


BRAND BOOK





**Be Yourself,
Everyone Else
is Already
Taken.** – OSCAR WILDE

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What is our brand?

Our brand is not our logo, advertising campaign, identity system or set of talking points. Our brand is the stories, experiences and attributes that define Morris Animal Foundation. It is the sum of all the interactions our audiences – donors, researchers, veterinarians, animal lovers, organizational partners – have with the Foundation. It is the feeling we leave them with and what they say about us to their friends and family. It is why they choose us.

IT'S WHAT WE DO



Each of us is key in shaping our brand. We influence the brand when we talk about our research, help a donor with a question or attend a conference representing the Foundation.

A poor or inconsistent experience does more to shape perceptions than any advertising or public relations campaign. We must act with intention to create an experience that reflects our community and its values.

IT'S WHAT WE SAY



When writing or talking about Morris Animal Foundation, we have an important opportunity to express our brand. It's about people loving Morris Animal Foundation because of who we are, their experience with us and what we stand for.

IT'S HOW WE LOOK



Over time, our visual symbols and aesthetics become symbolic of our brand. While they are not our brand, they serve as a shorthand, evoking memories of our audiences' emotional bonds with us. For this reason, graphic standards ensure that we deliver consistent messages about ourselves.

VISION

A healthier
tomorrow
for animals.



TAG LINE

Advancing the Health of
Animals through Science.

MISSION

When Posted as a Standalone:

Morris Animal Foundation Mission:
To bridge science and resources to
advance the health of animals.

When Used in Text:

Morris Animal Foundation bridges
science and resources to advance
the health of animals.

When Used with Heavily Branded Material:

Our mission is to bridge
science and resources to
advance the health of animals.

BOILERPLATE

Established in 1948, Morris Animal Foundation is dedicated to improving and protecting the health of animals through scientific innovation, education and inspiration. Our investment in research has yielded life-saving vaccines, new treatments for critical diseases, superior screening tests and advanced diagnostic tools. We respond to emerging animal health threats that endanger entire species, and make new discoveries in basic animal biology to support applied research. With every study we fund – more than 2,700 to date – we strive to advance the science of veterinary medicine, honoring the founding principles of Dr. Mark L. Morris Sr. to benefit animals worldwide. Learn more at morriscanalfoundation.org.

SHORTENED BOILERPLATE

Morris Animal Foundation improves and protects the health of animals through scientific innovation, education and inspiration. Founded by a veterinarian in 1948, we continue to be a science-driven organization, funding critical health studies for the benefit of all animals. Learn more at morriscanalfoundation.org.

Brand Story

Morris Animal Foundation has been improving the health of animals worldwide for more than 70 years. We were founded by a veterinarian and continue to be a science-driven organization, funding scientists conducting crucial animal health studies globally as well as our own research. We've invested more than \$136 million in the pursuit of disease management and eradication, all to benefit animals.

WE ENVISION A FULL AND HEALTHY



**AND WE AREN'T AFRAID
TO WORK FOR IT.**

We're responsible for the development of diagnostic tools, vaccines, new drug therapies and surgical techniques. We partner with leaders in animal health to build on existing knowledge, unlock new discoveries and bring revolutionary treatments into practice. From urgent health crises in our cats and dogs to solutions for long-term survival of endangered species, we never stop trying to change the lives of animals for the better.

WORLD WHERE ANIMALS LIVE HY LIVES.



**WE FUND MORE ANIMAL
HEALTH STUDIES, IN MORE
SPECIES, IN MORE PLACES
AROUND THE WORLD THAN
ANY OTHER ORGANIZATION.**

At any given time, we have more than 150 studies underway to address important health challenges, from conducting the largest cancer-focused study in dogs, to supporting research critical to save the endangered Mongolian saiga antelope. The knowledge gained from our research is shared freely so that animals can benefit from our scientific advancements as soon as they are available.



**WE ARM ANIMAL
HEALTH PROFESSIONALS
WITH KNOWLEDGE AND
SUPPORT THOSE
BEGINNING IN THE FIELD.**

It's going to take the best and the brightest minds to help our planet's diverse animal communities thrive. To that end, we actively support the work of established researchers as well as promising young investigators. We are a leading provider of unbiased scientific information and apply the highest scientific standards to achieve innovative solutions to health challenges – all to usher our animal kingdom into a healthier future.

Core Values

EXCELLENCE

We advance animal health by funding only research that meets the highest scientific standards. We are committed to ensuring the best use of donor funds and Foundation resources to benefit animals everywhere.

RESPECT

We act with integrity and are accountable to the needs of others and respectful of their time, expertise and opinions. We listen and communicate thoughtfully, directly and openly, always assuming good intent. We are inclusive and value diversity.

COLLABORATION

We actively partner, creatively work together and freely share ideas to advance the science of animal health and grow our impact. We nurture, grow and educate the animal health community that shares our passion. Together we can do more.

INNOVATION

At our core, we value proven science but also seek creative solutions to meet the growing challenges of animal health in a changing global ecosystem. Based on what we learn, we constantly evolve to achieve our mission.

COMPASSION

We care deeply about animals and the people who care for them. It is our responsibility and an honor to improve animal health.

