

Brand and Style Guide



Office of Strategic Marketing

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THE BRAND

The Doane University brand is one of our most valuable assets. It defines who we are and what we do. As Nebraska's first liberal arts university and one of the state's leading adult educational institutions, it is important to protect our brand with a visual identity system.

This publication is designed to both guide and empower you in using Doane University visual assets. Included are specific directions for use of logos, typefaces, colors and more. All branded materials with an external audience (e.g. prospective students, the general public, etc.) need to be submitted to the Office of Strategic Marketing for final approval before publication.

IDENTITY

Doane University has three types of primary marks: academic, athletic and institutional.

ACADEMIC

The academic lockup (1872 Shield) is the primary visual identifier for Doane University and should be used on all advertisements and promotional materials.

ATHLETIC

Athletic logos (Thomas, Stylized D and Wordmarks) are primarily reserved for use by athletics. See page 20 for details on which athletic marks may be used by non-athletic entities.

INSTITUTIONAL

Use of the institutional seal is highly restricted. It should only appear on items such as awards, degrees and transcripts.



DOANE
UNIVERSITY



ACADEMIC LOGOS

The 1872 Shield was directly inspired by the institutional seal and is the official Doane University logo. A lockup of the 1872 shield and Doane University wordmark should appear on all print and digital materials.



ORANGE AND BLACK

Orange and black are Doane's official colors. They were used by Thomas Doane's daughters in 1887 to create a colorful flag to hang above the college tent during a meeting of colleges. They made a triangular flag, orange with black borders and letters.

THE TRIANGLE

The triangle and its contents are taken from the institutional seal, initially created by Doane's founder, Thomas Doane, and first president, David Brainerd Perry. The sides of the triangle denote strength through three aspects of life: spiritual, physical and intellectual.

SYMBOLISM

The woman (science) is trimming the lamp of knowledge to light the book (Bible). The star and cross are Christian symbols indicating Doane's Congregational heritage.



DOANE
UNIVERSITY

The shield should never appear smaller than 0.4612 inches. (Full logo height 1 inch.)



DOANE
UNIVERSITY

A horizontal version of the 1872 shield lockup is available for limited use.



DOANE UNIVERSITY

A wordmark without the shield is also available for limited use.

LOGO LOCKUPS

The 1872 shield and Doane University wordmark lockups are available in two orientations: vertical (preferred) and horizontal. Every attempt should be made to use the preferred logo lockup before resorting to the horizontal or wordmark.

In Spring 2016, both the Doane name and color codes were updated in all digital logo files. Please delete all logo files provided to you before May 2016. Do not attempt to update the files to University yourself.

REVERSING THE LOGO

The 1872 shield logo cannot simply be “reversed” for print on various backgrounds—this is especially important to remember when ordering promotional items.

SINGLE-INK VERSIONS

Special logo files are available for use when ordering promotional items. When asking the OSM to forward a logo like this to an outside vendor, please try to include details such as what color ink will be used and the background color.

NONE OF THESE MARKS SHOULD BE ALTERED IN ANY WAY FOR ANY REASON.

ONLY USE LOGO FILES PROVIDED BY THE OFFICE OF STRATEGIC MARKETING.

Preferred clear space around a lockup should be equal to the size of the D in Doane.



Minimum clear space allowed is equal to the U in University.



Always use a version of the lockup that matches surrounding text.



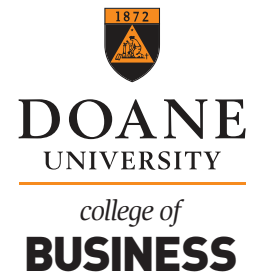
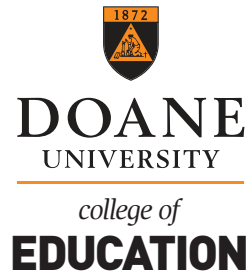
The logo cannot simply be reversed for use on different backgrounds. Note the difference of the triangle on each of these.



SECONDARY MARKS

Official variations of the 1872 shield lockups are available for specific uses only.

