

IAIA®

INSTITUTE OF
AMERICAN INDIAN ARTS

Style Guide^{3.4}

Style Guide

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Overview

The Institute of American Indian Arts (IAIA) Brand is rooted in the organization's dynamic tradition of contemporary arts and its unique focus on Native cultures.

These strengths are communicated through a consistent system of visual elements. IAIA's modern, understated logo (and logo variations) is designed to blend well with clean, contemporary designs.

Preferred layouts should use bold colors and ample "breathing" space to keep strong artwork and images in the forefront, letting the vibrant culture of IAIA speak for itself.

As a complement to other visual elements of IAIA material, clean and consistent use of written language acts to accentuate the contemporary style of IAIA and allow for culture and art to be at the forefront with no distractions. It is vital that written material is free from error and follows a consistency in grammar and mechanics.

As part of the IAIA community, you play a crucial role in protecting the integrity of the IAIA Brand. These guidelines have been established to ensure that the Brand is always presented in a clear and consistent manner. This style guide also includes an editorial portion which has been established to ensure correctness and consistency in written material for IAIA. While creativity is always encouraged, your attention to these guidelines when developing IAIA materials—of any kind or type—will help maintain IAIA's strong public image.

If you need help interpreting this guide, please consult Communications at communications@iaia.edu.

Procedure

Contact Communications at communications@iaia.edu if you need assistance with any of the following:

Advertising

Email Distribution and Press Releases

Event Promotion

Fliers

Graphic Design

Logos

Newsletter

Photography

Press Releases

Social Media

TV Screen

Website

For digital media referenced in this style guide, visit www.iaia.edu/communications.

IAIA Colors

IAIA's school colors are red and turquoise, with black as an accent color. The primary color for brand purposes is red, and is the preferred color for the logo and thunderbird icon.

This page contains the official colors, including the correct Pantone, CMYK, RGB, HEX, and HSL information. The tan color is reserved for the thunderbird icon and only when it is used as a watermark or in the background. When the design scheme is in grayscale, the ink color should be black.

Typography

To provide visual consistency to IAIA's brand, it is highly recommended to use the approved font families.

The preferred font family is Trade Gothic. The standard weight is preferred for most body copy and many headline applications. Where additional weight is needed either for emphasis or legibility, Bold Condensed is recommended. The oblique versions may be used as needed.

Acceptable alternatives to Trade Gothic are Helvetica or Arial. With the exception of the fonts recommended here, serif fonts (such as Times New Roman) are strongly discouraged for all applications, including correspondence. Any questions about typography may be addressed to Communications.

All font families listed here are included in the Adobe CC Suite. Contact Information Technology at itsupport@iaia.edu for licensing.



PMS 1797
CMYK 12, 95, 84, 2
RGB 209, 51, 57
HEX #D13339
HSL 358, 76%, 51%



PMS 7466
CMYK 95, 0, 31, 0
RGB 0, 173, 187
HEX #00ADBB
HSL 184 100%, 37%



PMS 419
CMYK 72, 65, 65, 73
RGB 33, 34, 33
HEX #212221
HSL 120, 3%, 13%



PMS 7527
CMYK 15, 13, 21, 0
RGB 217, 210, 196
HEX #D9D2C4
HSL 40, 10%, 81%

Trade Gothic Condensed

Trade Gothic Next LT Pro Condensed

Trade Gothic Next LT Pro Light

Trade Gothic Next LT Pro Light Italic

Trade Gothic Next LT Pro Regular

Trade Gothic Next LT Pro Bold

Trade Gothic Next SRPro Heavy

Helvetica (all variations)

Arial (all variations)



Logo Family

IAIA's logo family consists of the IAIA logo and approved variations, such as the IAIA Museum of Contemporary Native Arts (MoCNA) logo

The logos are unique sets of custom letter forms. The primary element is the IAIA initials, under which the organization's name is spelled out. All letters are capitalized, and—with the exception of the primary IAIA acronym—each "A" incorporates a triangular graphic which replaces the letter's crossbar.

The visual elements of each logo and their relationships with each other must never be altered. The logos may not be redrawn or re-typeset in any way, and the proportions and positions of each element within each logo (as well as the entire logo) may not be changed.

Only approved artwork may be used for corporate logo reproduction in all applications and circumstances. Digital artwork is available from Communications.

Logos may be downloaded at www.iaia.edu/communications/style-guide.



Branded Material

The IAIA family of logos may be applied to promotional materials (such as pens, buttons, bags, etc.) and to apparel (such as t-shirts, polo shirts, hats, etc.). Any of the positive or reverse versions of the logos are acceptable on promotional items and apparel.

If student groups or clubs wish to incorporate the IAIA name or logo on any materials, regardless of the design, please follow all guidelines.

All promotional materials must be approved by Communications before products are produced—no exceptions.



Thunderbird Icon

The distinctive thunderbird icon should not be confused with the IAIA logo, but it is a distinctive part of IAIA's history and is an important component of IAIA's visual brand.

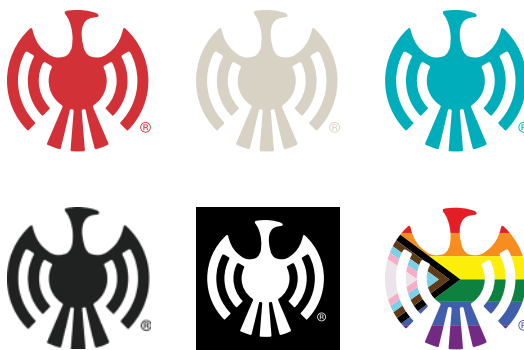
The thunderbird icon is a versatile image and may be used in a wide variety of settings. There are, however, guidelines to preserve its unique appearance.

