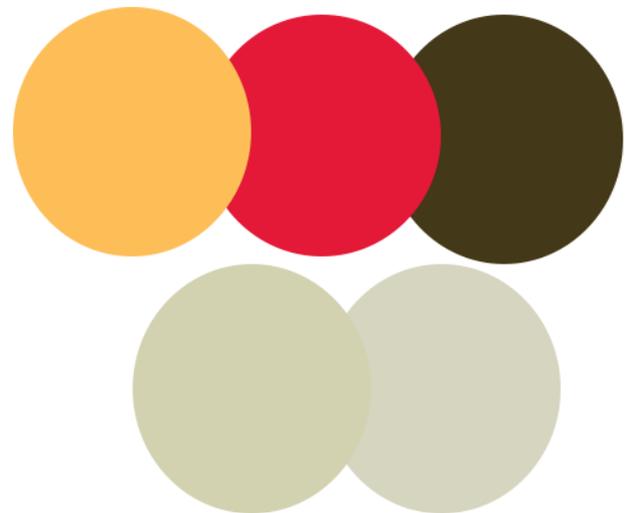


# EH&S Style Guide

Arial Regular  
**Arial Bold**  
*Arial Italic*  
***Arial Bold Italic***

Arial Narrow Regular  
**Arial Narrow Bold**  
*Arial Narrow Italic*  
***Arial Narrow Bold Italic***

**Arial Black Regular**  
***Arial Black Italic***



# EXAMPLE OF MANUAL

**IOWA STATE UNIVERSITY**  
OF SCIENCE AND TECHNOLOGY

## **Protecting the Safety, Health, and Environment of the Iowa State Community**

Iowa State University strives to be a model for safety, health, and environmental excellence in teaching, research, extension, and the management of its facilities. In pursuit of this goal, appropriate policies and procedures have been developed and must be followed to ensure the Iowa State community operates in an environment free from recognized hazards. Faculty, staff, and students are responsible for following established policies and are encouraged to adopt practices that ensure safety, protect health, and minimize the institution's impact on the environment.

As an institution of higher learning, Iowa State University

- fosters an understanding of and a responsibility for the environment,
- encourages individuals to be knowledgeable about safety, health and environmental issues that affect their discipline, and
- shares examples of superior safety, health and environmental performance with peer institutions, the State of Iowa and the local community.

As a responsible steward of facilities and the environment, Iowa State University

- strives to provide and maintain safe working environments that minimize the risk of injury or illness to faculty, staff, students, and the public,
- continuously improves operations, with the goal of meeting or exceeding safety, health and environmental regulations, rules, policies, or consensus standards, and
- employs innovative strategies of waste minimization and pollution prevention to reduce the use of toxic substances, promote reuse, and encourage the purchase of renewable, recyclable and recycled materials.

The intent of this statement is to promote environmental stewardship, protect health, and encourage safe work practices within the Iowa State University community. The cooperative efforts of the campus community will ensure that Iowa State University continues to be a great place to live, work, and learn.



Wendy Wintersteen  
President

# EXAMPLE OF MANUAL

## Directory of Service and Emergency Providers

### Services

#### **Environmental Health and Safety**

2408 Wanda Daley Drive | (515) 294-5359

#### **Iowa State University Occupational Medicine Department**

G11 Technical and Administrative Services Facility (TASF), 2408 Pammel Drive | (515) 294-2056

