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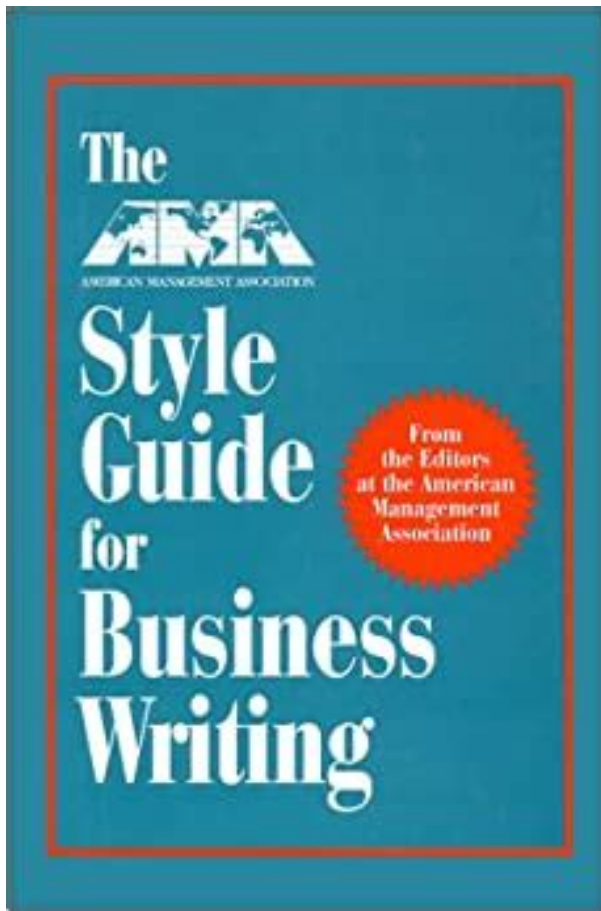
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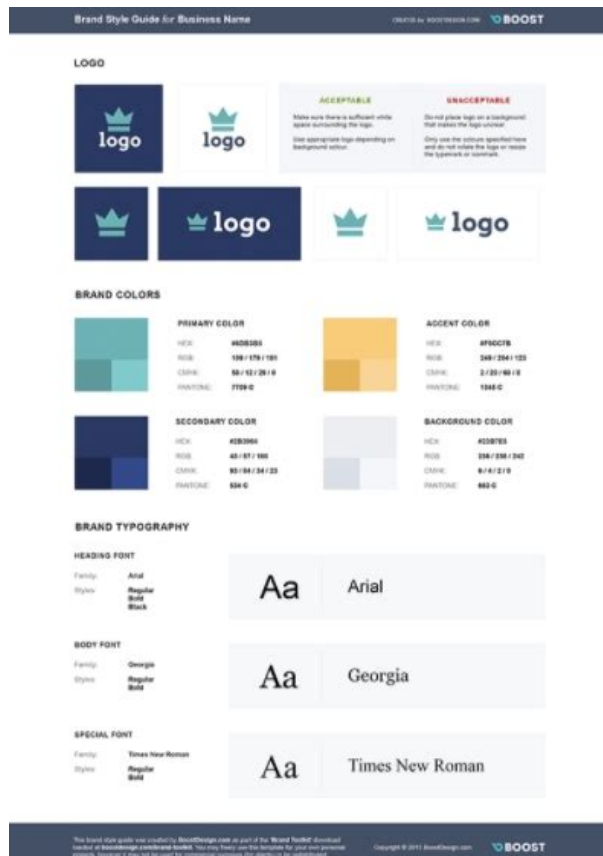
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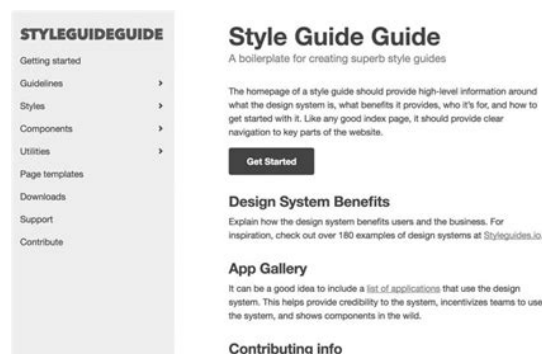
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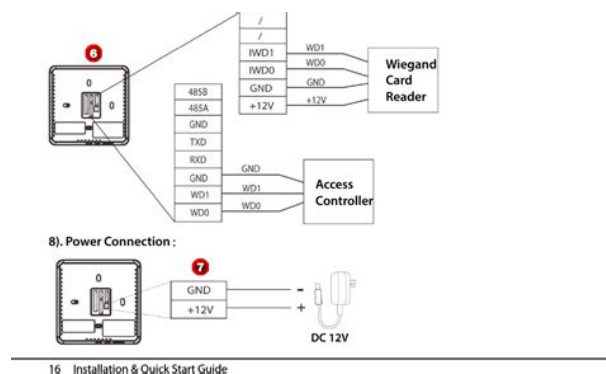
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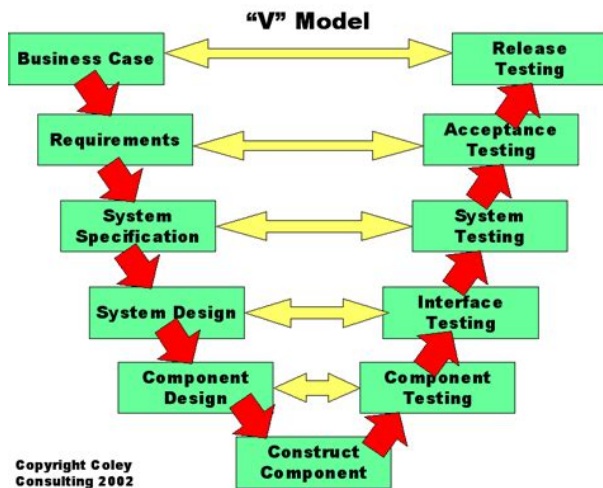
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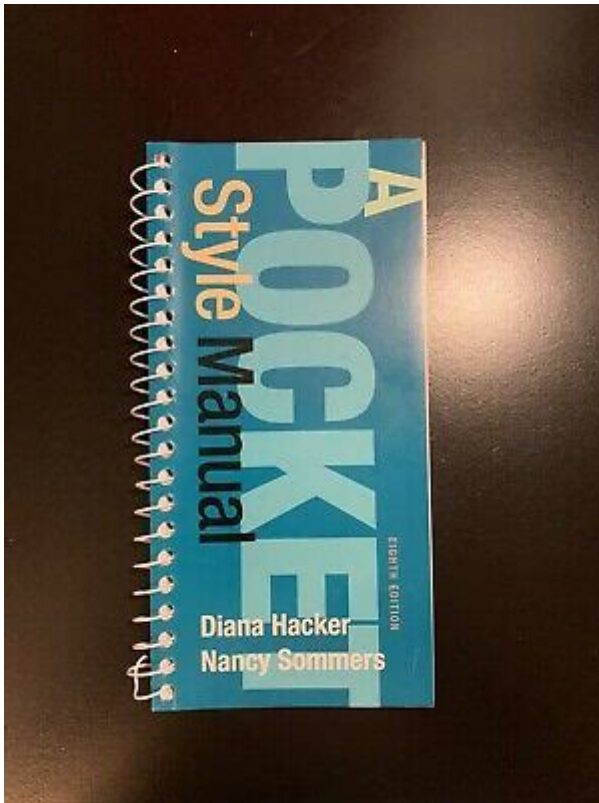
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The style guide even allows you to download an icon version of its logo, making it easier to represent the company without manually recreating it. The company also includes a large color palette with each color sorted by the product it should be shown on. These guidelines help to show not just how the brand's logo will appear, but how the company's various storefronts will look from the outside to potential customers. However, the company isn't shy to include information about its ideal consumer and what the brand believes in, as well. The company's brand guidelines include nine color codes and tons of detail about its secondary logos and imagery. The company begins its guidelines with a thorough explanation of its mission, vision, story, target audience, and tone of voice. Only then does the style guide delve into its logo positioning on various merchandise. The business has a separate webpage for just that. It shows you dozens of contexts in which you'd see this school's provocative logo, including animations. Nonetheless, the brand does a fantastic job of breaking down every last color code and logo placement you can find from the building itself to the advertisements promoting it. The company organizes its brand style guide into four basic parts: voice, design, photography, and partner. The latter describes and shows how the brand interacts with partner brands, such as Star