The following approved versions of the thunderbird icon are to be used in the appropriate circumstances. The standard icon in red is preferred whenever a color version is used. Alternatively, the turquoise version may be used. Use the black version whenever the color scheme is grayscale. When using a variation that requires a reverse treatment, use a background that has a color opacity dense enough so that the icon is 100% readable.

Whenever using the icon in conjunction with the logo, please follow the same guidelines as above. Generally, the icon should be to the immediate left of the logo and in the proportions as illustrated on this page. Please refrain from placing the thunderbird icon behind the logo in such a way that the icon and the logo conflict with each other, unless the relative size of each mitigates this conflict.

The tan version of the icon is the preferred version when the icon is used as a watermark or is placed as a background. When using this color version of the thunderbird, a screen of 15% is recommended. If the color scheme is grayscale, a light, screened version of the black icon may be used.

In some circumstances when it is not possible to have the thunderbird bleed off the edge of the page, it is permissible to allow the bottom or side of the thunderbird icon to fade to simulate a bleed.



Logo Variation

The following approved versions of the IAIA logo are to be used in the appropriate circumstances. The standard logo in red is preferred whenever a color version is used. Use the black version of the logo whenever the color scheme is grayscale. When using a variation that requires a reverse logo treatment, use a background that has a color opacity dense enough so the logo is 100% readable.

Whenever using the logo variation with the address, please follow the same guidelines as above. The preferred logo with address variation has the address immediately under the logo.

Never use the department logo variations when their size will be too small to clearly read IAIA's full name. In such cases, use the acronym-only logo variation.

Any department wishing to have its own logo must first consult with Communications.

Current departments with official IAIA logo variations:

IAIA Alumni

IAIA Continuing Education

IAIA Foundation

IAIA Land-Grant Programs

IAIA Museum of Contemporary Native Arts (MoCNA)

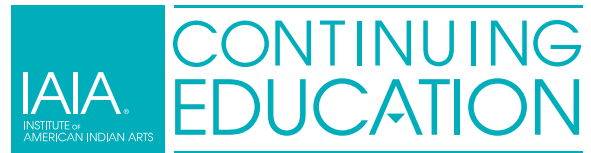
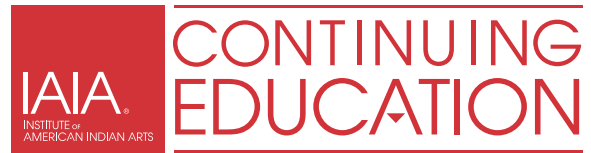
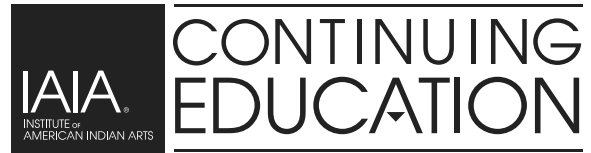
MFA in Creative Writing

MFA in Cultural Administration

MFA in Studio Arts











MFACW



MFACW



MFA
Creative Writing



MFA
Creative Writing



MFACA



MFACA



MFA
Cultural Administration



MFA
Cultural Administration



MFASA



MFASA



MFA
Studio Arts



MFA
Studio Arts

Logo Size

The logos should not be used in sizes so small that legibility or reproduction quality is impaired. This page provides the minimum sizes for the logos. For applications where a size smaller than the minimum is needed, the acronym-only versions should be used.

Minimum sizes for logos with the IAIA full name is 1 inch wide.

IAIA Museum of Contemporary Native Arts (MoCNA) logo variation is 2 inches wide.

An important part of the brand identity is the use of “breathing” space around critical elements of the designs. Therefore, these guidelines contain minimums of clearance space around each of the logos.

Clear Zone

The IAIA logo clear zone should be a minimum of 22% of the logo’s width. (e.g., if the logo is 2 inches wide, the clear zone should be about .44 (7/16) of an inch.)

The MoCNA clear zone should be a minimum of 12.5% of the logo’s width. (e.g., if the logo is 2 inches wide, the clear zone should be about .125 (1/8) of an inch.)

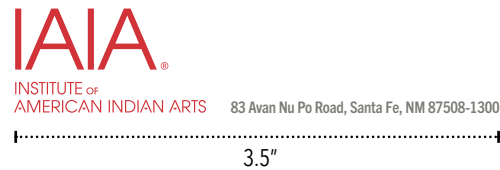
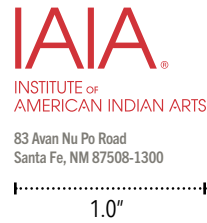


Logos & Address

The standard version of the logo with the address is presented on page 4, and this is the preferred version. There may be occasions when a horizontal address is needed. If so, the address must be to the right of the logo in one line and flush with its bottom.

For the department logo variations, the preferred placement for the address is in one line just below the logo and force-justified across the width of the logo. When the logo size or design do not permit the use of the address in this configuration, the address may be placed immediately to the right of the logo in one line and flush with its bottom.

Also, this page presents minimum sizes for the address versions when the address is to the right of the logo.



Promotions

While encouraging creativity, IAIA's visual structure should remain consistent to reinforce IAIA's brand identity, which must reflect the institution's dedication to contemporary creative arts. The following design guidelines are highly recommended to ensure IAIA's brand remains consistent. (For reference, see the examples on this page.)