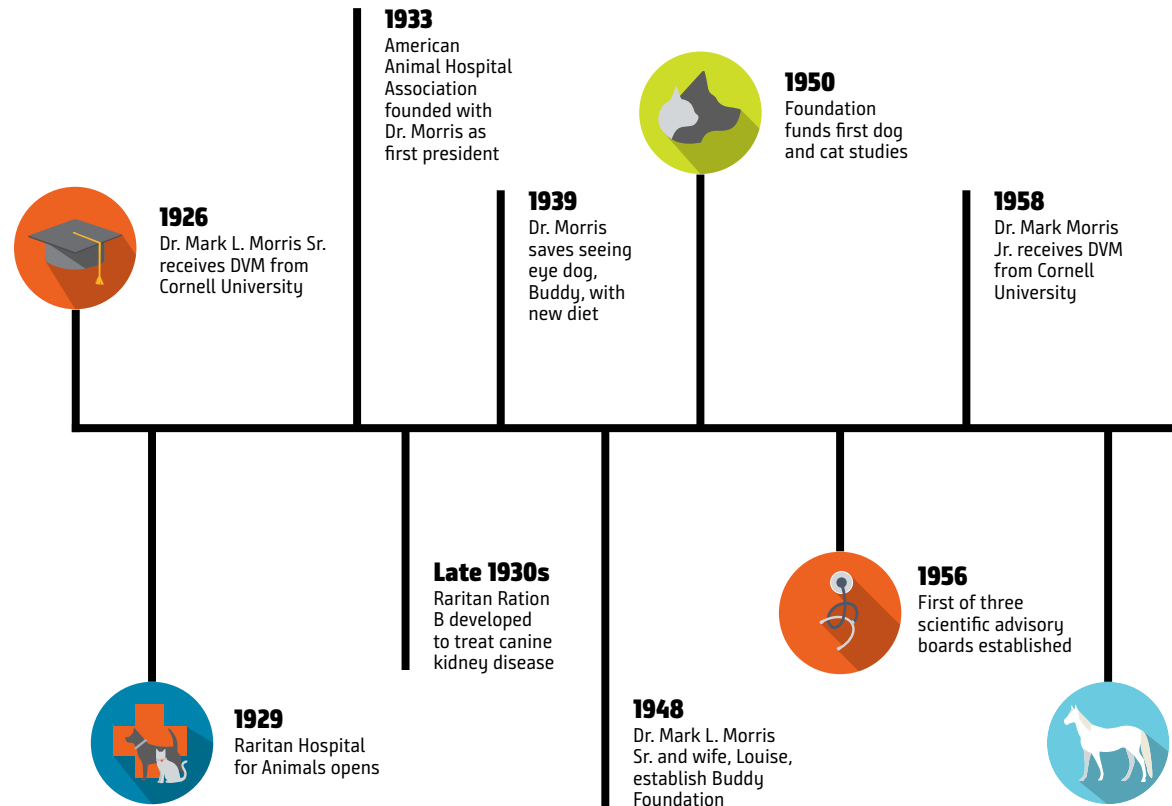
DETERMINATION

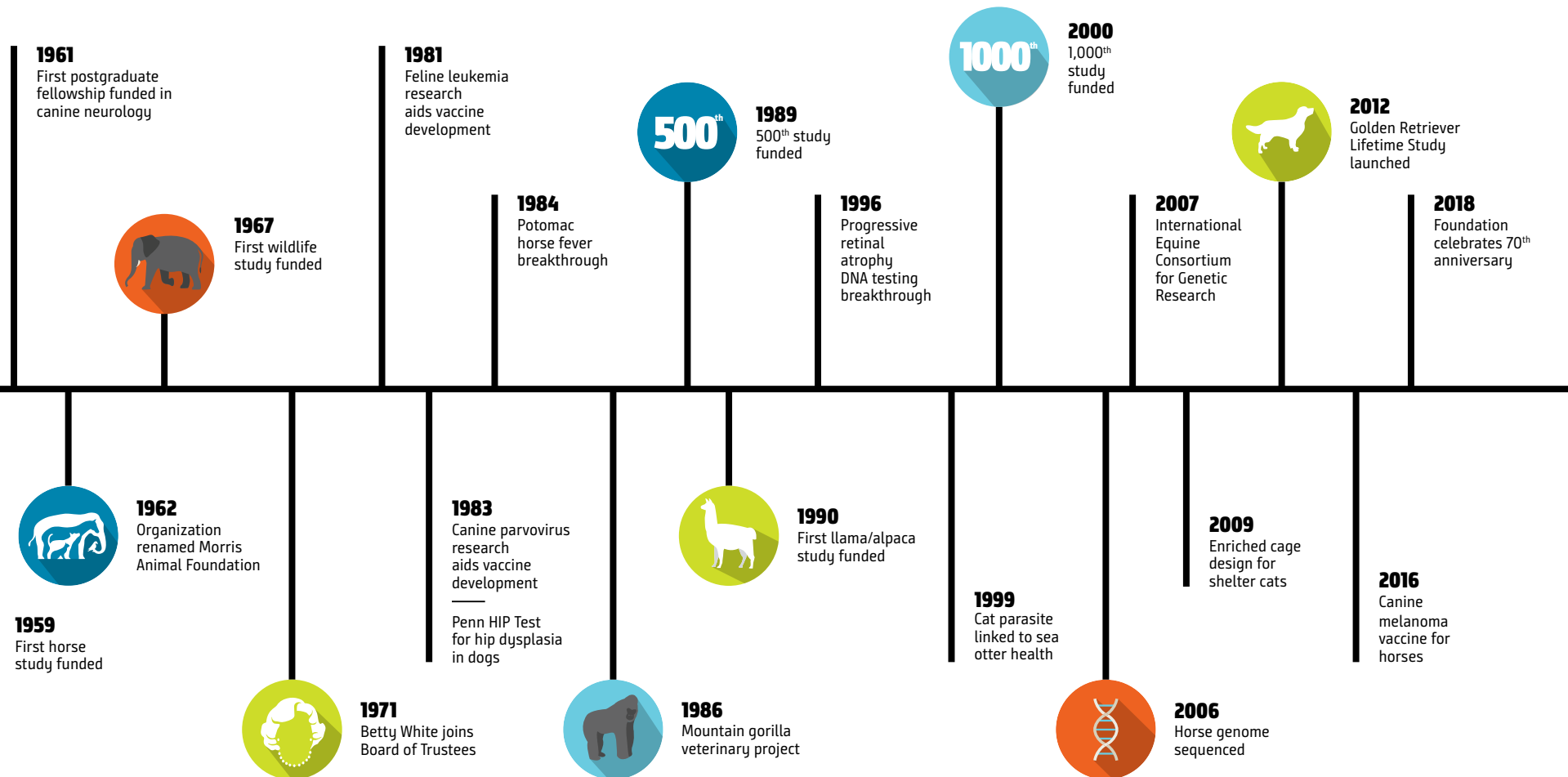
We are driven by our mission and seek answers with relentless pursuit. Using science as our compass, we develop pathways to animal health solutions. So long as animals face health concerns, we will continue to find answers.



Where We've Been

In 1948, when Dr. Mark L. Morris Sr. established Morris Animal Foundation to bring scientific discovery to veterinary medicine, he spelled out his credo: "Clinical veterinary medicine can be no better than the research that supports it, and research can be no better than its personnel."







A close-up, high-resolution photograph of a brown dog's face, focusing on its eye and snout. The dog's fur is a rich, warm brown, and its eye is dark and expressive. The background is a soft, out-of-focus green, suggesting an outdoor setting. The text 'Brand Style' is overlaid in a large, white, sans-serif font, positioned in the center-left of the image.

Brand Style

16 Logos

20 Trademarks

22 Fonts

24 Colors

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28 Icons

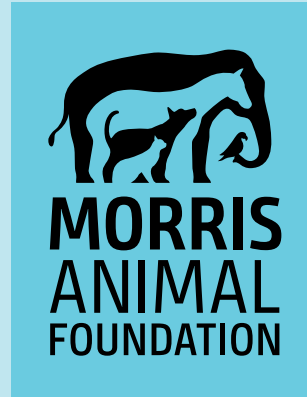
30 Samples

Logos

Clean, simple and modern. You will find all of the animals we study represented in our logo; small animal, large animal, wildlife and exotics. Our bold type demonstrates how we are not afraid to be bold, while keeping the focus on the animals.



Logo Color Variations



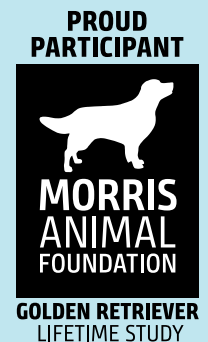
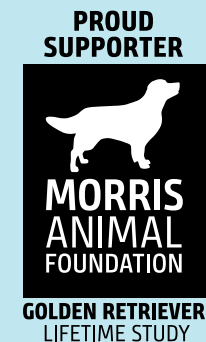
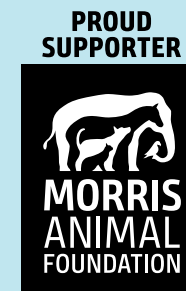
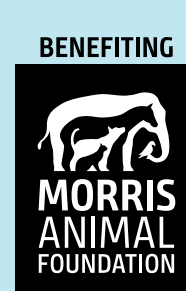
Horizontal Logo

Our vertical logo is our primary logo. The horizontal logo is to be used only when the vertical logo can not. Please consult the marketing team if you have further questions on usage.



Supporter Logos

Our supporter and participant logos are to be used when someone would like to highlight their connection to the Foundation. This logo shows they are a supporter and not a partner, and also keeps us from unintentional product or event endorsement.



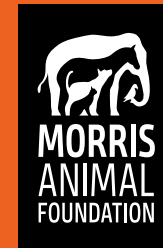
Improper Usage



DO NOT
Use a Transparent Logo



DO NOT
Change Color of the Logo



DO NOT
Change Proportions
of the Logo



DO NOT
Remove Box



DO NOT
Use Only the Animals



DO NOT
Use Only the Type



DO NOT
Use the Foundation Logo
Next to Another Logo*



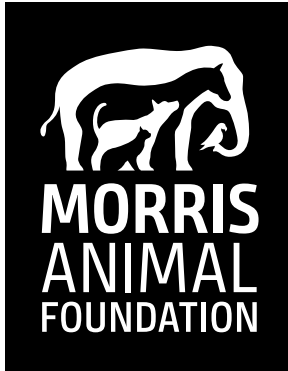
DO NOT
Modify Sub-Brand Logo



DO NOT
Add a Box Around the Logo

*The logo should always be at least the size of 2 elephants away from another logo.

Sub-Brands



**CANINE LIFETIME
HEALTH PROJECT**



CIRCLE OF DISCOVERY



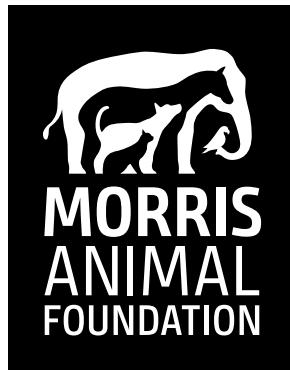
DATA COMMONS



**GOLDEN RETRIEVER
LIFETIME STUDY**



LAMPLIGHTER SOCIETY



LOYAL FRIENDS



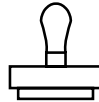
STOP CANCER FUREVER



VISIONARY PARTNERS

Trademarks & Wordmarks

As designated by the U.S. Office of Patents and Trademarks, a trademark is a recognizable sign or design that identifies a product or service coming from a particular source. A wordmark is a distinctive text-only logo of a company's name. Morris Animal Foundation has a wordmark for our name alone, as well as two trademarks for our multi-species logo and our golden retriever logo.