#### **McFarland Clinic PC, Occupational Medicine**

1018 Duff Avenue | (515) 239-4496

#### **Thielen Student Health Center**

2647 Union Drive | (515) 294-5801

### Emergency

#### **Emergency - Ambulance, Fire, Police**

911

#### **Department of Public Safety/ Iowa State University Police**

Armory, 2519 Osborn Drive | (515) 294-4428

#### **Mary Greeley Medical Center**

1111 Duff Avenue | (515) 239-2011

# TABLE OF CONTENTS



<b>Introduction</b> .....	<b>5</b>
<b>Consistency Rules</b> .....	<b>6</b>
<b>Brand Elements</b> .....	<b>7</b>
<b>Clarity</b> .....	<b>8</b>
Organization.....	8
<b>Editing</b> .....	<b>9</b>
Accuracy.....	9
<b>Contact Information Formats</b> .....	<b>10</b>
Telephone numbers.....	10
Mailing addresses.....	10
Campus Zip Codes.....	10
<b>General Guidelines</b> .....	<b>11</b>
Spacing after a period.....	11
Acronyms.....	11
Ampersands.....	11
Lists.....	11
Numbers.....	12
Serial Commas (Oxford Commas).....	12
Colon.....	12
URLS and Web Addresses.....	12
<b>EH&amp;S Documents</b> .....	<b>13</b>
Official Correspondence / Memos.....	13
Forms.....	14
Publications.....	15
PowerPoint Presentations.....	15
Email.....	17
<b>Graphic Elements</b> .....	<b>18</b>
Storage of Graphic Elements / Images.....	18
<b>Copyright Law</b> .....	<b>20</b>
Finding Copyright Owners & Getting Permission.....	20
Terms.....	20
<b>Disclaimers</b> .....	<b>21</b>
Statement on Non-discrimination.....	21
Non-endorsement Disclaimer.....	21

# INTRODUCTION



This style guide was created to create clear, consistent, and easy to read publications by Environmental Health and Safety (EH&S). It offers easy reference to some troublesome editorial issues. Because our printed and online publications represents the university and EH&S, written style and graphic standards are vital to our image. The *EH&S Style Guide* has been adapted from guidelines set forth by the [Office of University Marketing](#), it notes specific rules and usage guidelines to be followed by staff.

Remember that when all else fails, consistency is key. All publications have one thing in common, no matter where they originate: they can only be effective if they reflect consistency and clarity in their messages. These style guidelines will help writers produce effective documents that reflect the high quality standards of the department and the university.

This is not a comprehensive style guide. Also, many of the guidelines stated in this manual may conflict with those in other style guides. This style guide was produced in an effort to recommend the preferred document styles based on the needs, requirements, and preferences of our audiences. It is a means to clarify and supplement what styles are currently being used within the university and EH&S. In the event that a conflict does arise between this and other guides, this style guide takes precedence.

# CONSISTENCY RULES

---

- Forms should be Arial 11-point font. To set defaults on Word - click in the lower right corner for fonts. Select your font and Click Set As Default. Excel - File, Options, General tab Use this as default font, select font and click OK.
- Spell out abbreviations and acronyms on first use in each section or chapter. Define and explain terms and concepts on first use.
- Environmental Health and Safety and EH&S. **Do not use ampersand when spelling out department.**
- Items in a series should be separated by commas, always put the comma before and.
- Italicize titles, this would include EH&S manuals and forms.
- Use quotation marks for chapter titles, this would include sections for EH&S manuals.
- A single space after all punctuation.
- More than one type of list may be used in a document.
- Email templates should be the same - see Email
- Social Media should be in the same order and images



- Nameplate should be

**IOWA STATE UNIVERSITY**  
OF SCIENCE AND TECHNOLOGY

- Footer

Environmental Health and Safety | 2408 Wanda Daley Drive | Ames, IA 50011-3602 | Ph: (515) 294-5359 | [www.ehs.iastate.edu](http://www.ehs.iastate.edu)

# BRAND ELEMENTS



The Iowa State Brand Standards Guide is a set of graphic elements and guidelines that, when properly executed, holds all the colleges, units, institutes, and centers within our university together. Each element has a specific role in preserving our university's prestigious reputation in the academic world.

**Wordmark** – primary identifier for the entire university and all its segments. Nameplates have been downloaded to H:\AllStaff\Graphic Elements\Publications Graphics.

**Typography** – gives a voice to your message.

**Color Palette** – creates the foundation for your communication. There is a primary palette, secondary palette, and combinations to avoid.

**Photography** – draws attention to your message.

**Editorial** – delivers the tone of your message.

It is crucial that we use these elements wisely and responsibly. They represent the university as a whole. Adhering to these guidelines fosters a strong brand identity for Iowa State University and helps ensure consistency throughout all internal and external communications.

Due to the multitude of mediums used in communications today, our guidelines include variations of these elements to maintain this university's standards of excellence

# CLARITY



Information is complete when it communicates in a concise, straightforward manner substantive ideas. Excessive or irrelevant information impedes communication just as much as missing or poorly explained information.

## ***Redundancy***

State information only once unless emphasis is necessary or repetition greatly increases communication effectiveness. If information is required to be repeated, be sure to present it in the same way wherever it appears.