Bold images reflecting creativity, art, and Native cultures are preferred.

IAIA is about its students, faculty, and staff—strong images showcasing individuals engaged in IAIA activities are encouraged.

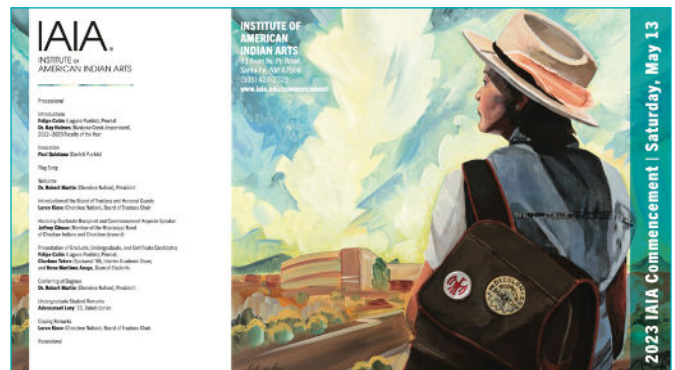
Striking images of the IAIA facilities also are encouraged where a sense of place is needed.

Colors from the recommended color palette are preferred.

Ample breathing room or “white” space should be used around the visual elements to lend them added emphasis.

Avoid crowded or cluttered layouts.

If you need help interpreting this guide, please consult Communications at communications@iaia.edu.



Social Media

The IAIA Communications division oversees all IAIA social media accounts. IAIA uses social media programs such as Facebook, Instagram, LinkedIn, Twitter, and other platforms to expand its goals. Communications will authorize in writing if you can use these platforms to expand the programs and departments you work in.

To learn more about social media guidelines or to inquire about establishing an IAIA-branded social media page, please contact Communications at communications@iaia.edu.

Additionally, please see page 77 in the 2023–2024 IAIA College Catalog for further information.

Event Guide

Communications has an Event Guide available at www.iaia.edu/communications/event-guide to assist IAIA staff, faculty, and students with event planning.

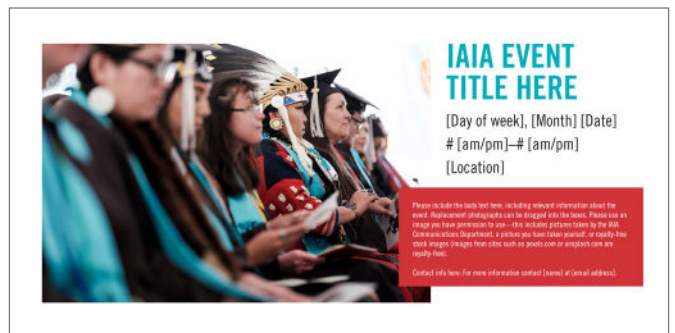
Tv Screen and Flyer Templates

In order to help the IAIA Community promote events, Communications has templates available for flyers for campus boards and email and for the campus TV screens.

Templates may be downloaded at www.iaia.edu/communications/templates.

Photographs

For a variety of photographs of the IAIA campus, IAIA events, and IAIA community members, visit www.iaia.edu/communications/photographic-views.



Communication

Naming Convention

The Institute of American Indian Arts may be referred to either by its full name or by the acronym IAIA. Terms such as “Institute” should be avoided, as well as using the word “the” before “IAIA.”

The names of departments should be referred to by their full names, such as the IAIA Museum of Contemporary Native Arts (MoCNA). Acronyms, such as MoCNA are not preferred, unless the full name is referenced first. If acronyms need to be used, never combine them, such as IAIA MoCNA or IAIA MFA.

The first letter of each word in a name should be capitalized, except “of” and “for.” Examples:

Institute of American Indian Arts

Institute of American Indian Arts Foundation

IAIA Museum of Contemporary Native Arts

Phone Number

Phone numbers should be formatted with a parenthesis around the area code and a hyphen between the third and fourth numbers. Example:

(505) 424-2300

Mailing Address

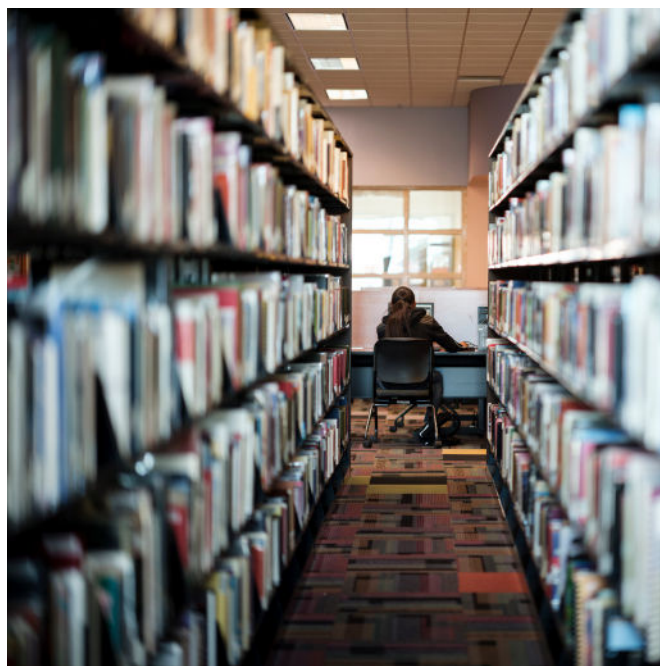
Postal regulations now stipulate that every line in the address block be left-justified and the two-letter state abbreviations be used. Place only one space between city and state, and only two spaces between state and the zip code. Do not use punctuation in the street, city, state, or zip address components.