COLLEGES



**DO NOT CREATE YOUR OWN OR ATTEMPT TO RECREATE ANY VARIATION.
ONLY USE LOGO FILES PROVIDED BY THE OFFICE OF STRATEGIC MARKETING.**

TYPEFACES

Gandhi Sans Regular
Gandhi Sans Italic
Gandhi Sans Bold
Gandhi Sans Bold Italic

DIN OT Family Regular
DIN OT Family Italic
DIN OT Family Bold
DIN OT Family Bold Italic

Gandhi Sans Regular
Gandhi Sans Italic
Gandhi Sans Bold
Gandhi Sans Bold Italic

DIN OT Family Regular
DIN OT Family Italic
DIN OT Family Bold
DIN OT Family Bold Italic

Gandhi Serif Regular
Gandhi Serif Italic
Gandhi Serif Bold
Gandhi Serif Bold Italic

Athletics Only (All Caps)
HELVETICA LT STD BLACK CONDENSED
HELVETICA LT STD BLACK CONDENSED OBLIQUE
HELVETICA LT STD LIGHT CONDENSED
HELVETICA LT STD LIGHT CONDENSED OBLIQUE

Established levels of branding

In order to supply consistent aesthetic interest and energy, as well as to stay consistent across a multitude of audience types, we've developed levels of branding that consist of varying patterns, colors, shapes, and typography. Audience type is essential in selecting which level of branding to apply.

Website

Gandhi Sans Regular
Gandhi Sans Italic
Gandhi Sans Bold
Gandhi Sans Bold Italic

COLORS

Primary

The official colors are orange, black and white. These colors may be used in combination or alone. At least one of these colors should always be the dominant color in any design.



Doane Orange - PMS 151

CMYK: 0.55.100.0
 RGB: 255.121.0
 HEX: FF7900



Black

CMYK: 0.0.0.100
 RGB: 0.0.0
 HEX: 000000



White

CMYK: 0.0.0.0
 RGB: 255.255.255
 HEX: FFFFFFFF

RGB
 255.241.229
 255.228.204
 255.214.178



CMYK

0.5.10.0
 0.11.20.0
 0.16.30.0

Please do not use tints of Doane Orange between 40-90%.

100% Doane Orange

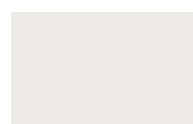
Please do not use shades of Doane Orange. See page 31 for approved neutral colors.

These colors are to be used sparingly, to highlight a specific element. Doane's primary colors should still be the dominant color of any design.

Avoid using more than three colors in a design, as it can be overwhelming to the eye. If using three colors, remember the 60-30-10 rule—60% primary color, 30% secondary color, 10% accent color.

Neutrals

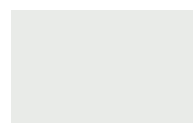
These neutral shades can stand alone or be used in conjunction with colors from the secondary palette. They also make great backgrounds for regular or reverse text.



PMS Warm Gray 1
CMYK: 2.3.4.5 RGB:
224.222.216 HEX:
E0DED8



PMS Warm Gray 2
CMYK: 4.5.7.10
RGB: 213.210.202
HEX: D5D2CA



PMS Cool Gray 1
CMYK: 3.2.4.5 RGB:
224.225.221 HEX:
E0E1DD



PMS Cool Gray 2
CMYK: 5.3.4.8 RGB:
213.214.210 HEX:
D5D6D2



PMS Warm Gray 10
CMYK: 20.29.28.56
RGB: 118.106.98
HEX: 766A62



PMS Warm Gray 11
CMYK: 23.32.31.64
RGB: 103.92.83
HEX: 675C53



PMS Cool Gray 10
CMYK: 38.29.20.58
RGB: 97.99.101
HEX: 616365



PMS Cool Gray 11
CMYK: 48.36.24.66
RGB: 77.79.83 HEX:
4D4F53

IMAGE RELEASE

If photographing people who can be easily identified, make sure they are aware of the photography and use of the photos. Always use an approved image release form. All signed and dated image release forms should be submitted to the Office of Strategic Marketing.

Minor Image Release

When planning to take photos involving children under the age of 19, please contact the Office of Strategic Marketing.

MUSIC, PHOTOS OR GRAPHICS

Use of copyrighted music, photos or graphics is a violation of federal copyright law and could subject Doane University to substantial financial penalties. Producers must work with music composers and publishers to obtain rights or alternately use royalty free music. Photos and graphics must be purchased, or you must obtain written approval by the owner. The Office of Strategic Marketing has a music underlay to consistently brand Doane with commercials and radio.