MORRIS ANIMAL FOUNDATION

Name

37485-TM1010

PTO Serial No. 88/683,921

MORRIS ANIMAL FOUNDATION LOGO

Word and Design

37485-TM1011

PTO Serial No. 88/683,924

GOLDEN RETRIEVER LIFETIME STUDY LOGO

Word and Design

37485-TM1012

PTO Serial No. 88/683,931



**GOLDEN RETRIEVER
LIFETIME STUDY**

WORDMARK & LOGOS CLASSES

CLASS 9

Downloadable electronic publications in the nature of newsletters, reports, webcasts and videos in the field of animal health and welfare.

CLASS 35

Administration and management of research grants; charitable services, namely, promoting public awareness and providing research grants in the area of animal health and welfare.

CLASS 36

Charitable fundraising.

ANY LOGOS BEING PROVIDED TO EXTERNAL SOURCES (E.G. THIRD-PARTY FUNDRAISERS, EXTERNAL PARTNER WEBSITES) SHOULD USE THE LOGO WITH THE TRADEMARK OR REGISTRATION SYMBOL.

TM, SM OR “R”

There are three commonly used trademark symbols. TM (trademark) and SM (service mark) symbols are used with unregistered marks, and the federal registration symbol, or ®, is reserved for marks registered in the U.S. Patent and Trademark Office.

As of December 2019, Morris Animal Foundation is still in the approval process with the PTO regarding the three registrations. As such, it is not yet appropriate to use the circled “R” (®) trademark symbol. Until approval, it is appropriate to use “TM” (™) for our organization’s wordmark and two logo trademarks.

There is no legal requirement to use trademark symbols, but it is wise to do so to ensure branding rights in our mark and dissuade others from adopting the same or similar mark. Legally, if we file for a case of trademark infringement, we forfeit our right to recovery of damages unless we can prove the defendant had actual knowledge that our mark was registered.

USAGE

One conspicuous use per item.

When federal registration is complete, the TM mark will be replaced by the ® symbol. The Foundation has logos with and without the TM symbol as the logo with TM only should be used once in any document or collateral piece with multiple logos.

The appropriate symbol should appear in superscript in the upper right-hand corner of a mark. If it is not practical or aesthetically displeasing to place it there, it should be dropped to the lower right-hand corner of the mark. A symbol should not be placed above, below, or to the left of a mark. Placement is not regulated by law, but adherence to norms is strongly advised.

In written documents – articles, press releases, promotional materials – it is only necessary to use a symbol with the first instance of the mark, or with the most prominent placement of the mark.

Fonts

Bunday Sans is clean, modern and sophisticated. The crisp design gives the brand credibility with a slight bit of whimsy, making the Foundation approachable.

When using Bunday Sans, do not use the Bunday Sans Up version.

Aa

MAIN FONT

Bunday Sans
LIGHT Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Bunday Sans
REGULAR Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Bunday Sans
BOLD Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Bunday Sans
HEAVY Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

WEB & SECONDARY FONT

Fira Sans *Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm*
LIGHT *Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz*
1 2 3 4 5 6 7 8 9 0

Fira Sans Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
REGULAR Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Fira Sans Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
BOLD Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Fira Sans Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
BLACK Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

When we can't use Bunday Sans, we use Fira Sans. This may happen in specific incidences such as on the web, in PowerPoint presentations, in all documents and with vendors.

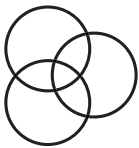
Colors

MAIN COLORS

Our color palette is energizing and engaging. The colors catch the attention of our audience quickly and enthusiastically. They represent air, sea and land, all the realms of animal life.

GOLDEN RETRIEVER YELLOW

This color is used only to represent our Golden Retriever Lifetime Study.



Sea Turtle Blue

PANTONE 310
CMYK 53/0/11/0
RGB 103/207/227
HTML 67CFE3

Tree Frog Green

PANTONE 381
CMYK 24/0/100/0
RGB 207/219/0
HTML CFDB00

Tabby Orange

PANTONE 166
CMYK 0/76/100/1
RGB 227/82/5
HTML E35205

Macaw Blue

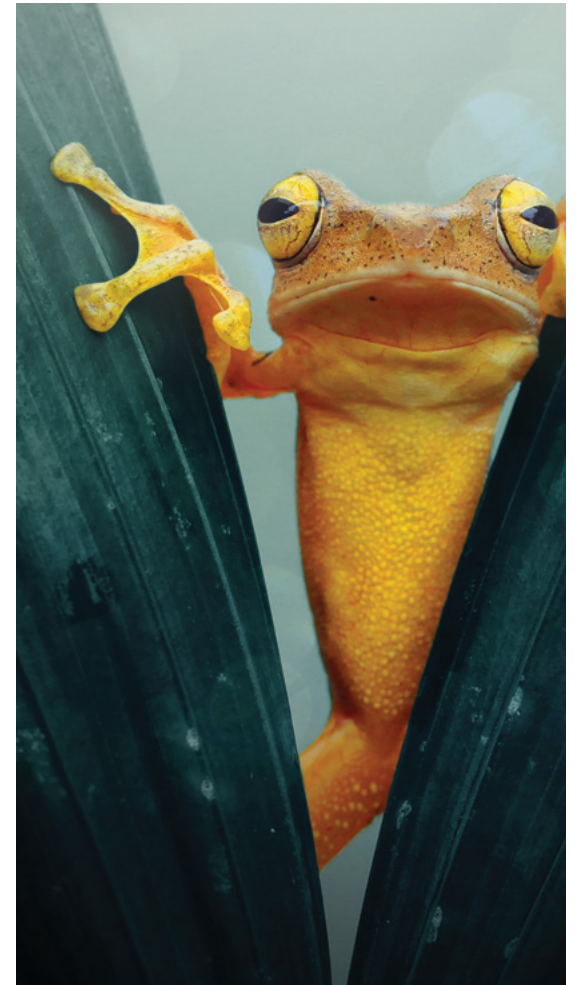
PANTONE 7704
CMYK 97/33/21/0
RGB 0/132/173
HTML 007EA5

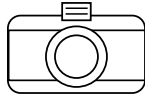
Golden Retriever Yellow

PANTONE 1235
CMYK 0/32/95/0
RGB 253/181/37
HTML FDB525

Photos We Love

Our photos highlight the animals we help. We want the animals to be the focal point of the image since they are the center of everything we do at the Foundation. The imagery used should be engaging, captivating and create an emotional response that makes people want to learn more, engage and donate to help animals have healthier lives.





Photos to Avoid

We avoid negative imagery such as choke collars on dogs, animals that appear to be sleeping, homeless animals, graphic images, animals in distress and political images. We also avoid staged photography, bad lighting, cutesy photos, animals that have been cut out onto backgrounds, filters, controversial animals/breeds (pugs, Dobermans, bulldogs, etc.) and livestock.

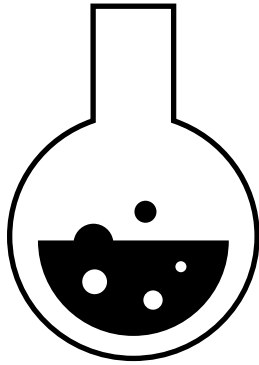


Icons

MAIN ICONS

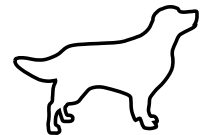
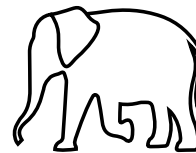
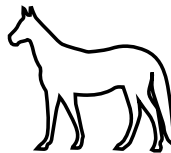
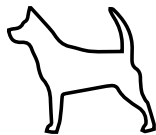
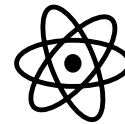
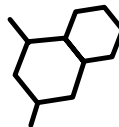
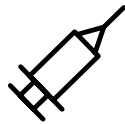
Our icons help us stand out visually but, more importantly, they help us tell the story of the animals we help.