Website

When referring to a website, the entire address should appear in lowercase, preceded by “www,” like www.iaia.edu. (Do not include “http://” in the address.)

Email Address

When referring to an email address, the address should be formatted entirely in lowercase, not underlined, and not in another color, like employee@iaia.edu.



Tribal Affiliation Formatting

Tribal affiliations are indicated as shown below. Tribe must be listed after the name in parentheses.

First Last (Tribe)

First Last (Tribe and Tribe)

First Last (Tribe, Tribe, and Tribe)

Email Signature

All email signatures should be set in an Arial or Helvetica font. The signature and related information should be presented in the order and style shown here. All type in the signature should be the same size, and except where noted, the color should be black and the font style regular. Use the official IAIA red (HEX #D13339, see Colors section) for lines “Institute of American Indian Arts” and “IAIA’s Mission Statement.”

Structure of email signature uses the following conventions (note that pronouns are optional):

- Line 1: **Name** (Tribal Affiliation), Degree
- Line 2: Pronouns
- Line 3: Position Title
- Line 4: Department
- Line 5: **Institution Full Name**
- Line 6: Mailing Address
- Line 7: Office Number
- Line 8: Mobile Number
- Line 9: Fax Number
- Line 10: Email Address in lowercase
- Line 11: Website Address
- Line 12: Blank
- Line 13: *IAIA Mission Statement*

Important Note: Personalized taglines or statements are not acceptable, only the official IAIA mission statement is allowed.

Please follow this format for all devices (desktop, tablet, and phone).

Pronouns (optional) are generally written in the following way:

She/Her/Hers
He/Him/His
They/Them/Theirs

Use of Microsoft Outlook stationery, other themes, background design elements, alternate colors (other than black and red), or other fonts or font styles are not acceptable.

Please contact Communications at communications@iaia.edu for assistance setting up email signatures.

Mary Silentwalker (San Felipe Pueblo), MEd
She/Her/Hers
Director
Admissions and Recruitment
Institute of American Indian Arts
83 Avan Nu Po Road, Santa Fe, NM 87508
P (505) 424-2300
M (505) 424-2300
F (505) 424-2300
E mary.silentwalker@iaia.edu
www.iaia.edu

IAIA's Mission: To empower creativity and leadership in Indigenous arts and cultures through higher education, lifelong learning, and community engagement.

Patsy Phillips (Cherokee Nation), MA
She/Her/Hers
Director
IAIA Museum of Contemporary Native Arts (MoCNA)
Institute of American Indian Arts
108 Cathedral Place, Santa Fe, NM 87501
P (505) 424-2300
M (505) 424-2300
F (505) 424-2300
E pphillips@iaia.edu
www.iaia.edu/museum

MoCNA's Mission: To elevate contemporary Indigenous art through exhibitions, collections, programs, partnerships, and new research.

Envelope

Envelope and label formatting guidelines help reinforce the overall IAIA brand by presenting a clean contemporary look. Therefore, please adhere to the following margins:

When addressing an envelope or label, please follow these standard business formatting guidelines:

Recipient Name
Title (if applicable)
Place of Work (if applicable)
Address Line 1
Address Line 2 (if applicable)
City, State, Zip Code

Postal regulations stipulate that every line in the address block be left-justified and the two-letter state abbreviations be used. Place only one space between city and state, and only two spaces between state and the zip code. Do not use punctuation in the street, city, state, or zip code address components.

The preferred font is Arial or Helvetica, no smaller than 10 pt and no larger than 12 pt.

Letter

Letter formatting guidelines help reinforce the overall IAIA brand by presenting a clean contemporary look, while balancing the need to minimize the use of paper. Therefore, please adhere to the following margins:

Top Margin: 1.75 Inches

Bottom Margin: .75 Inches

Left Margin: 1.75 Inches

Right Margin: .75 inch

When composing a letter, please follow these standard business formatting guidelines:

Date: 1–3 blank lines (depending on amount of copy in the letter)

Name and Address: One blank line

Salutation: One blank line

Body: One blank line separating paragraphs

Closing: 3–4 blank lines, Sender's name, and Title

The preferred font is Arial or Helvetica, no smaller than 10 pt and no larger than 12 pt.

If the letter goes to second or more sheets, please use the same margins as the primary page and use the designated second sheet stationery (with the thunderbird watermark).

The phone and address block in the lower left corner of the letterhead are part of templates supplied by Communications. (Do not try to re-create this block without consulting Communications.)



1.75"

Name Here
Company Here
123 Street Address, Suite 100
City, ST 123456

Date

Salutation,

Orum idebit plant ad magnimusda suntius et, cusdandite verum re pelignis dolupta temque non cus idicil eosti am, quassequos mo endit facepel ipsus. Uga. As erumquo sandisimolo ducia vel modita sit quaestium hicilit repra dipienimusa doluptaqui andersp ererunto blandunt acimo ma consequa nos doloremquas dolorpos et fugit, qui dipsa plam atus ate volupta dolupta sum ullum deseque labores enda que commolu ptatistem volesenet ernatincia dolorro renistionem. Doluptat vel int.