## ***Language***

Use language appropriate for the audience. Avoid jargon if possible.

## ***Consistent Terminology***

Use the same terms throughout a document and even across multiple documents to refer to a single item or concept.

## ***Abbreviations, Terms, and Concepts***

Make sure abbreviations and acronyms are spelled out on first use in each section or chapter. Define and explain terms and concepts on first use.

## ***Parallel Structure***

Use parallel structure to express similar ideas and within each sentence. For example, begin all items in a list with verbs. Maintain consistency of person, tense and tone.

## **Organization**

Good organization means arranging concepts and tasks in a practical order for the audience and type of document. Headings should be logically and hierarchically categorized. Conceptual, instructional, and reference information should be presented in a logical sequence.

# EDITING



Just as the university strives for consistency of communication design, it also encourages clarity and consistency in its messages. Our audiences oftentimes overlap; the parent of a prospective student also could be a graduate, a legislator, a donor, or an employer of our graduates. The Iowa State materials received by that one person could come from admissions, the alumni association, his or her college, governmental relations, or one of the college career services offices. It is important that we all treat language, punctuation, and grammar consistently and clearly.

The Chicago Manual of Style, Sixteenth Edition, and Merriam-Webster's Collegiate Dictionary, Eleventh Edition, are the foundations for this guide. Strunk and White's *The Elements of Style* is also a resource. Materials created specifically for use by the news media may follow *The Associated Press Stylebook* but only those materials. **Editorial Standards are listed on the University Marketing web page.** We have two exceptions. 1. We enclose the area code in parentheses. See "Contact Information Formats". 2. We use email.

It is important to comprehensively edit all documents before submitting them to Training and Communication (T&C). During the editing process, documents should be reviewed for accuracy, clarity, and organization.

## Accuracy

An accurate document includes no errors in facts, terminology, grammatical structure, punctuation, spelling, cross-references, topic headings or graphics. Inaccuracies include everything from simple typos to misleading information. The level of accuracy affects a reader's confidence in the integrity of the information. You can use automated tools such as spell checkers to check a document, but ultimately, the accuracy of the information depends on close scrutiny by writers and editors. Several elements fall into this category.

### ***Factual Information***

Verify all publication dates, etc. Ensure information in tables is accurate and matches similar information presented elsewhere. Table captions should explain the information in the table. Double check that all cross-references to other pages are correct.

### ***Parallel Topics***

To improve ease of use, take care to present parallel topics in the same format and order. Use consistent terminology to describe features or concepts that are mentioned more than once.

### ***Headings***

Headings and section titles should accurately describe the content.

### ***Orphan Rule***

Do not allow a single word to end a paragraph or one line to end a section.

### ***Table Captions***

Captions of tables and figures should be meaningful and accurately reflect the content.

### ***Spelling and Typographical Errors***

Run a spell-checking tool against the document. Ask a co-worker to review the document. Sometimes an objective eye can identify errors that a document's creator may miss.

# CONTACT INFORMATION FORMATS

---

## Telephone numbers

Do not use the numeral one preceding area codes. There is a proper format for phone numbers, and when listing multiple numbers, they should appear as:

*Home (515) 555-5555*

*Office (515) 294-5359*

*Fax (515) 294-9357*

## Mailing addresses

Most university mailing addresses follow the format below. Iowa State University is listed above the room and building number to aid postal delivery:

*Person or office*

*Iowa State University*

*Room and building*

*Street address*

*Ames, IA 50011-xxxx*

Use official names of offices and departments in university addresses (*e.g., Office of the Treasurer, not Treasurer's Office*).

Spell out the names of buildings (*e.g., Carver Hall, Buchanan Hall*).

When listing mailing addresses, use the two-letter postal abbreviation for the state. In running text or if the context is formal (such as in an invitation), spell out the state name.

Use the full nine-digit zip code whenever possible (check the [Postal and Parcel](#) website for a listing of extended zip codes for university buildings).

Abbreviate compass designations (*N., S., E., W.*), but spell out designations such as Street, Avenue, and Road.