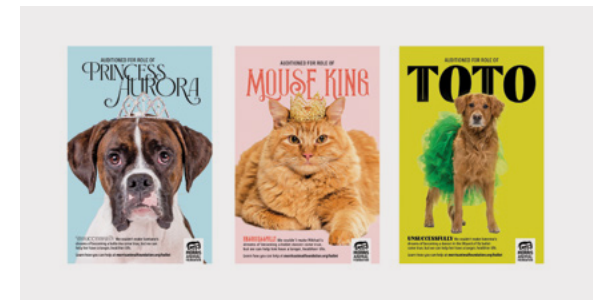


SECONDARY ICONS

Our secondary icons are meant to be supportive players in our storytelling. They help us balance our brand and design.



Brand Samples





A close-up photograph of a brown horse's head, showing its eye and mane. The text "Digital Style" is overlaid in white, sans-serif font.

Digital Style

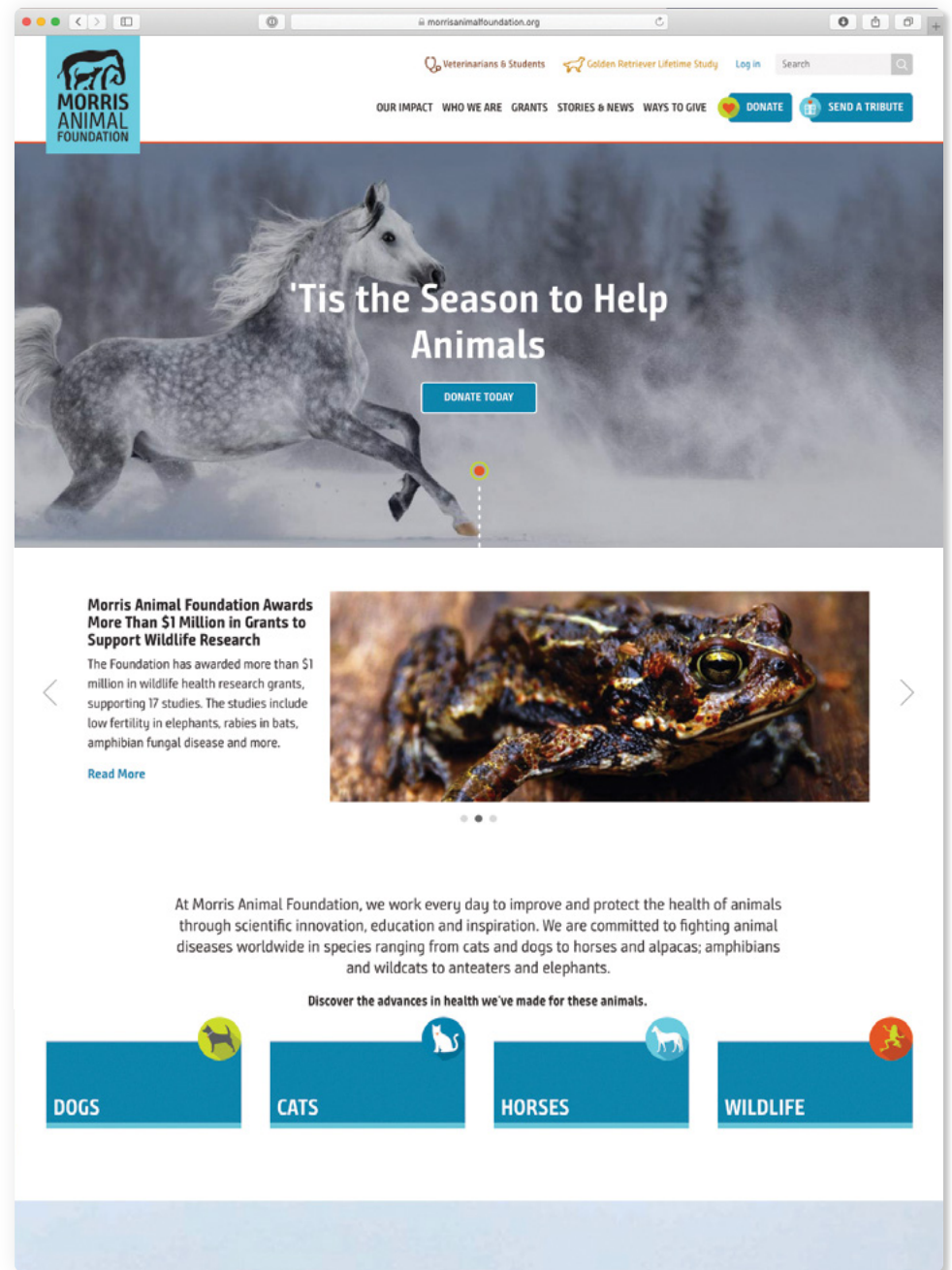
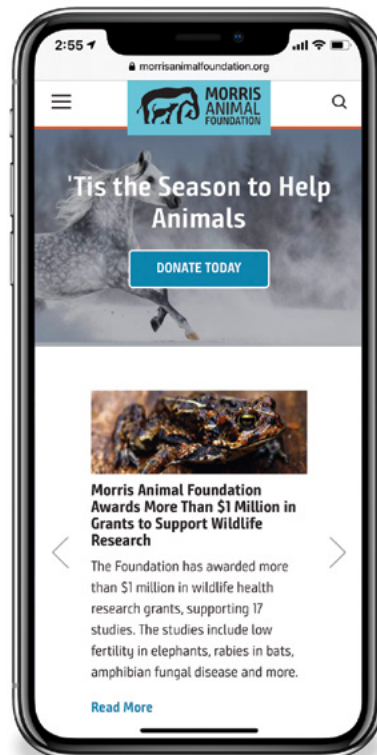
34 Website