1.75"

Bor sinctur? Onsed eum quid everis sit ex eum lam, nim am et atestianda sus am estores solorepudis denem aut aut vit ut volorer spelige nesciet volorrupia quiandi doluptatus sitio est quosam ipides dollorerias nones doluptatem quiaeri busdanda deribeat reptasit, opta seque eos exceaquost, offic te inciissunt occus essequas ium re volumen iaturio berumet et aut hiliquibusa verum et fuga. Gent as nonsequas rescit, ullant maionsed quis plant et offic te min pro ipsanditatis dus et, offictae volorpores corrum descipit atus iur?

.75"

Sincerely,

Your Name (Tribal Affiliation)
Title
Department

P ▶ 505.424.2310
F ▶ 505.424.2310

83 Avan Nu Po Road
Santa Fe, NM 87508-1300
www.iaia.edu

.75"

Business Card

Business card formatting guidelines help reinforce the overall IAIA brand by presenting a clean contemporary look. Please note that although only the primary IAIA logo is shown, these guidelines apply to the business cards for all IAIA departments.

Communications designs and places all business card orders to ensure consistency and to save money.

Requests for business cards may be submitted through the [IAIA Business Card Order Form](#), which is accessible via the Portal page on the IAIA website.



Editorial Process

To maximize the success of your events and announcements, Communications reviews copy intended for the public (released in sources such as the IAIA website, newsletter, and press releases) to ensure it aligns with IAIA's editorial style, to minimize errors, to improve clarity and consistency as needed, and to check for any missing or conflicting information. The Editorial Style section provides guidelines for grammar and formatting, covering abbreviations, capitalization, image credits, numbers, pronouns, punctuations, and IAIA preferences—such as for formatting academic degrees, titles, tribal affiliations, and more. Reviewing these guidelines when developing IAIA materials—of any kind or type—will help maintain IAIA's strong public image.

The Communications editorial process is as follows:

- **Microsoft Word** is used for a collaborative process of editing. Depending on the document's complexity, minimal edits may be completed shortly after the document is shared with Communications, or there may be a longer process with revisions sent between Communications and the department submitting information.
- **Minimal formatting** is preferred in documents so that the text can easily be edited and copied into other programs to be further styled and designed.
- **Track Changes** is used in Microsoft Word to allow reviewers to easily review and approve edits. Microsoft provides [a tutorial](#) on how to use Track Changes on their website. Track Changes view options allow reviewers to show or hide changes while editing according to their legibility needs.
 - **Simple Markup** displays tracked changes with a red line in the margin.
 - **All Markup** displays tracked changes with different colors of text and lines for each reviewer.
 - **No Markup** hides the markup to show the document with changes incorporated.
 - **Original** displays the original document without tracked changes and comments showing. However, any tracked changes or comments in the document that have not been accepted, rejected, or deleted remain in the document.
- **Naming conventions** help to minimize confusion. As each document version is reviewed and updated, files are named and saved to indicate the changes with the endings v1, v2, v3, etc. For example, the first draft would be named 2023_09_22_process_v1.docx, followed by 2023_09_22_process_v2.docx.
- **Inserting Comments** into the document is preferred instead of typing them directly into the copy. Microsoft provides [a tutorial](#) on inserting or deleting a comment on their website.
- Communications prefers to use Dropbox for file sharing, where documents can be uploaded, edited, and shared.

If you have any questions, please contact Communications at communications@iaia.edu.

Editorial Style

To ensure consistency and reinforce the overall IAIA appearance and public image, it is important that all written material for IAIA follows the same rules and structure of grammar and mechanics. Consistency in grammar usage creates a clean, organized, and professional appearance and ensures that all material is clearly conveyed to avoid any confusion or miscommunication. As grammar and mechanic rules may vary depending on style, this editorial style guide provides a reference for editorial consistency in all written material for IAIA.

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Abbreviations

Avoid periods and spaces when possible.

7 am–5 pm
MA, PhD
GPA

Notable exceptions: e.g., etc., i.e. require periods.

Acronyms

Spelled out first, followed by acronym in parenthesis, then acronym is used thereafter.

The Institute of American Indian Arts (IAIA) welcomes you. IAIA is one of 37 Tribal Colleges in the United States.

IAIA Museum of Contemporary Native Art (MoCNA)—*o* is always lowercase.

Ampersand

Do not use the ampersand (&) as an abbreviation for *and*. Use the ampersand only when it is part of an official name of a company, product, or other proper noun.

Commercial @

Do not use the commercial @ symbol for the word at. @ should be used for email addresses only.

john.joe@iaia.edu

Capitalization

For most cases, follow basic capitalization rules (capitalize the beginnings of sentences and proper nouns), and do not capitalize words in sentences or lists that are not at the beginning of the sentence or a proper noun.

No words should be in all caps. Do not capitalize:

college, the
degrees: doctorate, master’s, bachelor’s,
baccalaureate

email (unless the term appears at the beginning of a sentence, in a heading, or on a form where other entries—such as Address, Phone—are capitalized)

Native terminology, tribes, and tribal affiliation are always capitalized.

Indian

Indigenous

Native American or Native

Navajo or Diné (at individual's discretion) Hopi or the Hopis

Academic Units

Capitalize only the complete and official names of colleges, schools, divisions, departments, offices, and official bodies.

Board of Trustees, Associated Student Government, Alumni Council

The Indigenous Liberal Studies Department provides students with a unique educational experience.

Seasons

Lowercase unless referring to a specific season or title.

Spring 2016 College Catalog

Turn packets in during the spring

spring break

Position Titles

Use an individual's title before their name when possible.

Use a comma between a person's name and degree.

Admissions Director Mary Silentwalker (San Felipe Pueblo/Navajo), MA

Capitalize formal titles only when they immediately precede the individual's name. Use

lowercase for titles that serve as occupational descriptions.

