelines already in place. Because social media platforms carry their own size requirements and can vary greatly, social media managers should review size requirements on each platform and refrain from uploading any logo or photo whose quality could deteriorate once uploaded.

# PHOTOGRAPHY

MarComm offers a range of high-quality photography services to the University of Montevallo community, including professional portraits, campus event coverage and institutional marketing photoshoots.

## **Falcon Photo Library**

The [Falcon Photo Library](#) houses photos from recent events and stock images from across campus, available for download in various sizes. All photos in the Falcon Photo Library are © Photo courtesy of the University of Montevallo, Montevallo, Alabama. If you require a photo for publication, please email [Alyssa Green](#) to request a copyright release. By using the Falcon Photo Library and its photos, you agree to comply with the following restrictions.

## **University Use**

The photos in the database, as well as any prints made from them, are intended solely for official University use and for legal reasons, may not be used for non-University-related purposes. Prints purchased for University use must be approved by the University photography manager.

## **Personal Use**

Photos from the Falcon Photo Library that have been printed may only be used for private, personal and non-commercial purposes. They may not be resold, scanned, copied or distributed in any form for commercial use.

## **Photo Alteration Policy**

As technology has made it easier to alter photos, the temptation to make dramatic changes has grown. While some alterations may seem harmless, they can easily cross the line into misrepresentation. This practice can jeopardize trust and create misleading or harmful depictions.

Photos are generally perceived as accurate recordings of events; therefore, we must exercise extreme caution when altering them. Any changes that affect the accuracy of the people, places or events depicted in a photo are unacceptable. However, enhancing the technical quality of a photo and making minor touch-ups are permissible as long as the photo's content remains true to the original scene.

Further information related to photography can be found on the [MarComm webpage](#).

# EDITORIAL STYLE FOR WRITTEN COMMUNICATIONS

The Editorial Style portion of the Branding Standards Guide is intended to help writers and editors communicate clearly and consistently about the University of Montevallo in print and electronic media. The guide recommends ways to present information about the University and its faculty, departments and events. It addresses the most common questions that arise at UM about titles and tricky wording, but it is not a comprehensive grammar manual or dictionary.

For more detail on capitalization, punctuation and abbreviation, please see [\*The Associated Press Stylebook\*](#), the University's standard reference. For spelling, word division and helpful usage notes, refer to Merriam-Webster's Collegiate Dictionary. You can also view a list of common proofreaders' marks. MarComm is always happy to answer any questions or proofread materials for you.

## TERMINOLOGY AND USAGE

### IDENTIFICATION FOR UNIVERSITY OF MONTEVALLO

University of Montevallo is the preferred use of the University's name and should be completely spelled out on first reference. Preferred subsequent references are "UM" or "the University." Do not use "U of M." **Please note:** The correct name for the University of Montevallo is University of Montevallo, not The University of Montevallo. The word *The* is not part of the institution's name and should never appear capitalized ahead of the name. In addition, when referring in text to any university in general, the word *university* should appear in lowercase letters. When using the word *university* to refer specifically to the University of Montevallo, *University* should be capitalized. Examples of this usage can be found throughout this document.

### BRAND IDENTITY STANDARDS — NAMING CONVENTIONS

In keeping with the University of Montevallo Branding Standards, schools and departments should appear in hierarchical format in logos and letterheads.

**University of Montevallo**  
**College of Fine Arts**  
**Department of Communication**

**University of Montevallo**  
**Division of Administrative Affairs**  
**Human Resources**

### UNIVERSITY-SPECIFIC WORD USAGE

Please pay close attention to the names of areas on campus, events and university terminology. Common misspellings and incorrect phrases include:

#### CORRECT:

**Alan and Lindsey Song Center for the Arts**  
**Amphitheater**  
**Anna Irvin Dining Hall**  
**"Becoming" statue**  
**Caf**  
**Calkins Hall**  
**Chichester Black Box Theatre**  
*(informal — Chi Box)*

#### INCORRECT:

Center for the Arts, Song Center for the Arts  
Amphitheatre  
Anna Irving  
the hands  
Cafe  
Caulkins, Cawkins, etc.