Wars. The company offers a simple set of rules governing the size, spacing, and placement of its famous capitalized typeface, as well as a single color code for its classic red logo. And yes, NASA's space shuttles have their own branding rules. You are using an outdated browser, we recommend you upgrade your browser for a better and safer experience.

Dictionaries While there are certainly some hardandfast grammar rules verbs must agree in number with their subjects, for example, many of the guidelines that people regard as "rules" are, in fact, matters of style and not necessarily consistent from one style guide to another. Everyone should choose a style manual and adhere to it consistently. Ideally, everyone in a workplace would adhere to the same style manual. Before you decide which style manual is best for you or your organization, here are some points to consider **Style Manuals Are not the Same As Dictionaries** Style manuals are prescriptive; that is, they tell us how we should use the language within the confines of a specific academic discipline or professional field. Dictionaries, on the other hand, are descriptive; they describe how people actually use the language. Thus, since people use the word ain't and the word irregardless, they will appear in the dictionary whether or not they are considered professional or "correct." Whether language mavens like it or not, if a substantial number of people use a word, it will end up in dictionaries. But even though a word appears in the dictionary, it may not be wise to use it in professional settings. Find out whether a word has made it into the hallowed halls of acceptability by looking at the descriptors that accompany them, such as substandard, colloquial, and slang. For American English usage, the print or online version of MerriamWebster's dictionary is a solid resource, as is the American Heritage. Oxford University Press is an authoritative source for British English and also publishes a dictionary of American English. **Style Manuals Are Discipline Specific** Many people who practice law, for example, use the Texas Law Review Manual of Usage, Style, and Editing. Harvard's The Bluebook A Uniform System of Citation is the bible of the legal professional with regard to form and style for legal citations.

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Most of these books do speak with authority about matters of style in business writing, but often they do not agree with one another. Thus, rather than arbitrarily choose a businessoriented guide as our primary source of information, Get It Write has here again elected to adhere to the principles set forth in Chicago. For guidance about matters not addressed in Chicago such as the format for

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Learn how your comment data is processed. Learn more about us. While each of the University's schools, colleges, departments, and academic and administrative units has its own special strengths and its own stories to tell, each is part of the same institution. The use of a clear, consistent writing style for all print materials and websites produced by and for the University of Pittsburgh reinforces this fact and, just like a conscientiously applied graphic style or identity, helps to present the University to its audiences in a consistent and professional manner, making use of the highest standards of written English language expression. The University of Pittsburgh is a member of the prestigious Association of American Universities AAU, a consortium of top North American research institutions. When the process of creating this style manual was initiated, many AAU members were using The Chicago Manual of Style, considered a highly authoritative reference in publishing and academia, as the basis for their own writing styles. In June 2003, the University of Pittsburgh adopted style guidelines based on, but not identical to, those in The Chicago Manual of Style, 14th

Edition, as part of its institutional identity program. In 2007, following the release of 15th edition of The Chicago Manual of Style, these guidelines were updated. In the past several years, however, there has increasingly been a blurring of the lines between journalism and marketing communications, both in the world at large and at Pitt. In an effort to better reflect how language is actually being used within the University community and among our higher education peers, this third edition of the University of Pittsburgh Writing Style Manual has been revised to more closely align with the recommendations outlined in the Associated Press Stylebook.

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