Visual Arts Professor Jeff Kahm, or Jeff Kahm, professor of visual art

IAIA President Dr. Robert Martin (Cherokee), or the president

IAIA Student Jacquelyn Yepa (Navajo and Jemez Pueblo)

Capitalization in Titles

Capitalize the first letter of each word in a title *except* the following:

- Articles (a, an, the)
- Conjunctions that are less than four letters (or, so, but, for, and, yet)
- Prepositions that are less than four letters (for, of, by, to, in, on)

**prepositions that are four or more letters (before, with, through) are capitalized*

**conjunctions that are four or more letters (although, because) are capitalized*

Unless the above listed (articles, conjunctions, and prepositions) are:

- The first word in the title
- The last word in the title
- The first word after a colon

IAIA Academic Dean Charlene Teters
Nominated for the Women's Caucus for Art
2017 Lifetime Achievement Award

Mexican Exchange Students Visit IAIA for a
Two-Week Long Intensive Program

Alumni References

Alum: gender neutral graduate/former student, used when referring to a graduate/former student whose gender is unknown or a graduate/former student who uses non-binary pronouns

Alums: plural of alum, but also the preferred term to refer to a mixed-gender group of graduates/former students or a group of graduates/former students whose gender has not been specified

Alumnus: a male graduate/former student

Alumnus Kevin Locke (Leech Lake Ojibwe) '13

Alumni: plural of alumnus, but can also be used to refer to a mixed-gender group of graduates/former students (While the preferred term for mixed-gender groups is alums, alumni is acceptable and will retain use for certain formal titles such as Alumni Association and Office of Alumni Relations.)

Alumni of the IAIA MFA Creative Writing program

Alumna: a female graduate or former student

Alumna Rose Simpson (Santa Clara Pueblo) '07

Alumnae: plural of alumna

IAIA Alumnae Patricia Michaels (Taos Pueblo) '89 and Melissa Shaginoff (Chickaloon and Pyramid Lake) '16

(Typically, Alumni [and its variations] would be capitalized when used as a title before a person's name.)

Image Credits

Format for images in newsletters:

Image Credit: Photograph by Nicole Lawe (Karuk)

Use Photograph, not Photo. For multiple images, use Photography.

Numbers

Use a combination of figures and words with numbers in the millions and larger.

The college received a grant for \$3.7 million.

Numbers One–Nine

Spell out.

There are four librarians available to help you.

Number 10 and Above

Use the numeral.

ASG recognized 30 students for outstanding leadership.

Notable exceptions: Spell out a number when it is the first word of a sentence and spelling out large round numbers.

One hundred students were awarded scholarships.

She gave the museum more than two hundred thousand artifacts.

Plural Numbers

Plural numbers are plural nouns, therefore add an s or es at the end (no apostrophe).

sixes and sevens

Time and Time Range

Time and time ranges should be written in the following manner: Always add a space between the number and time of day (e.g., 7 pm). For time ranges, use an en dash as a symbol for “through” or “to” (e.g., 10 am–11 am, or 10–11 am). Do not include spaces surrounding the en dash. Do not use a hyphen or em dash in place of the en dash.

7 pm or 7:30 pm
10–11:30 am or 8 am–12 pm

Dates

Dates should be expressed and punctuated as follows:

the mid-1970s, *not* the mid-1970's

On August 18, 1959, Winona LaDuke was born.

In October 1929 the stock market crashed.

Preferences

Articles

Use the article *a* (instead of *an*) before words beginning with a consonant sound /u/ sounding like “y,” and /o/ sounding like “w.”

a unicorn
a one-legged man

Use *an* before words beginning with a vowel sound including unsounded /h/.

an honorable peace
an IAIA course

Academic Degrees and Class Year

Include a student’s tribal affiliation, if applicable, in parenthesis after their name.

Do not use a comma before class year.

Joe Joe (Diné) ’16, MFA ’17

Degrees are written as follows:

singular:

AFA, BFA, MFA, PhD, MEd

Associate of Fine Arts, Bachelor of Fine Arts,
Master of Fine Arts, Master of Education

associate’s degree, bachelor’s degree,
master’s degree, doctorate degree

plural:

AFAs, BFAs, MFAs, PhDs, MEds

Associates of Fine Arts, Bachelors of Fine Arts,
Masters of Fine Arts, Masters of Education

associate’s degrees, bachelor’s degrees,
master’s degrees, doctorate degrees

IAIA Specifics

Institute of American Indian Art, *not* the
Institute

IAIA Museum of Contemporary Native Art
(MoCNA) (“IAIA” always precedes Museum of
Contemporary Native Art [MoCNA])

Do not double acronym (i.e. IAIA MoCNA); spell
out IAIA Museum of Contemporary Native Art in
titles.

“IAIA” should always precede a place or
program.

IAIA Continuing Education or IAIA Digital
Dome (*not* Digital Dome at IAIA)

Phone Numbers

Format the area code in parenthesis, with a
single space after and a hyphen separating the
first three digits from the last four digits.

(505) 424-2300

Spacing

No double-spacing between sentences.

No spaces surrounding hyphens (-), en dashes
(—), or em dashes (—).

Titles

Write year first, season second, IAIA third.

2023 Spring IAIA Powwow

Tribal Affiliation

The tribal affiliation is included after an
individual’s name in parenthesis, with the
tribe(s) capitalized.