CORRECT:

**Ebenezer Swamp Ecological Preserve**

**Fallin Hall**

**Flowerhill**

**Founders' Day**

**Freddie the Falcon**

**Global and Community Outreach Building**

*(shortened informal version is GloCo)*

**Grand Marshal**

**Harman Hall**

**John W. Stewart Student Retreat**

*(or Stewart Student Retreat)*

**LeBaron Recital Hall**

**Mass Communication**

**McChesney Student Activity Center** *for first reference*

*SAC is acceptable for subsequent references*

**Merchants and Planters Bank Auditorium**

**Move-In Day**

**New Hall**

**Ramsay Hall**

**residence hall**

**The Gallery at Bloch Hall**

**Theatre** *(when referring to the department,*

*Reynolds Studio Theatre, Chichester Black Box Theatre*

*or Discover Shelby Theatre)*

INCORRECT:

Ebenezer Swamp

UMOM, University of Montevallo on Main

Flower Hill

Founder's Day

Freddy Falcon

Grand Marshall

Harmon Hall

Lebaron

Mass Communications

Humanities Hall Auditorium

Move-in Day

New Residential College or New Res

Ramsey Hall

dorm

Bloch Gallery

## TITLES OF ADMINISTRATION AND FACULTY

- **Capitalize a title before a name, but lowercase a title when it follows a name.**

We invited Vice President for Business Affairs Jane Smith.

George Miller is vice president for enrollment & student affairs.

When following this rule, it confuses readers if you vary the format for titles within a sentence or paragraph. Arrange names and titles consistently in the text, either preceding or following the name.

University President John Smith IV, Trustee David Green and Dean of Students Karen Jones will attend.

Attendees include John Smith IV, university president; David Green, trustee; and Karen Jones, dean of students.

- **Capitalize a title used without a name when it represents one particular person, otherwise lowercase titles representing one of many.**

Submit your request to the Provost.

The President will lead the procession.

Send your suggestions to the dean of the appropriate college.

- **When a faculty/staff member has received emeritus status, "Emeritus" or "Emeriti" follows the complete title without a comma:** President Smith Emeritus, Trustees Emeriti.

Please use "emeritus" when referring to an individual, and use "emeriti" when referring to a group.

- **Treat names consistently in text and lists.** If possible, avoid the use of social titles (Mr. or Mrs.) or honorifics (Hon.) with names. Thus, in a list of donors or in naming those who attended an event, avoid using “Dr.” or “Mr.” or “Ms.” inconsistently with only a few names.
- **The word “faculty” can be used with either singular or plural verb agreement.** When faculty means the teaching and administrative staff as a collective whole, it takes a singular verb: “The University faculty is committed to excellence in teaching.” When “faculty” is used to mean faculty members it takes a plural verb: “Three CFA faculty led the seminar. Many faculty were present.”

## UM COLLEGES, DIVISIONS AND DEPARTMENTS

- **Capitalize official college and department names:** Stephens College of Business, Department of Biology, Chemistry, Mathematics and Computer Science. However, in informal usage, lowercase a department, field of study or major, unless a word is normally capitalized.  
She teaches art. He is a health sciences major.  
The English department showed a film.

## COURSES AND FIELDS OF STUDY

- **Capitalize course titles when given exactly:** A Survey of English Literature. Lowercase informal references: an introductory course in English literature.
- **Lowercase fields of study unless the area is the proper title of a department or program or the word is always capitalized.**  
She is a marine science specialist.  
He is in the Department of Behavioral and Social Sciences.  
She studied first-year Spanish.

## ACADEMIC DEGREES

- **Capitalize an academic degree when it is given in full:** a Bachelor of Arts in Communication Studies or a Master of Arts in English.
- **Lowercase informal references to academic degrees:** a bachelor’s degree in chemistry, a master’s degree in education, the master’s thesis and doctoral dissertation.
- **Abbreviated degrees should be listed as follows:** B.A., M.S., MBA, M.Ed., Ph.D., Ed.S., etc.

## ALUMNI

- Use “**alum**” when referring to an individual, and use “**alumni**” when referring to multiple alums.
- **Capitalize specific University of Montevallo events** such as Commencement, Senior Day, Founders’ Day and Homecoming. Capitalize “Class” in a specific context, as in Class of 2025.
- **Capitalize Alma Mater when referring specifically to UM, but use lowercase alma mater in a more generic context.**



## GENDER-NEUTRAL LANGUAGE

- **When possible, use gender-neutral language** such as “chair” instead of “chairman” or “chairwoman,” or “letter carrier” instead of “mailman.”