POWERPOINT PRESENTATIONS

These are the approved PowerPoint presentation templates representing Doane University. If you choose to design your own presentation, it should contain:

- Doane logo or full College name (Doane University)
- School colors

PowerPoint templates are available at

<https://web.doane.edu/offices-services/office-of-strategic-marketing> under *Resources & Guidelines*

MERCHANDISE/SWAG

When choosing merchandise/swag, keep in mind the size of imprint space available to print your message. Some items' imprint area is very small, leaving very little area for your message.

When type gets too small, the ink may fill in, making your message illegible.

Required on every item:

1. Doane logo

OR

2. Doane University – Branded font

3. Branded colors

If there is room, also include:

Doane.edu

When submitting your artwork, be sure to clarify in the email, special notes like the color of your imprint. This ensures the logo, and your order is printed correctly. If you are uncertain about your artwork or color combinations, please ask the Office of Strategic Marketing.

Do not put Doane University logos on items that are not approved colors.

Example: Do not order blue, green, and red pens that have the Doane University logo on them.

If you **MUST** order a color outside of the branded options, you are not allowed to print the Doane logo on it. You may use Doane University typeset.

For questions regarding creating artwork for merchandise, contact the Office of Strategic Marketing.

APPAREL

To create and maintain a clearly defined and recognizable brand for Doane, the following has been adopted to both realize the brand of the University and allow creative freedom to its constituents. This provides clear guidelines you with clear guidelines for any Doane University club, organization or academic area wishing to produce logoed promotional apparel for sale or use. For the purposes of this guide, “apparel” is any item worn by an individual including, but not limited to, shirts, pants, headwear, footwear and outerwear. “Logoed” refers to any verbiage and/or designs that are affixed to the apparel by the means of any process, including, but not limited to, screen printing, sewing, heat transfer and embroidery.

This guide provides specific requirements based on the proposed purpose of the apparel. In addition to the guidelines below, all apparel must be free of derogatory, offensive or explicit words, phrases or imagery that contradicts the mission of the University.

The Doane Bookstore is the official vendor for Doane apparel. All apparel with exception to the Doane University Bookstore and NJCAA/NCAA Athletics must be approved by the Office of Strategic Marketing prior to production.

The Office of Strategic Marketing reserves the right to deny or request changes to any submission.

ATHLETIC MARKS

There are three types of athletic marks available: Thomas, the Stylized D and the Wordmarks. These marks were designed in 2016 to update and create a cohesive look for Doane Athletics.

THE ATHLETIC MARKS ARE NEVER TO BE USED FOR ACADEMIC PURPOSES.



THOMAS

Doane's beloved mascot Thomas the Tiger got a new, sleek look in 2016. This mark is primarily for use by athletics and admissions/marketing initiatives facilitated by the Office of Strategic Marketing, however official student organizations and the alumni office may use the Thomas mark on a limited basis for spirit-related materials, promotions or events, **as approved by Office of Strategic Marketing**. Thomas is not a replacement for the 1872 Shield, which should still appear on all printed and digital materials directed to an audience outside of Doane campuses, such as prospective students or the general public. This logo should never appear on scholarly or academic materials.

STYLIZED D

The Stylized D is a new logo option in 2016. Its use is reserved for athletics and admissions/marketing initiatives facilitated by Office of Strategic Marketing. It is not available for use by other university departments, and should never appear on scholarly or academic materials.

WORDMARKS

Several arrangements of the words Doane and Tigers are available in a variety of color combinations. The use of these marks is also reserved for athletics and admissions/marketing initiatives facilitated by Office of Strategic Marketing. It is not available for use by other university departments and should never appear on scholarly or academic materials.

AVAILABILITY

Electronic versions of these marks are not available for general use. If you are ordering from a vendor, Office of Strategic Marketing will provide logo files directly to the vendor to ensure the proper file types and logo iterations are used and university identity guidelines are observed.

ALL PUBLICATIONS WHICH WILL USE THE DOANE ATHLETIC MARK MUST BE DESIGNED BY THE OFFICE OF STRATEGIC MARKETING OR SPORTS INFORMATION STAFF



Thomas-Doane



Thomas-DoaneTigers

There are three arrangements of the Thomas logo available.