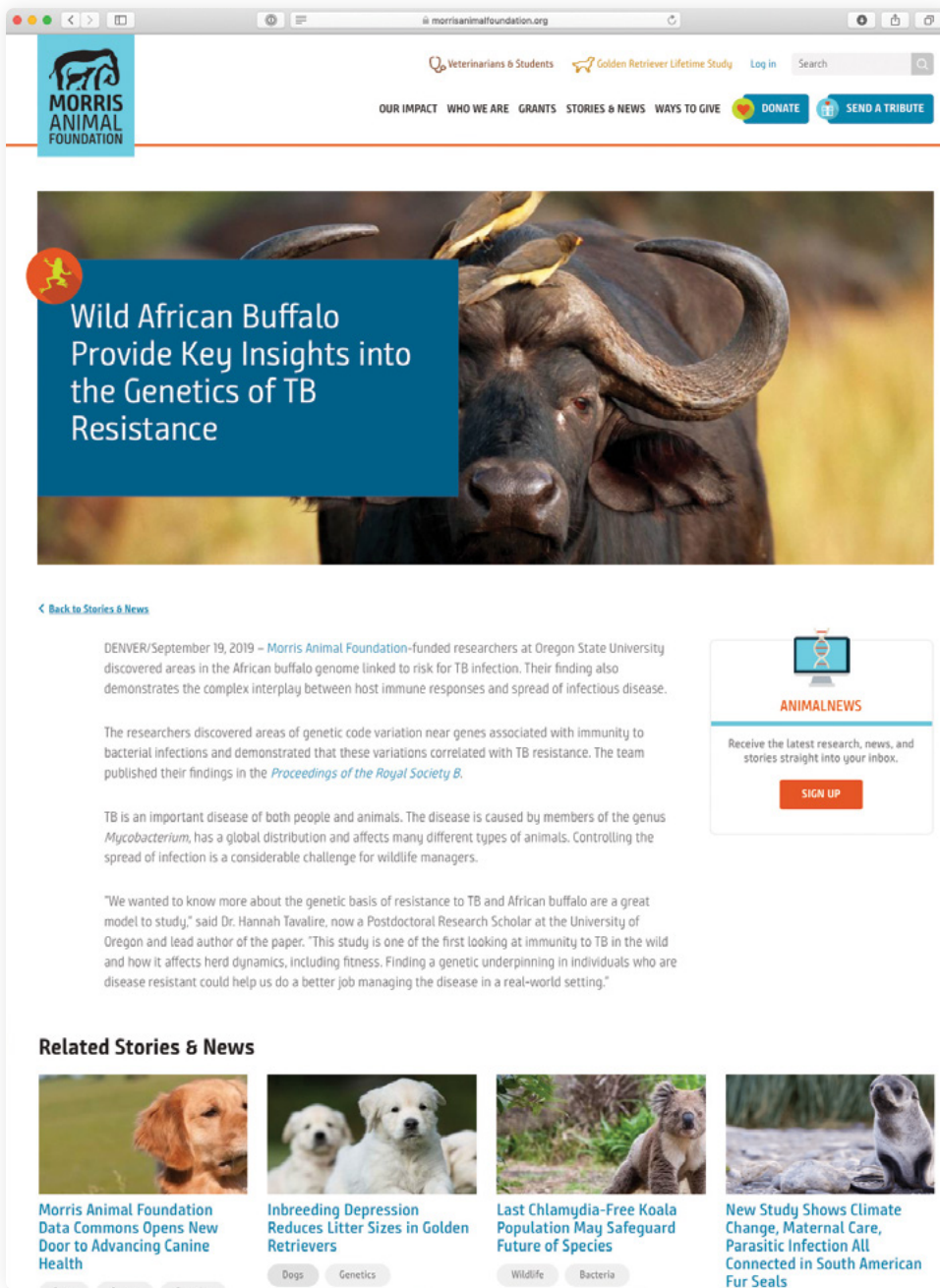
36 Emails

38 Social Media

Website

The Morris Animal Foundation website is a place for people to donate to the Foundation, learn about our research and apply for research grants. It's also a user-friendly platform for all donors, supporters, researchers and pet owners interested in learning more about animal health and the great work we do.





BLOG LAYOUT

IMAGES

- Focus of image to the right
- Dimensions
 - Header Image: 1440 x 560
 - Body Images: 499 x 332

CONTENT

- All headers are title case
- Start all blogs with date
 - Ex: January 1, 2019 –
- Bold all subheaders
- All links are light blue, #67CFE3



Emails

Emails are a means for communicating to our supporters, donors, researchers and veterinarians. They present information in a clear, concise way, with a design that's colorful and appealing to look at.

TYPES OF EMAILS

NEWSLETTERS

Each newsletter is tailored to the specific audiences that subscribe to them. Newsletters are used to educate and communicate with donors and supporters, veterinarians and the Golden Retriever Lifetime Study community.

OUR NEWSLETTERS INCLUDE:

- *AnimalNEWS Tips & Tails*
- *Fresh Scoop*
- *Golden Retriever Lifetime Study Monthly Updates*

GENERAL COMMUNICATIONS

We use email to communicate a wide variety of updates and announcements to our subscribers. Emails are sent out to our general audience to share Foundation news, promote fundraising campaigns and showcase research outcomes. Veterinarians and researchers receive communications about grant proposals, research updates and announcements about upcoming conferences.

EMAIL SPECIFICATIONS

In every email, regardless of the design, we include a logo at the very top, and a footer containing our social media links, a link to our website, a link to contact us and a link for our subscribers to manage their subscription.

TYPOGRAPHY

- Header Font: Bunday Sans
- Body Font Family: Fira Sans, Verdana, Helvetica, sans-serif
- Font Sizes
 - Subheaders: 16px
 - Body: 14px
- Link Styling
 - Bold, underlined
 - General Email Links: #e35205
 - *Golden Retriever Lifetime Study* Links: #fdb535

SIZE SPECIFICATIONS

- 600px width
- Mobile Responsive





LOYAL FRIENDS ARE HARD TO FIND. WON'T YOU BE OURS?

At Morris Animal Foundation, we work hard to improve healthcare for the pets in your life and animals around the world. But we can only do that with a little help from our friends.

We hope you'll consider signing up today to become a monthly donor – one of our Loyal Friends.

— **YOUR GIFT**  **12X AS FAR** —

And, now through September 30, your monthly gift will be matched dollar for dollar for your first 12 gifts, up to \$50,000, thanks to a generous match from the Petco Foundation and Blue Buffalo Company. Your monthly gift of \$10 will be doubled to \$20; \$20 doubled to \$40; \$100 doubled to \$200 and up, up, up!

Your generosity will help us fund more studies to advance preventive medicine, improve diagnostic tools, and develop new treatments for the critical health conditions and diseases that threaten our beloved dogs, cats, horses and wildlife.

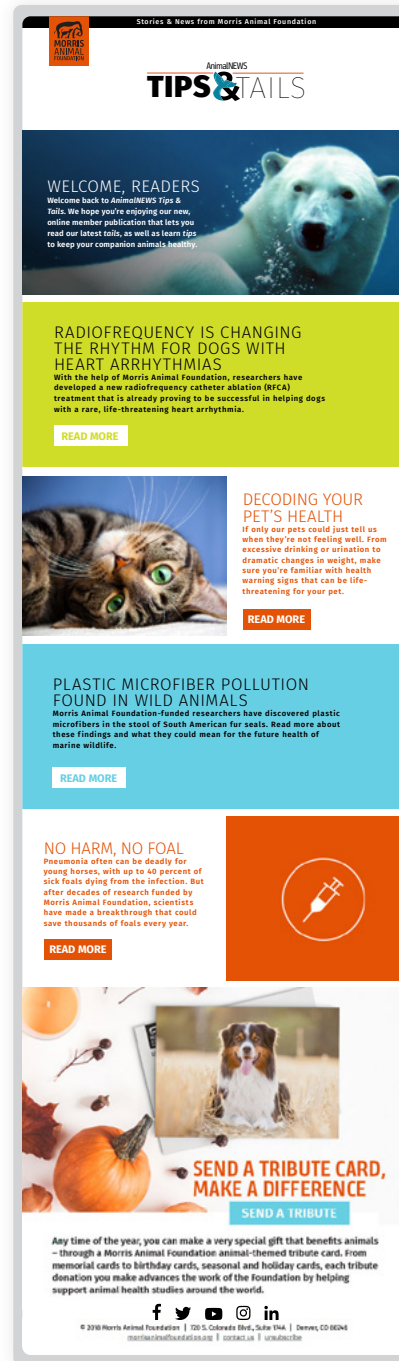
TOGETHER, WE CAN TRANSFORM THE WORLD OF ANIMAL HEALTH.

BECOME A LOYAL FRIEND



© 2018 Morris Animal Foundation | 720 S. Colorado Blvd., Suite 174A | Denver, CO 80246
morrisanimalfoundation.org | [contact us](#) | [unsubscribe](#)

GENERAL EMAIL



NEWSLETTER EMAIL

Social Media

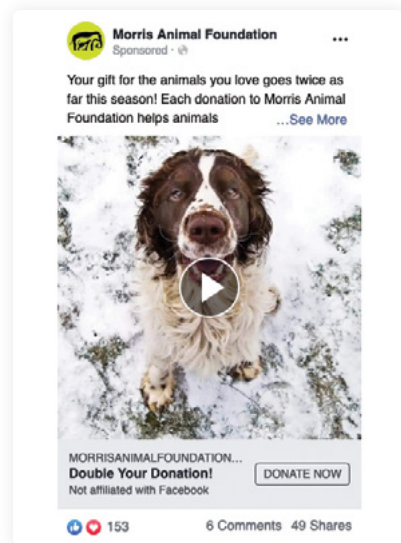
SOCIAL MEDIA

Social media is a means to educate and communicate with researchers, donors, potential donors and supporters about our research, stories, campaigns and media mentions.

Posts should be written with the audience of the specific platform in mind and succinctly communicate the message. We keep things professional on our social channels, but we like to have a little fun with our followers by creating a relaxed environment. After all, our work revolves around animals, and what better way to share our research than including images of pets and wildlife to connect with our supporters.

SOCIAL ADS

Using social ads, we promote fundraising campaigns to both followers and animal lovers through Twitter, Facebook and Instagram. By setting different parameters on these campaigns, we can create ads that appeal to specific audiences, raising awareness of the Foundation and increasing donations.