## ELECTRONIC MEDIA TERMS

- Write “**email**” without a hyphen, but continue to hyphenate other e-words: “e-business,” “e-commerce,” “e-letter,” “e-newsletter,” “e-Portfolio,” etc. Lowercase email in text, except when the word begins a sentence.
- Capitalize “**URL**,” an acronym for Uniform Resource Locator.
- Write “**website**” as one word, lowercased.
- Write “**webpage**” as one word, lowercased.
- Department and program pages housed within the UM website should be referred to as “**webpages**.”
- Student email should be listed as “**UM email**.”
- “**Login**” is one word.
- “**Username**” is one word.
- Avoid breaking URLs and email addresses over two lines. Whenever it is necessary to break a URL, avoid doing so in the middle of a word, and do not add a hyphen. Instead, choose a breaking point at the end of a word and place the next symbol at the beginning of the new line.

montevallo.edu  
/president

## DATES, TIME, TELEPHONE NUMBERS AND STREETS

- **On programs, invitations and the like, use numerals for the date and time of day:** March 11, 2024, at 3 p.m. **Do not add “th” to a date:** March 11th, 2024.  
In very formal invitations, the date and time may be written in words: May Sixteenth at Three O’clock.
- **Write 2024/2025 or 2024-2025 for the academic year** (note the en dash to denote a range of numbers). Avoid writing 2024/25 or 2024-25.
- **Omit the comma between seasons or months and year. Seasons are lowercased.**  
The visiting scholars are expected in January 2025.  
The students will graduate in spring 2025.
- **In times of day, use only necessary digits:** 8 p.m., not 8:00 p.m., or 10-11:30 a.m.  
Note that “a.m.” and “p.m.” are lowercase, and periods are used.
- **Express years or times in parallel construction:** From 1997 to 2007, or from 9 to 10:30 a.m. (Avoid “from” with a dash: from 9-10:30 a.m., or from 1997-2007.)
- **Write out full state names in running text.** However, in mailing addresses, especially reply envelopes, use the 2-digit abbreviations approved by the U.S. Postal Service, i.e., Boston, MA 02215.

## NUMBERS

- **In nontechnical text, spell out numbers from one to nine and write numbers above nine in numerals.** Technical material and text with many statistics should use numerals for all numbers.
- **Do not begin a sentence with a numeral.** Write the number in words or restructure the sentence if necessary.  
Thirteen boats entered the race.
- **For clarity, when two numbers fall together, spell out one and use a numeral for the other.**  
There are three 4-credit courses.
- **Always use numerals for dates, times, page numbers, course credits, decimal amounts and percentages.**  
4 credits; 3%.
- **When referring to sums of money, use only those digits that are necessary:** \$60, not \$60.00. Write \$60 million, not \$60 million dollars.
- **In writing dates, use cardinal numbers, i.e., avoid “rd,” “th” and “st” with dates.** Write May 3, or March 12, or May 21, not May 3rd, 12th or 21st.
- **Decades may be written as either 1920s, ’20s or twenties, but not 1920’s.**
- **Use a comma in a number containing four or more digits, except in test scores.**  
Our first-year class of 4,174 students, with average combined critical reading and math SAT scores of 1335, was selected from a pool of 33,930 applicants.

# MISSION STATEMENT

The following University of Montevallo mission statement can be used on any University publication. It should usually appear on the bottom of the last page or back cover of the publication but may appear elsewhere if more appropriate.

*The overriding mission of the University of Montevallo, unique in higher education in Alabama, is “to provide to students from throughout the state an affordable, geographically accessible, ‘small college’ public higher educational experience of high quality, with a strong emphasis on undergraduate liberal studies and with professional programs supported by a broad base of arts and sciences, designed for their intellectual and personal growth in the pursuit of meaningful employment and responsible, informed citizenship.”*

# EQUAL OPPORTUNITY STATEMENT

The statement below, centered on one line, should appear on all classified employment advertising. It is not required on display (marketing) advertising.

*The University of Montevallo is an equal opportunity/affirmative action institution and prohibits unlawful discrimination on the basis of race, color, religion, national origin, gender, sexual orientation, gender identity, gender expression, age, genetic information, disability, or disabled veteran/Vietnam era veteran status in the University’s educational programs; admissions policies; faculty, staff, and student employment policies; financial aid; or other school-administered programs and services. The University of Montevallo prohibits any form of harassment related to race, color, religion, national origin, gender, sexual orientation, gender identity, gender expression, age, genetic information, disability, or veteran status of and by faculty, staff, and students. See [Policy 01:100](#) for complete policy.*