Thomas-DoaneTigers-H



StylizedD-Doane



StylizedD-DoaneTigers

There are two arrangements of the Stylized D logo available.

Minimum clear space around a lockup should be equal to half the height of the D in Doane.



Wordmark-Doane



Wordmark-DoaneTigers

There are three arrangements of the Wordmarks available.



Wordmark-DoaneTigers-H

Always match surrounding text to the outermost color of the logo lockup—black or white.



Every logo lockup is also available in various color/ink configurations, including 4-color, black and white, 3-color and 2-color.

4-COLOR



4C REVERSE



BLACK AND WHITE



BW REVERSE



3-COLOR



3C REVERSE



2-COLOR



2C REVERSE



SPORT-SPECIFIC MARKS

Each sport is allowed one of seven logo lockups customized with their sport name. These are the **only** lockups approved for sport-specific use.



Thomas-Doane-Athletics



StylizedD-Doane-Athletics



Wordmark-Doane-H



Thomas-Doane-H

DO NOT CREATE YOUR OWN SPORT-SPECIFIC MARK. CONTACT THE OFFICE OF STRATEGIC MARKETING OR SPORTS INFORMATION STAFF IF YOU NEED AN ALTERNATE LOCKUP.

TYPEFACES

Fonts (all caps)

HELVETICA LT STD BLACK CONDENSED
HELVETICA LT STD BLACK CONDENSED OBLIQUE
HELVETICA LT STD LIGHT CONDENSED
HELVETICA LT STD LIGHT CONDENSED OBLIQUE

Helvetica

Helvetica Light is Doane's primary sans serif typeface. It may be used in all communications. Helvetica Light can also be paired with Helvetica LT STD.

Helvetica LT STD

Helvetica LT STD is the preferred headline typeface for all athletic materials. It is to be used in all-caps. Because of the difficulty reading large passages of a condensed typeface, please use Helvetica Light for all athletics body copy.

APPROVED FONTS

Body copy: Helvetica Light
Headlines: **HELVETICA CONDENSED BLACK (ALL CAP)**

DOANE WORDMARKS

A custom font was used in the design of these marks. Please do **not** attempt to recreate the Doane Tigers wordmarks in any font.

OFFICIAL COLORS

ORANGE – PMS151
CMYK: 0.55.100.0
RGB: 255.121.0
HEX: FF7900

2ND ORANGE – PMS167
CMYK: 3.78.100.15
RGB: 189.79.25
HEX: BD4F19

BLACK

WHITE

VERBIAGE

Doane	#GoDoane
Doane University	#DoaneU
Doane Tigers	#DoaneTigers
Doane Athletics	#DoaneSportname

Never DU, #DU, DTF or #DUSportname.

All away and travel gear must include "Doane."
For home-only or practice jerseys, "Doane" and/or "Tigers" will suffice.

NOTE: Secondary
These colors are to be used sparingly, to highlight a specific element. Doane's primary colors should still be the dominant color of any design.

Style Guide

HOW TO WRITE FOR DOANE

To ensure a cohesive representation of Doane University's voice and brand across all external communications, all written copy must adhere to this style guide.

A tone of voice portrays brand personality and encompasses brand attributes. In jargon-less words, we want our audience to feel as though Doane University is speaking to them. Which of course we can't, we're not a real person. But if we were, our tone of voice would be prominent. What you say is not nearly as important as how you say it.

BRAND PERSONALITY

Determined

Defined as: fully committed to achieving a goal

Expressive

Defined as: clearly conveying a special meaning

Visionary

Defined as: forward-thinking and guided by ideals

BRAND ATTRIBUTES

Humble, not pretentious

Doane builds leaders across all industries. Our faculty are longstanding experts in their fields and our alumni are leaders in their careers, with expertise that belies the value of their education. Despite this success, Doane maintains a sense of humility and groundedness in its communications about success and accomplishment.

Authentic, not manufactured

We take pride in our liberal arts education that caters to students from all walks of life. By focusing on developing critical thinking and creative problem-solving, we set up students for success as confident leaders, not another cog in the wheel.

