

New Finance & Business Website Style Guide - **Copy**

UC Davis Language

Using thoughtful language when talking about UC Davis can help create a confident employee. One way to do this is by using “humanizing” language. Humanizing language avoids reducing a generic and boilerplate terminology.

Content

UC Davis

- Use UC Davis and UC Davis Health, not UCD or UCDH.
- Do not refer to Davis as the “main campus”.
 - Use “Davis campus” as an alternative
- Do not capitalize “university” when not using it as an official name or title.
 - Example: The university has two campuses

Bold and Italics

- Use bold and italics frugally and when you need them.
- Paragraphs with many bolded words do not aid the flow of reading.

Bulleted lists

- If you are listing longer, complex sentences, use periods (such as this sentence).
- If you are listing short sentences or phrases, do not include periods.

Numbers

- Use numerals for numbers greater than 10.
- Spell out numbers less than 10 (one, two, three, etc.)

Links

- In most cases, hyperlink a word or phrase, and do not simply list the URL.
 - Good example: This is the UC Davis website
 - Bad example: This is the UC Davis website: <https://www.ucdavis.edu/>

Phone numbers

- Write as: 530-555-1234
- Use area codes but do not use parenthesis.

Time

- Should be abbreviated with lowercase letters and with periods (a.m. and p.m.)
- Do not use “:00” for on times on the hour (3 p.m.)

Contacts

- Examples on listing contact information:
 - o Email: jsmith@ucsd.edu (not “e-mail”)
 - o Phone: 530-555-1234
 - o Contact: John Smith | jsmith@ucsd.edu | 916-555-1234 (for listing on one line)

Titles

- Capitalize formal titles when they appear before a person’s name, but lowercase titles if they are informal, appear without a person’s name, follow a person’s name or are set off before a name by commas.
 - o The senior senator from California
 - o Vice Chancellor Kelly Ratliff

Commonly misused words

- Email, not “e-mail”.
- Online, not “on-line”.
- Systemwide, not “system-wide” (when talking about the UC system)..

In-depth Resources

- UC Davis Marketing Toolbox
- UC Davis Health Editorial Style Guide
- Campus Style Guide

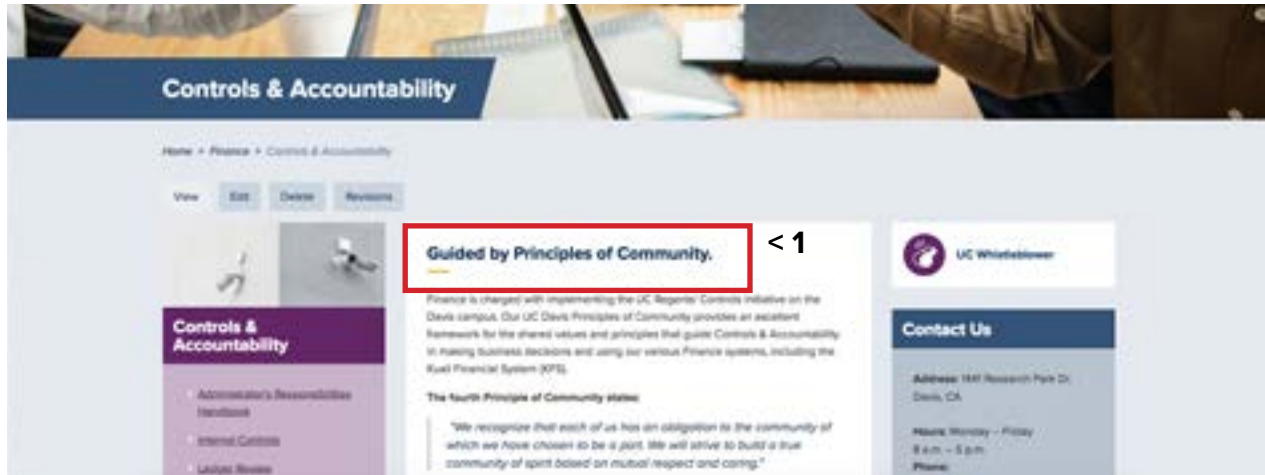
Landing Pages

Each item in the main navigation dropdowns will each have their own landing page.

These landing pages will use:

1. A Banner Image with Page Title visible.
2. An introductory line or sentence in bold, lowercase, and ends in a period. (1)
3. The “title-intro” formatting in Sitefarm

Example:



Sub-Pages

(all other non-primary pages)

Titles and subheadings:

1. Use the “title-intro” formatting with the yellow line underneath for the top of the page only – do not use anywhere else. (1)
 - 1-2 primer sentence explaining what the page is about.
 - Do not bold, do not exceed more than four lines of text.
2. Use “Sub Title” for sections underneath the introductory copy. (2)
3. Use “Sub Title 2/3” as needed for different levels of information.

Example:

