

WRAC Quick Reference Guide

Voice

Personality

- Professional
- Active
- Positive
- Helpful

Rhythm

- Descriptions are written in full sentences and short paragraphs
- Examples are presented in short bullet points

Vocabulary

- Word choice assumes the reader has prior knowledge of commonly utilized terms in higher education

Tone

Purpose

- Present basic information about WRAC to multiple audiences
- Communicate procedures
- Promote WRAC, its mission, its services, and its alumni

Audience

- Prospective undergraduate and graduate students
- Current undergraduate and graduate students
- Faculty, staff and administrators
- Potential employers of alumni
- Potential donors

Context-Specific Tone

- Use first person when referring to the department
- Use third person when referring to students, events, programs, and expectations
- Use formal tone for content related to goals or procedures
- Use less formal tone for content related to faculty and student achievements

Editorial Style

Formatting

- All images should have descriptive alt text
- All videos should be captioned
- Links should be formatted as descriptive text rather than plain hyperlinks
- Use the serial comma

Abbreviations

- Do not place periods between the letters of acronyms
- Course abbreviations are placed in parentheses after the first use of the full course title
 - Writing as Inquiry (WRA 101)

Common Acronyms

- Department of Writing, Rhetoric, and American Cultures → WRAC
- First-Year Writing Program → FYW
- Professional and Public Writing Major → P2W
- Experience Architecture Major → XA
- Rhetoric and Writing Graduate Program → RW

Visual Style

Font for Web

- Montserrat

Color Palette