Earnest, not indifferent

Professors and students share a sense of sincerity and seriousness in their education. Professors are committed to pushing and challenging our students. Students are determined to expand their knowledge and horizons.

Accepting, not exclusive

Doane offers an all-encompassing approach to education, with a variety of program specialties and formats that appeal to a wide range of learners. We meet students where they are and challenge them to grow beyond their potential. Our inclusive language reflects this.

Community-focused, not siloed

Doane's community is strong and encouraging. Our faculty and alumni are present and engaged but also cater to the flourishing independence of its students. Whether a recent high-school graduate, working adult, or non-traditional learner, Doane brings community support to students on their terms.

DOANE DICTIONARY

Colleges, spell out full name on all references with correct capitalization

College of Education

College of Business

College of Arts and Sciences

Open Learning Academy, Spell out on first reference immediately followed by (OLA); use OLA on subsequent references

DoaneX

Greek houses, spell out full names on all references, don't use Greek letters or acronyms.

Alpha Pi Epsilon, fraternity

Alpha Omega, fraternity

Delta Kappa Pi, fraternity

Gamma Phi Iota, sorority

Chi Delta, sorority

Omega Psi Theta, sorority

Phi Sigma Tau, sorority

Shield Societies

Hansen Leadership Program Scholars

Interfaith Scholars

Inclusive Scholars

Health Science Scholars

Hansen Leadership Program

Directions Program

Hansen Leadership Hall

Doaneline, online version of student newspaper The Doane Owl and hub for Doane Student Media

Center for Excellence in Teaching and Learning, spell out on first reference with (CETL) immediately following it; use CETL on subsequent references

Academic Success Center, spell out on first reference, use ASC in subsequent references

Administrative Offices

Office of Academic Affairs, spell out on first reference, use Academic Affairs on subsequent references

Office of Institutional Advancement, spell out on first reference, use Advancement Office or Advancement on subsequent references

Alumni Office

Athletics

Bookstore

Business Office

Student Accounts

Office of Career, Leadership and Service

Event Planning Office

Facilities and Operations Department

Financial Aid Office

Student Health Office

Human Resources Office

Information Technology Services

Institutional Research & Institutional Effectiveness Office

Online Education Services Office

President's Office

Registrar's Office

Public Safety Office

Service Center

Office of Strategic Marketing, spell out on first reference, use OSM on subsequent references

Student Affairs and the Office of Student Experience

Division of Diversity, Equity and Inclusion

Office of Religious and Spiritual Life

Campus Advocacy, Prevention and Education Project, spell out on first reference with (CAPE) immediately following, use CAPE on subsequent references

Office of Veteran and Military Services

Nexus Center for Inclusive Excellence

Campuses/ Locations, identify which campus upon first reference, e.g., Crete campus, Omaha location

Crete campus: 300-acre accredited arboretum that's home to residential undergraduate programs; address: 1014 Boswell Ave, Crete, NE 68333

Lincoln campus: graduate programs; address: 303 N 52nd St., Lincoln, NE 68604

Lincoln (Southeast Community College) non-residential undergraduate programs; address: 8800 O St, Lincoln, NE 68520

Omaha location (Bellevue Public School Administration Building): Home to College of Education graduate programs; address: 2600 Arboretum Dr, Bellevue, NE 68005

Residence Halls

Frees Hall

Hansen Leadership Hall

Sheldon Hall

Smith Hall

Brodie Hall

Dining options on Crete campus

Dining hall

The Tiger Den

Lakeside Coffee Shop

Giving Societies

Heritage Society

Thomas Doane Society

David Brainerd Perry Society

Doane Society

Champions Club

Gaylord Hall

Use full name on first reference, Gaylord on subsequent references

One of three buildings on the Crete campus listed on the National Register of Historic Places

Whitcomb Lee Conservatory

Use full name on first reference, Whitcomb or the Con on subsequent references

One of three buildings on the Crete campus listed on the National Register of Historic Places

Boswell Observatory

Use full name on first reference, Boswell on subsequent references

One of three buildings on the Crete campus listed on the National Register of Historic Places

Butler Gymnasium, spell out on first reference and use either Butler Gym or Butler on subsequent references

Fuhrer Field House, On first reference use Fuhrer Field House and on subsequent references use Fuhrer or the field house. Identify specific spaces when possible:

Dutcher Fitness Center

Fred Beile Arena, spell out on first reference and use Beile Arena on subsequent references.