Mary Joe (Diné)

Jonathan Loretto (Cochiti and Walatowa)

Tayloure Baker (Mandan, Hidatsa and Arikara
Nation, Muskogee Creek Nation, Osage Nation,
and Rincon Band of Luiseño Indians)

Words

checkout (noun)

check out (two words as a verb)

Commonly confused course adjectives:

Developmental: pre-college-level courses, such as 098/099 (the term remedial is not preferred)

Fundamental: college-level courses that are necessary for the comprehension of other courses, especially in that field, and are usually prerequisites (e.g., English 101, 2D Fundamentals, “Intro to” courses, etc.)

Foundational: college-level courses of a particular field that build upon each other to prepare students for a culmination of a course of study (for example, 200- and 300-level courses that prepare students for senior seminar/thesis, senior project, or any other capstone-level courses)

email (*not* e-mail or Email)

freshman (singular first-year student; adjective)

She is a freshman this year.

Core requirements and general education courses should be taken during freshman year, including freshman seminar.

freshmen (plural first-year students; *never* used as an adjective)

There are 200 incoming freshmen this year.

All freshmen are required to take an assessment.

full time (hyphenate *only* when used as an adjective immediately before a noun)

GPA (need *not* be spelled out on first use)

livestream

midterm

off campus (preposition plus noun)

off-campus (adjective; hyphenated when it immediately precedes a noun)

on campus (preposition plus noun)

on-campus (adjective; hyphenated when it immediately precedes a noun)

okay (*not* OK)

online (*not* on-line)

web, website, web page

Specifics for Demographics

Person with a disability (*do not* use handicap or handicapped)

In most cases, when referring to disabilities, use person-first language (unless it is a disability that has been owned as a cultural identifier by that demographic, in which case, use identity-first language [e.g., Deaf artist, *not* artist who is deaf]).

Always avoid words such as challenged, impaired, victim, bound, damaged, and high-functioning/low-functioning.

Deaf, Hard of Hearing, Deaf and Hard of Hearing, or DHH (*do not* use hearing impaired)

DHH terms are usually capitalized.

Captions will be available for the Deaf and Hard of Hearing.

In reference to education level, the term remedial is not preferred (instead, developmental can be used to describe a course level).

URLs

Three-part URLs only (*do not* include “http://”)

www.iaia.edu or portal.iaia.edu

Pronouns

When referring to an unspecified individual whose gender is unknown, use the singular they.

Each student must submit their assignment via Canvas. (*not* his or her, *not* his/her, *not* his/her/their)

When using the singular they, use plural verbs, just as you would for the singular you.

Before a student registers for classes, they are required to take the assessment. (*not* they is)

Alternatively, rearrange the sentence to eliminate the use of a singular pronoun.

All students must submit their assignments via Canvas.

Assignments must be submitted via Canvas.

When referring to a specific individual, be sure to clarify what pronoun the individual uses and use *only* that pronoun.

All possessive pronouns (pronouns that show ownership) are one word with no apostrophe. Hers, his, theirs, or any other possessive pronouns ending in s *never* have an apostrophe.

In August 2000, IAIA moved to its permanent 140-acre campus. (*not* it's permanent 140-acre campus)

Students whose cumulative grade point average falls within a certain range will graduate with honors. (*not* who's cumulative grade point average)

Pronouns that are contractions (combination of pronoun + a verb) contain an apostrophe (it's = it is).

It's important that students come to class prepared. (It is important)

Who's taking the assessment tomorrow? (Who is taking the assessment)

Punctuation

Apostrophes

Used to show contractions

it is becomes it's

have not becomes haven't

possession (ownership of a noun)

the student's work
the school's facilities

missing letters or numbers

1962 becomes '62

1990s becomes '90s

When the possessive noun is plural or when a name ends in s, the apostrophe should follow the s

eight artists' work on display
Stephen Graham Jones' latest novel

Do not use apostrophes to make plurals

MFAs not MFA's

1900s not 1900's

'70s *not* '70's *not* 70's

Bullet Points

Three different types of bullet points are generally used:

1. Bulleted lists in which each item listed forms a complete sentence
2. Bulleted lists in which each item is one item
3. Bulleted lists in which the entire list and the introduction to the list act together to form one sentence

Do not mix types of bullet points in one bulleted list. For example, do not write bulleted lists that contain both complete sentences and individual items. Instead, rearrange the bulleted point that is different so it matches the style of the rest of the list. Do not mix construction of items listed. For example, do not begin some items in the list with a participle verb form and others with a past verb form.

Students are responsible for:

- Completing financial aid applications correctly and on time
- Reading and understanding all materials sent from the Financial Aid Office

- Understanding and complying with the rules governing the financial aid received
- Providing all documentation requested by the Financial Aid Office
- Maintaining Financial Aid Satisfactory Academic Progress (SAP)
- Notifying the Financial Aid Office of all internal/external resources
- Using financial aid only for expenses related to attending IAIA

For all bulleted lists, capitalize the first letter of each item (bullet point).

If there is an introductory phrase, use a colon at the end of the phrase and before the list.

1. Bulleted lists in which each item listed forms a complete sentence

Capitalize the first letter of each bulleted item (sentence) and end each bulleted item with a period.

ID Card Images

- The background image must be the gray backdrop image. Exception is for dual credit students.
- Student/Faculty/Staff—must remove hats, beanies, sunglasses, scarves, and/or any disguise. Prescription glasses are acceptable, transitional prescription glasses are acceptable with clear transition.
- Student/Faculty/Staff—must be the only person in the image. No children or family members allowed in the image.
- Import of images outside of the Admissions Office are only accepted for online students and dual credit students. All other images must be taken by the camera in the Admissions Office.