GOOGLE ADS

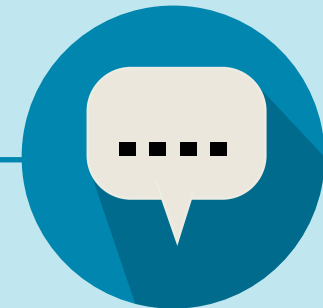
Through Google Ads, we create awareness of Morris Animal Foundation and the Golden Retriever Lifetime Study, educate about current and previous research and findings, and raise donations through campaigns and cards.

OUR GOOGLE ADS ARE BASED ON 3 GOALS

- Awareness
- Education
- Donations

PARAMETERS

- Headline: 30 Characters
- Display Path: 15 Characters
- Description: 90 Characters



Morris Animal Foundation | Non Profit Organization

Ad www.morrisanimalfoundation.org/
Nonprofit organization funding health studies for cats, dogs, horses and wildlife. Nonprofit animal organization based in Denver, CO since 1948.

Rabies Virus Signs & Treatment | Rabies in Dogs & Cats

Ad morrisanimalfoundation.org/rabies
Learn about rabies in dogs and cats, and the research we've done throughout the years. Know the signs and treatment for dogs and cats to know what to do if your pet has rabies.

Ways To Give

Thank you for making a difference
and helping the animals we love

Osteosarcoma in Dogs | Bone Cancer Signs & Treatment

Ad morrisanimalfoundation.org/osteosarcoma
Signs of osteosarcoma can be subtle and it's important for owners to recognize them. Learn what veterinarians do if your dog is diagnosed with bone cancer.

Ways To Give

Thank you for making a difference
and helping the animals we love

Golden Retriever Health | Researching Canine Cancer | Morris Animal Foundation

Ad morrisanimalfoundation.org/goldenretriever

The Golden Retriever Lifetime Study follows 3,000 golden retrievers throughout their life. We collect health, environmental and behavioral data to find risk factors for cancer.

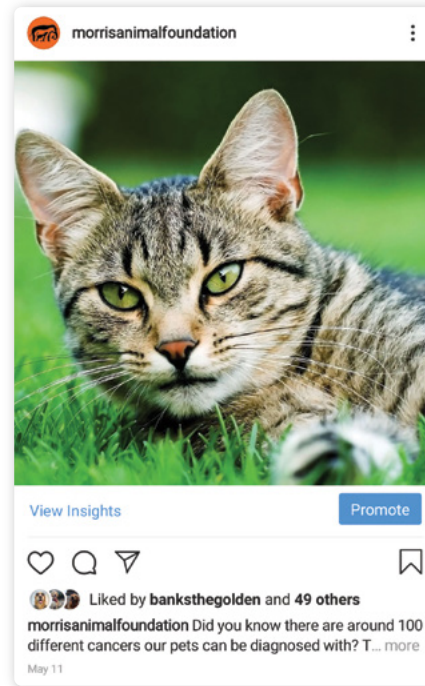
Ways To Give

Heart Problems in Dogs | Canine Heart Murmur | Mitral Valve Disease (MVD)

Ad www.morrisanimalfoundation.org/mvd

Mitral valve disease accounts for 75% of heart problems in dogs and cats. Discover common signs of MVD and medications used to treat it.

Social Channels



INSTAGRAM

 **@morrisanimalfoundation**
instagram.com/morrisanimalfoundation


Most of our followers on this platform are pet owners. We share with them tips to help their pets have healthier lives. We also raise awareness about the great research we fund to improve the lives of animals. We connect with influencers within the pet-owning community. The first sentence of the caption needs to draw readers in and will be cut off after 135 characters in a viewer's feed unless they click through. Hashtags are posted in the caption after four periods aligned to the left and should never exceed 30 hashtags.

FACEBOOK

@morrisanimal 
facebook.com/morrisanimal

On Facebook, we share our research, stories from our website, and Foundation media mentions and appearances. We encourage followers and animal lovers to donate during our fundraising campaigns. The 3000 Strong Community is active on this platform and have their own page. We usually keep the tone of our posts light on Facebook since most followers are pet owners.



LINKEDIN
Morris Animal Foundation 
linkedin.com/company/morris-animal-foundation

On LinkedIn, we connect with our professional community of researchers and veterinarians. Captions have a more professional and scientific tone. They feature our research and media coverage of the Foundation. A handful of relevant hashtags to this specific platform can accompany the caption at the bottom after the appearance of a blank line.

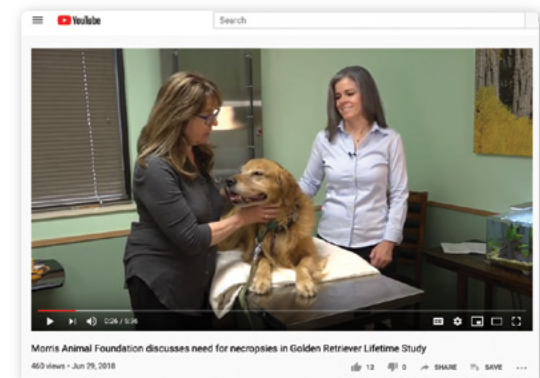


TWITTER
 **@Morris_Animal**
twitter.com/Morris_Animal

Many followers on this platform are professionals within the research and veterinary community, though some are pet owners as well. The tone for these posts tends to be more professional and can be a bit more scientific, but we will sometimes take a more lighthearted tone when the occasion calls for it. Here we share our research, Foundation news and stories from our website, and seek donations during campaigns.

YOUTUBE
Morris Animal Foundation 
youtube.com/morrisanimal

On our YouTube channel, content includes promotions for our fundraising campaigns, lectures on animal-health related topics, useful information for participants in our Golden Retriever Lifetime Study and much more.





Writing Style

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Style Overview

PREFERRED WRITER'S STYLE GUIDES

- Primary Guide: AP Stylebook (with exceptions)
- Secondary Guide: Chicago Manual of Style
- Dictionary of Record: Merriam-Webster Collegiate (particularly for animal/breed names)

FOUNDATION NAME

MORRIS ANIMAL FOUNDATION

- First reference: Morris Animal Foundation
- Second reference: the Foundation
- Do not use MAF

GOLDEN RETRIEVER LIFETIME STUDY

- First reference: Morris Animal Foundation Golden Retriever Lifetime Study
- Second reference: Golden Retriever Lifetime Study
- Third acceptable: the Study (the Study team; Study data, etc.)
- Do not use GRLS (exception - #goldenGRLS Friday in Instagram, in scientific journals)
- Enrolled dogs - Hero #966; capitalize Hero when referring to specific dogs, lowercase when generalizing (all the dogs are heroes)

DATA COMMONS

- First reference: Morris Animal Foundation Data Commons
- Second reference: Data Commons

GOVERNING BODIES

MORRIS ANIMAL FOUNDATION BOARD OF TRUSTEES

- The Board of Trustees of Morris Animal Foundation
- John Smith, Board Trustee

SCIENTIFIC ADVISORY BOARDS (SAB)

- Small Animal SAB
- Large Animal SAB
- Wildlife/Exotics SAB
- Animal Welfare Advisory Board
- Senior Scientific Advisory Board

ADDRESSES

STACKED

Morris Animal Foundation
720 S. Colorado Blvd., Suite 174A
Denver, CO 80246

LINEAR

720 S. Colorado Blvd., Suite 174A, Denver, CO 80246

WEB ADDRESS

morriscanalfoundation.org (no www or caps)

Quick Guide for Common Errors

A

- Across the nation; around the world
- Adviser not advisor
- Appraised indicates value vs. apprised which means inform.
- Adverse is something harmful vs. averse which is a strong feeling of dislike.

B

- Bandana not bandanna (both are acceptable in Webster's, we standardized on bandana)
- Benefiting not benefitting
- Beside means next to. Besides means in addition to.

C

- Canine, equine and feline
 - Canine is used as an adjective, canid (a mammal of the dog family including wolves, coyotes, foxes, etc.) and dog as nouns.
 - Equine is used as an adjective, equid (horses, donkeys and zebras) and horse as nouns.
 - Feline is used as an adjective, felid (a mammal of the cat family, including wild cats) and cat as nouns.
- Century: do not capitalize - the first century, the 20th century (not 20th)
- Check-in, noun; check in, verb
- Complement, compliment – complement means something that completes; compliment means an act or expression of courtesy or praise.
- Criteria is the plural of criterion.