Leroy W. & Bertha L. Hood Training Center, spell out on first reference, use Hood Training Center on subsequent references

Haddix Recreation and Athletic Center, use George and Sally Haddix Recreation and Athletic Center on first reference, use Haddix or Haddix Center on subsequent references of the building as a whole

Bob Erickson Court, spell out on first reference and use Erickson Court on subsequent references

Brian S. Campbell Cardio Fitness Center, spell out on first reference and use cardio and fitness center on subsequent references

Kitty M. Perkins Fitness Center, spell out on first reference and use fitness center on subsequent references

Newburg Held Tennis Complex

Rick and Wanda Gibson Hall of Fame Room, spell out on first reference and use Hall of Fame Room on subsequent references

Ledon Complex, use Jose M. and Elizabeth Ledon Softball and Baseball Complex on first reference, use Ledon Complex on subsequent references. Identify the baseball or softball field specifically when appropriate.

Memorial Stadium, use Memorial Stadium when talking about the entire sports complex in Crete, which includes Doane's football field and outdoor track. Identify specific spaces when possible:

Al Papik Field, use when specifically referencing the football field; use Papik Field on subsequent references

Fiske Lodge, use when specifically referencing the admissions/concessions stand

Music Programs

Collegiate Chorale

Doane Concert Band

Doane Choir

Doublewide

Jazz Ensemble

Jazz Unlimited

Tiger Pep Band

DOANE FRATERNITY AND SORORITY LIFE TERMINOLOGY

Active Member/Active: A member who has been initiated into lifelong membership and is active at the collegiate level

Advisor: A staff/faculty member at Doane who serves as a resource for the chapter, sometimes called a Chapter Advisor (older terminology you may hear at Doane is a "sponsor")

Bid Day: Last day of recruitment in which potential new members receive formal invitations (or bids) to join a fraternity or sorority

Chapter: A branch of an organization, established on a specific campus. (You may hear this term for national organizations frequently as many "chapters" are established across the nation. Our fraternities and sororities at Doane are still able to be called a "chapter," but as they are the only ones in existence nationally, they would also be known as the "Alpha Chapter").

*Local Chapters are formed locally at their university level, and our local chapters do not have a national organization. Chapters at Doane report to the Office of Fraternity and Sorority Life within Campus Engagement.

*National Chapters are one of many nationally recognized, and typically report to a National Headquarters. They may have various structures/governing bodies that supersede the University required business, but students are held to the student conduct at the University level, and fraternal conduct (membership, etc.) to the Headquarters.

Greek Council: The governing body for all fraternities and sororities at Doane. Each chapter has a representative serving on the Greek Council, decisions regarding an overarching constitution, recruitment rules and regulations, and other related policies, are discussed, drafted, and voted upon within the Greek Council.

FSL: Meaning Fraternity and Sorority Life; used to abbreviate the community and try to shift from saying “Greek Life” (as on some campuses, Greek Life might literally mean the community of students from/having connection to Greece)

IGAA: The Inter-Greek Alumni Association, composed of a representative of each chapter at Doane. Chapters on probation, currently inactive, etc., may have representatives on this Association. Alumni representatives will meet regularly to coordinate efforts to support active members on campus through different activities.

Initiation: A ceremony where a new member becomes an active member of the organization. Initiation ceremonies are private and vary by each organization and follow a new member education period.

Legacy: A child, sibling, or close relative of a member of the organization

New Member: Period of membership after receiving and accepting a bid, but prior to initiation (sometimes referred to as a pledge, which is a term no longer in use)

New Member Educators: Applies to any elected position within a fraternity or sorority that oversees the curriculum creation and facilitation of new member education to new members. May include other chapter-specific language such as mediators/facilitators. (We ask that slang terminology previously used to indicate a level of power over new members is discontinued immediately).

New Member Education: A four-week period where chapters hold educational workshops and chapter-building activities aimed at preparing new members for active membership in the organization (previously known as Greek Week).

