Style Guide Committee

Thursday, September 20, 2012
Team Members

- Audrey Taggart-Kagdis
- Betsy Edwards
- Dawn Furnas
- Donna Ekart
- Jennifer Tidball
- Kristi Northcutt
- Linda Gilmore
- Natalie Blair
- Olivia Blanco
- Rosanna Vail
- Tami Bremeyer
Timeline

• March 2011: Initial Style Brown Bag
• April 2011: Style guide task force formed
• September 2011: Style guide task force began meeting.
• September 2011 – August 2012: Incorporated existing Alumni Association guide as our draft. Reviewed all buildings on all three campuses, departments and colleges, units and additional style issues.
• August 2012: Met with DCM for website session
• September 2012: Present first draft to campus
• September 2012: Brown Bag feedback session
• October 2012: Incorporate suggestions and make final revisions
• November 2012 – December 2012: DCM creating website
• January 2013: Online Style Guide to go live
• We have chosen to follow AP Style.
• News releases are more likely to be picked up by outlets if the style transfers.
• This will give more consistency across campus.
• There are times when you need to be flexible in your writing based on the type of media with which you are communicating.
  – Ex: News release, academic publication, program, event flier
Cool Stuff

• Basecamp
  – Sample write board
  – Rooms and Centers

• Related Projects
  – War Memorials
  – Artwork
  – Campus map
Online Style Guide

• Sample website
  – k-state.edu/admissions/academics
  – Alpha search feature
  – Navigation tabs
  – “back to top” feature

• Updated monthly

• DCM will host online guide on their site.
Feedback?
Additional questions or comments?

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