D

- Data is a plural count noun, not a mass noun.
- Despite rather than in spite of

E

- Effect vs. affect
 - Affect with an "a" is an action and is usually a verb. Effect with an "e" is an end result and is usually a noun. For example: I love coffee, the effect is amazing. The snow affected traffic.
 - The arrows affected the aardvark. The effect was eye-popping.
- Ellipsis (...) signifies missing text. Use a semicolon or en dash to separate two thoughts.
- Email not e-mail

F

- Founder (verb: fail, become disabled, sink like a stone; noun: one who establishes) vs. flounder (verb: struggle or move clumsily; noun: a type of fish)

I

- Its for possession, it's for it is or it has

L

- Literally describes something that actually happened vs. figuratively which is metaphorical.

O

- Overstate vs. understate – make sure you're using the right one.

P

- Preventive not preventative
- Principal is the most important, the chief figure or leader, or sum to repay. Principle is a fundamental law, truth or standard.

R

- Regardless not irregardless

S

- Such as vs. like – use “such as” when giving examples, “like” when something is similar.
- Shut-down, adjective; shutdown, noun; shut down, verb

T

- Toward not towards
- Traveling not travelling
- Truly not truely
- T-shirt – always capitalize “T”

U

- Ultraviolet – just one word

V

- Very – a weak adjective, use a stronger verb.
She ran very fast vs. She sprinted.
- Veterinarian – avoid vet

W

- Website, webcam, webcast, webpage, webmaster –
all commonly used as one word

X

- X-ray – the “X” is always capitalized.



Common Style Rules

(AP EXCEPTIONS ASTERISKED)

ABBREVIATIONS AND ACRONYMS

- Spell out United States when used as noun; abbreviate U.S. when used as adjective.
- In general, avoid the use of acronyms. When used, place in parentheses after first reference.*
 - Feline leukemia virus (FeLV) is a problem for shelter cats.
- Use “a” or “an” before an acronym depending on how the acronym is pronounced. If the first letter is pronounced with a vowel sound, use “an;” if the first letter is pronounced with a consonant sound, use “a.”
 - an FIV-infected cat (sounds like “ehf”).
 - a UN member board member (sounds like “you”).
- Form the plural of an acronym by adding a lowercase “s.” Do not use an apostrophe unless possessive.
 - NASA’s space shuttle
 - DVMs
 - DVMs’ (plural possessive)
- Commonly known acronyms can stand alone and do not need to be spelled out on first reference.
- Capitalize but do not include periods or spaces.
 - NASA
- Medical and veterinary acronyms do not include periods.
 - AIDS
 - HIV
 - FeLV

ACADEMIC DEGREES

- Our house style is academic degrees with no periods.
 - DVM
 - PhD
 - Universities in the UK have unique titles for veterinary degrees, depending on the institution.
 - BVSc
 - BA VetMB
 - BVM&S
 - BVMS
 - BVM BVS BVMed Sci
 - BVetMed
-

AGES

- Always use figures for animals and people but not for inanimate objects less than 10 years old.
 - The woman is 30 years old.
 - The dog is 5 years old.
 - The law is eight years old.
 - Our 25-year class reunion is next month.
 - Use hyphens for ages expressed as adjectives before a noun.
 - She is a 15-year-old golden retriever.
 - Do not use apostrophes when referring to a general age. If an age is used after a name, enclose in commas.
 - The president is in her 50s.
 - Fluffy, 7, is a study dog.
-

A.M./P.M.

- Always lowercase and use periods with no space; avoid redundancy.
 - 3 p.m. today not 3 p.m. this afternoon.

COMPOSE, COMPRISE, CONSTITUTE

- Compose means create, put together or make up – the parts compose [make up] the whole.
 - Fifty states compose the United States.
 - The United States is composed of 50 states.
 - Twenty-six letters compose the English alphabet.
 - The English alphabet is composed of 26 letters.
- Comprise means to contain or consist of – the whole comprises [contains] the parts. Do not use comprise in the passive sense. (Comprise of is redundant).
 - The United States comprises 50 states.
 - The English alphabet comprises 26 letters.
 - Not: The English alphabet is comprised of 26 letters.
- Constitute, when used to mean form or make up, may work best when neither compose nor comprise seem to fit.
 - Fifty states constitute the United States.
 - Twelve people constitute a jury.
- Do not use comprise instead of include – comprise implies that all parts follow; include implies that only some parts follow.
 - The English alphabet includes the letters A, B and C.

COMPOSITION TITLES

- Italicize titles and subtitles of published books and collateral, including catalogs of reference materials.*
 - *Morris Animal Foundation 2018 Annual Report* (all caps and italicize when complete publication name).
 - Our 2018 annual report shows that...(lowercase, non-italics when partial title).
- Enclose in quotation marks chapter titles, partial titles and titles of short stories and essays. Italicize titles of such works published separately.

- Capitalize titles of commonly recognized parts of books, but do not italicize or enclose in quotation marks. Do not capitalize these when used as general terms.
 - Chapter 2
 - Appendix A
 - Table of Contents
 - Index
 - The book contains six chapters, an index, and a table of contents.



DASH

- A dash signals an abrupt change of thought or a pause and can be used singly or in pairs. The preferred dash is an en dash with a space on either side. Create by hitting the space key – hyphen key – then space key again.

DATES

- Use figures with dates. Do not use ordinals in dates (*21st, 32nd*, etc.).
 - Jan. 23, 2008
 - *Not:* Jan. 23rd, 2008
- When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov., and Dec.
 - Feb. 17, 1957
 - April 23, 2008
- Use commas with a month, day and year. Enclose the year in commas when it follows a date.
 - The lecture scheduled for Oct. 17, 2006, was canceled.
- Spell out the month when used alone or when used with a year alone. No comma is used between a month and a year.

- January
 - February 2008
 - It is not necessary to use the year with a month and/or date that fall within the current year unless the context refers to multiple years.
 - The award was presented in April.
-

ENGLISH VS. ENGLISH

- It's often said that the United States and the United Kingdom are two countries divided by a common language. For our purposes, we translate into American English.
 - Gray (grey is the English spelling, use only when part of a proper name, e.g. grey parrot as opposed to gray alpaca).
 - Orthopedic not orthopaedic (the original British form of the word).
-

EVENTS

- In listing events, style depends on information included.
 - The meeting runs 3-4 p.m., Friday, April 27, in the Training Room.
 - The lecture, scheduled for 3 p.m. Oct. 6 in the Training Room, was postponed.
 - The discussion will be Sept. 12, 2008, during the Board meeting.
-

FISCAL YEAR

- A fiscal year is an accounting year that, at Morris Animal Foundation, runs from July 1-June 30.
-

HEADLINES FOR BLOGS/PRESS RELEASES

- Capitalize first letter of first word and lowercase following words.*
Digital format may be different depending on usage.

HYPHENS

Hyphens are joiners. Use them to avoid ambiguity or to form a single idea from two or more words. Hyphen use is far from standardized - think of them more as an aid to readers' comprehension. But there are a few rules to remember:

- Adverbs ending in "ly" do not need a hyphen: an easily remembered rule.
 - Hyphenate "well" combinations before a noun, but not after: a well-known judge, but the judge is well known.
 - Many combinations hyphenated before a noun are not hyphenated when they occur after a noun: She works full time. She has a full-time job.
 - Do not use a hyphen for dual heritage: African American, Italian American, Mexican American.
 - Suspensive hyphenation: 10-, 15- and 20-minute intervals.
-

LESS/FEWER

- Use "less" or "less than" with amounts or quantities and "fewer" or "fewer than" with individual items. Use "under" when referring to spatial relationships.
 - Fewer than 20 Javan rhinos remain in wild.
 - Less than 20% of all rhinos live in the wild.
-

LOGIN, LOGON, LOGOFF – LOG IN, LOG ON, LOG OFF

- A login is a user's identification and password required to gain access to a computer, program or network. Use two words for verb forms.
 - Go to the login page to make sure you have access.
 - I'll log on to my computer.
 - He didn't do the logoff procedure correctly.