Open House: Open invitation events to all students within the Doane community, held by a fraternity/sorority in the semester before Spring Recruitment. They are typically introductory events toward the recruitment season. These events are recruitment-based in nature to provide a chance for PNMs to determine if they would like to attend the recruitment processes in the Spring.

Potential New Member (PNMs): A person interested in joining an organization who participates in recruitment

Recruitment: Commonly known as “rush,” it is the period in which fraternities and sororities engage in organized recruitment oriented activities to meet/connect with PNMs.

Ritual: Private ceremonies held by an organization, which only initiated members and/or new members may attend. Often used as varying steps leading toward initiation, rooted in communicating and opening up new levels of chapter history/traditions.

DOANE WRITING GUIDELINES

Use first-year instead of freshman

Use residence hall instead of dorm, dorm hall or dormitory

Use dining facility instead of cafeteria or caf

Use “week before finals week” instead of dead week

Capitalize Black when used to describe race

Write phone numbers with periods, not dashes. Ex. 402.467.9023

Use inclusive language instead of appropriated language or slang terms that have a non-inclusive history (e.g., powwow, spirit animal, blacklist, crazy/insane, tribe, grandfathered)

Use gender-neutral language; use “they/them/their” when possible instead of “his or hers; he or she”

Ask the person you’re writing about what their preferences are when it comes to identity (e.g., disability, pronouns, race, gender, etc.) Always default to their preferences. If that’s not possible, our recommendation is to use person-first language and reference style guides from the National Center on Disability and Journalism: <https://ncdj.org/style-guide/>

GLAAD: <https://glaad.org/reference/>

President's Office

There may be instances in writing that currently are not shown that will arise. At those times we will be in contact with the Senior Executive Assistant to the President for discussion.

Formal Signature (Commencement Program, Comprehensive Campaign)

Roger Hughes, Ph.D. '82

Non-Formal Signature (Website, Internal Doane Pieces, Alumni News)

Roger Hughes '82, President

Listed with a group of higher-education presidents

Roger Hughes, Ph.D. '82, President of Doane University

Alumni

Graduation years are based on the academic year. For students who graduate in December, their graduation year is actually the same as the upcoming spring commencement. If Thomas graduated in December 2023, his graduation year is 2024.

When referencing alumni and including a maiden name:

Doane (Perry) Merrill '80

When referencing alumni with multiple degrees:

Doane (Perry) Merrill '80, '86C

Joe Smith '90L, '92A

When referencing alumni, include their graduation year with the appropriate letter designation that represents their program. Use a comma to separate multiple degrees. Use only the last two digits of the year unless their graduation year is more than a century old, in that case use class of XXXX.

Thomas Doane '24X

Jill Doane, class of 1917

B (Master of Business Administration)

C (Master of Arts in Counseling)

DE (Doctorate of Education)

E (Master of Education in School Counseling, Master of Education in Curriculum & Instruction and Education Specialist)

GI (Grand Island undergraduates)

L (Lincoln undergraduates)

A (Master of Arts in Management, Master of Arts in Leadership)

Alumni Awards

Homecoming awards

Doane Builder Award

Honor D Award

Exceptional Service Award

Young Alumni Award, gender specific (Young Alumna Award/Young Alumnus Award)

Paul Kersenbrock Humanitarian Award

Platt Alumni Music Award

Educator of the Year

Other awards

Alumni Master

Alumni Senior Award

Alumni Trustee

Athletic Hall of Fame

Excellence in Teaching Award

Faculty Award for Distinctive Scholarship

Navajo Leadership Award

President's Award for Navajo Language and Culture

Trustees Award for Distinguished Service

Majors and Minors

When written in a sentence, write majors and minors as:

Ex. policy and values/Spanish major and biology minor

Ex. Double-majoring in policy and values and Spanish, with a biology minor

Ex. Thomas Doane, a first-year student, is majoring in mathematics and data analytics and Spanish, and minoring in organizational communication.

When possible, include more specific information, ex. double-majoring.

When written in a list, write majors and minors as:

Ex. Thomas Doane | Major: Theatre | Minors: Music

Board of Trustee Templates

Templates for Board of Trustee minutes, agendas and reports should be used in BoardEffect the Board portal. It can be accessed by contacting the Senior Executive Assistant to the President.

Notes:



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