2. Bulleted lists in which each item is one item

Do not punctuate any items in the list. If there is more than one item in any of the bullet points, only capitalize the first word.

For class you will need:

- Pen
- Pencil
- Notebook or loose leaf paper
- Required text book

3. Bulleted lists in which the entire list and the introduction to the list act together to form one sentence.

Use a colon after the introductory phrase, place a comma after each bulleted item, use *and* or *or* (as is appropriate for the circumstance) *after* the comma in the second to last bullet point, and end the final bullet point with a period.

Students in the MFA in Creative Writing Program will:

- Demonstrate mastery of their chosen genre,
- Be able to incorporate critiques into their revisions,
- Be able to critique work by others and themselves,
- Be able to analyze craft issues in published works and write about them incorporating outside sources, and
- Be able to articulate their aesthetics.

Each new or returning student is issued one new IAIA student Identification card (ID) by the Office of Admissions & Recruitment at the time of registration, orientation, or by attending the IAIA New Freshmen Bridge Program. The student must be registered to receive a student ID card. A valid photo ID is required at the time students are issued their IAIA ID. Accepted identification validation are:

- State issued ID,
- Tribal Enrollment ID (must have image),

- Passport, or
- Driver's license.

Colons

Use a colon to introduce a series or a list, especially a list preceded by *as follows* or *the following*.

Use a colon to introduce an explanatory phrase or sentence. Capitalize the first word after a colon only if it is a proper noun or the start of a complete sentence, or if the colon is used in a title.

Students should bring the following items:
laptop computer, notebook, and business cards.

The message was clear: Students must not be overburdened by bureaucracy if they are to enjoy a fulfilling educational experience.

Commas

Serial commas (use comma before “and” in a series of three or more)

diligent, well-meaning, but oppressed

No comma before &

No comma before short phrases unless necessary for clarity

In 1990, secret meetings attracted workers.
(1990 could be misconstrued as an adjective.)

Em dash (—)

Best limited to two appearances per sentence; use cautiously.

May be used in place of parenthetical commas

Everything I saw in front of me—from stucco to the vigas—reminded me of my home.

May be used in place of parenthesis

After editing the student's errors—all 124—the teacher returned the research paper.

May be used in place of colons to emphasize the end of a sentence

To improve their health, Americans should critically examine the foods that they eat—fast food, fatty fried foods, junk food, and sugary snacks.

(Keyboard shortcut for Mac: option+shift+dash key (-); keyboard shortcut for Windows: alt+0151; auto format for either: type word, without making a space hit hyphen key twice, without making a space type next word, hit space)

En dash (—)

Connects things that are related to each other by distance, specify any kind of range such as page citations.

the May–September issue of a magazine
(147–148)

Used to connect a prefix to a proper open compound

pre–World War II

(Keyboard shortcut for Mac: option+dash key (-); keyboard shortcut for Windows: alt+0150)

Hyphens (-)

Hyphens are used to link two words together to function as a single word.

When combining two or more words to make one adjective (also called a compound modifier), hyphenate if:

The compound modifier comes before the word it describes

full-time student
low-residency program
on-campus activities
three-year-old child
well-known artist
up-to-date technology
year-and-a-half long cessation

Do not hyphenate the compound modifier if:

The compound modifier comes after the word it describes

the student is full time
the program is low residency
activities on campus
the child is three years old
the artist is well known
please keep me up to date

The compound modifier is in the dictionary as one joint word (closed compound)*

lifelong
ongoing
extracurricular
firsthand
secondhand

The compound modifier involves an adverb ending in -ly

culturally based
architecturally significant
beautifully written
artfully done

The compound modifier involves a superlative or comparative adjective

highest rated
fastest growing
better known

note: the roots of these words are not comparative or superlative, so they do get hyphenated (high-rated, fast-growing, well-known)

The compound modifier involves a prefix** (the first word in the compound is not a word by itself)

nonprofit
postsecondary
coexist
postindustrial
reimagine
coworker
copay
codirector

****Unless:**

The prefix creates a double letter

pre-election
co-occurrence
co-own

There may be confusion with a pre-existing word

re-sign vs. resign
un-ionized vs. unionized
re-collect vs. recollect

There are more than two words that make up the modifier

post-second-dose

The prefix comes before a proper noun or number

pre-Columbian
post-World War II
pre-1900s
post-Industrial Revolution

Without a hyphen the word looks too confusing or does not match IAIA's clean, contemporary style (*even if they are closed compounds in the dictionary)

pre-exist
co-hosted
co-curated
co-star
non-refundable

Additional notes about hyphens:

long term (noun, or predicative adjective)

(n.) how will this look in the long term
(pred. adj.) these terms are long term

long-term (adjective)

long-term agreement

wait list (noun)

will be put on the wait list

wait-list (adjective or verb)

(adj.) wait-listed students
(v.) we will have to wait-list the remaining
applicants

Quotation Marks

Commas and periods, whether or not they are part of the material quoted, belong inside quotation marks.

History is stained with blood spilled in the name of “civilization.”

Question marks (?), exclamation points (!), and semi-colons (;) belong inside quotation marks if they are part of the quoted text; otherwise, they belong outside the quotation mark.

Joe asked, “Do you need this book?”

Does your teacher always say to her students, “You must work harder”?

Smart quotes (“ ”)—curly quotation marks— are preferred over straight quotes (" "). This can be chosen as an option in Microsoft Word.



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