LONG TERM, LONG-TERM, LONGTIME, LONG TIME

- Hyphenate long term when used as an adjective.
 - Our long-term assignment is due.
 - Our assignment is long-term.
 - We'll be here for the long term.
 - Use one word without spaces when long time is used as an adjective.
 - We are longtime friends.
 - We've been friends for a long time.
-

MEASUREMENTS

- Use numerals for measurements, but spell out inches, feet and other units of measure, except in technical matters or where space is limited. Hyphenate adjective forms before nouns.
 - She's 5 feet 9 inches tall.
 - The 9-by-12-foot rug is colorful.
 - The 4-pound, 3-ounce toad is a record size.
 - When using feet or inch marks in technical contexts, place periods and commas outside the marks, and use the marks with both dimensions.
 - The ad dimensions are 2" x 8".
 - Use straight single quotation marks (' not curved ' ') to indicate feet and straight double quotation marks to indicate inches.
-

MONEY

- Use numerals with the dollar sign. For whole dollars, do not use .00
- Do not use dollar sign and word "dollars" together.
 - The book cost \$1 million.
- For amounts over the thousands, use the dollar sign, figure and appropriate word without a hyphen.
 - The \$7 million grant was approved.

MORE THAN, OVER, GREATER THAN

- "Over" is preferred for spatial relationships.
 - The dog jumped over the fence.
 - "More than" or "greater than" is preferred for numbers.
 - We fund more than 200 studies per year.
-

NAMES

- For initials, use with periods and no spaces.
 - M.L. Morris
- Do not enclose "Jr.", "Sr.", or other personal suffixes with commas.
 - Mark Morris Sr.
 - Richard Williams III
- When inserting a nickname into a given name, use quotation marks.
 - Mark "Doc" Morris
- When stating names and relationships, be sure to use commas as needed to clarify the meaning of the sentence.
 - Dr. Morris and his wife, Louise, attended the dedication. (*Louise* is added information, not needed to identify which wife).
 - My brother John is a stay-at-home dad. (Using *John* without commas indicates which brother when there is more than one).
- On second reference, use a person's last name with a courtesy title, when appropriate.*
 - Dr. Morris received an award.
- If more than one person shares the same surname, use the first and last name in subsequent references.
 - Mark and Louise Morris were important members of the veterinary profession. Mark Morris was the veterinarian, and Louise Morris managed the business.

NONBIASED LANGUAGE

- When referring to the human species, use people, human beings, men and women, humanity or humankind instead of man, men or mankind. Use man only when referring to an adult human male.
 - Change common phrases to reflect inclusive language.
 - Dogs are humankind's best friend.
 - Dogs are our best friends.
-

NUMERALS AND ORDINALS – A FEW GENERAL RULES

- Spell out whole numbers one through nine and use figures for 10 and above. Always use figures for specific quantities such as dimensions, percentages, ages, weights, distances, addresses and computer-storage capacities.
 - Spell out numbers when they start a sentence, except for years.
 - Use a comma in figures in the thousands and greater – 1,022.
 - Spell out ordinal numbers first through ninth and use figures with appropriate letter suffixes for 10th and above. Do not use superscripts such as 21st.
 - Ordinal numbers indicate place in a series – first place, Second Amendment – do not use for dates.
 - Spell out fractions less than 1 and use hyphens between words; use figures for mixed numbers with a space between the whole number and the fraction.
 - Two-thirds
 - 1 ²/₃
-

OXFORD COMMA

- Include a final comma in a simple series if omitting it could make the meaning unclear.
 - The researcher convened his most trusted advisers, his lab manager and his grad student. (If the manager and student are his most trusted advisers, don't use the final comma).

- The researcher convened her most trusted advisers, her lab manager, and her grad student. (If the researcher is convening unidentified advisers plus the manager and student, the final comma is needed).
-

PER

- Do not use "a" in place of "per."
 - Our pets generate 5 billion pounds of waste per year.
-

PERCENTAGES

- Use % with no space following the numeral.
 - Always use figures (Arabic numerals) for percentages. For amounts less than 1%, precede the decimal with a zero. In ranges can use % with one or both numerals.
 - The range is between 0.4% and 60%.
 - It's between 1 and 5%.
 - Percentages are treated as singular nouns when standing alone or when a singular word follows "of." A percentage is treated as plural when a plural word follows "of."
 - The professor said 60% was a failing grade.
 - He said 50% of the cat was hairless.
 - He said 50% of the members were there.
-

PETS' NAMES AND GENDERS

- Animals are "that" and people are "who."
 - There's the dog that appeared on television.
 - There's the woman who appeared on television.
- Unless gender is known, the animal pronoun is "it."
- A pet's name does not need to be set off by quote marks.
 - Her dog's name is Fred.



PRECED, PROCEED, PROCEEDS

- Precede means to go before, proceed means to begin, proceeds are net profits.

SCARE QUOTES

- Avoid the use of scare quotes, e.g., wet or dry FIP not “wet” or “dry” FIP.
 - Use with orphan quotes
 - Irony
 - Words about words

SCIENTIFIC TERMINOLOGY

- For technical and scientific papers and journal and refereed articles, check with the publisher for the preferred style conventions and usage. When writing for the general public, the following guidelines are suggested:
 - On first reference, italicize the genus and species (Latin name) of a plant, animal or microorganism name, and capitalize the genus name but not the species name. On subsequent reference, italicize the genus and species names, and abbreviate the genus name. Do not capitalize or italicize English versions except for proper nouns.
 - *Mycobacterium tuberculosis*; *M. tuberculosis*; tuberculosis
 - *Dendroctonus ponderosae*; *D. ponderosae*; mountain pine beetle
 - Capitalize but do not italicize division names larger than genus (i.e., kingdom, phylum, class, order, and family). Do not capitalize English versions of scientific names.
 - Animalia; animal
 - Primata; primate
- Capitalize animal breeds and types based on Merriam-Webster Dictionary.



!!!

- American eagle
- golden retriever
- peregrine falcon
- When referring to vitamins, do not capitalize vitamin but do capitalize the letter of the vitamin, and use a hyphen followed by a figure for the type.
 - vitamin A
 - vitamin B-12
- Do not capitalize names of diseases or other medical terms except for proper nouns.
 - Alzheimer's disease
 - West Nile virus
 - influenza

SPACES FOLLOWING PERIODS

- Use only one space following any punctuation, anywhere.

STATE NAMES

- Spell out the names of states in running text. When used with the name of a city, town or county, enclose the name of the state in commas.
 - Denver, Colorado, is a beautiful city.
- For state abbreviation, use the standard abbreviation. Two-letter postal codes should only be used in an address and only with a ZIP code.
 - Colo. not CO

THAN, THEN

- "Than" means in comparison with, "then" means at that time or soon after.

THAT

- Many uses of the word "that" in text are unnecessary. Search your document for "that" and then see which ones you can delete without impacting the meaning of your sentence.

TITLES*

- Uppercase titles: President/CEO; Vice President of Development; Vice President of Marketing and Brand Strategy, etc. CEO is acceptable on first reference, spell out all other executive positions on first reference, initialism after that is acceptable.
- Uppercase titles in a listing.
- Auto signature and personal correspondence, capitalize title.
- Uppercase board titles in text and when signing off.
 - *Bette Morris*
Board Trustee

TRADEMARKS

- When used, capitalize trademark names but do not use TM or [®] symbols. Use generic names instead of trademark names when possible, e.g. facial tissue instead of Kleenex.

UNIVERSITY NAMES

- Check university style guides or press releases for proper first and second reference, examples:
 - The Ohio State University; OSU or Ohio State on second reference.
 - University of California, Davis; UC-Davis on second reference.
 - Colorado State University; CSU or Colorado State on second reference.

UTILIZE, UTILIZATION

- Avoid the bulky word "utilize." "Use" says the same thing.

**Each of Us is a
Unique Strand
in the Intricate
Web of Life and
Here to Make a
Contribution.**

– DEEPAK CHOPRA







Contact Morris Animal Foundation today to learn more.
1.800.243.2345 | mailbox@morrisanimalfoundation.org | morrisanimalfoundation.org