*For listing addresses in running text, use commas to separate elements, including U.S.A. (e.g., Direct inquiries to Office of Admissions, Iowa State University, 100 Enrollment Services Center, 2433 Union Drive, Ames, IA 50011-2011, U.S.A).*

## Campus Zip Codes

50010 Frederiksen Court, University Village, Schilletter Village

50011 University faculty and staff offices

50012 Department of Residence administrative offices, Friley, Helser, Eaton halls

50013 Barton-Lyon-Freeman, Birch-Welch-Roberts, Buchanan Hall, Knapp-Storms, Linden, Maple-Willow-Larch, Oak-Elm, Wallace-Wilson halls

# GENERAL GUIDELINES

## Spacing after a period

Use only a single space after all punctuation, including:

- after commas, colons, and semicolons
- after punctuation marks at the end of sentences
- after periods that separate parts of a reference citation
- after periods of the initials in a person's names

## Acronyms

### ***First Use in each section or chapter***

For the most part, try to avoid abbreviations in running text. Spell out, on first use in each section or chapter, a word, name or title that is to be used repeatedly in shortened form within the text; include the short form in parentheses following the spelled-out form. Use the short form alone in subsequent references.

*The Department of Environmental Health and Safety (EH&S) will soon be residing in a new building. EH&S is currently located...*

Unless the abbreviation is more familiar to your reader than its fully expanded term, do not abbreviate a phrase that appears only once or infrequently.

Define any abbreviation/acronym you use unless you are certain that its meaning is clearly understood by everyone in your audience. If an abbreviation is commonly used as a word, it does not require an explanation. For example, abbreviations and acronyms such as CPR, laser and mm are generally understood by a nontechnical audience.

If the first reference of an abbreviation/acronym is in a heading, either use the abbreviation/acronym or the full term in the heading, but define the abbreviation/acronym in the following paragraph.

## Ampersands

Do not use an ampersand as an abbreviation for “and” in university unit, department, or program names.

- Environmental Health and Safety
- not Environmental Health & Safety

## Lists

Ordinarily, commas are not used following a series of items in a vertical list. If the vertically listed items are phrases, especially long phrases that grammatically complete the sentence containing them, commas may, but need not, be used. If commas are used, the last item is followed by a period.

Omit periods after items in a vertical list unless one or more of the items are complete sentences. If the vertical list completes a sentence begun in an introductory element, the final period is also omitted unless the items in the list are separated by commas or semicolons. You may have a variety of list in the same document.

*Examples of Biosecurity*

- fences

- locked buildings

*If the spill is outside of the laboratory,*

1. *immediate clean up is essential,*
2. *remain upwind from the spill*

### **EH&S Bullets**

- level 1
- level 2
- level 3

## **Numbers**

Spell out whole numbers below ten, but use figures for ten and above. Common exceptions to this rule: *a 5-year-old girl, 3 percent, 6 cents*; another common exception is that a number at the beginning of a sentence should be spelled out:

*Twelve program offices and all ten Regional offices think EH&S is a valuable resource.*

Also, when numbers below ten occur in the same sentence with numbers above ten, they should be formatted as numerals.

Other recommendations:

- Spell out common fractions and common expressions (*e.g. one-third, Fourth of July*).
- When making a number plural, add an s, with no apostrophe (*e.g. 1960s*).
- When two numbers are combined in a series, use words and numerals (*e.g. five 4-point scales*).
- Use combinations of numerals and written numbers for large sums (*e.g. over 6 million people*).
- Use the percent symbol with figures but not with written numbers (*e.g. 4%, thirty percent*).
- *EH&S uses roman numerals for Title V, Region VII and Big XII.*

## **Serial Commas (Oxford Commas)**

Items in a series should be separated by commas, always put the comma before and. For example  
*She took samples from the floor, the ceiling, and the walls.*

*Please call EH&S for disposal of paints, chemicals, and other hazardous materials.*

## **Colon**

Do not use a colon to introduce a list if the colon would follow the word “including,” “included,” or “includes.” Use a colon to introduce a list only if the words before the colon form a complete sentence (subject, verb, and object.)

*The inventory included the following items: batteries, lanterns, and scales.*

*The inventory included batteries, lanterns, and scales.*

## **URLS and Web Addresses**

When including a URL in text, for documents that will only be in print, set the address in lowercase letters. If an Internet address falls at the end of a sentence, use a period, but be sure to not hyperlink the period. If an address breaks between lines, split it directly after a slash or a dot that is part of the address, without inserting a hyphen. When referencing a site within text, and not directing people to that particular site, the text *http://www.* can be excluded from the beginning of the web address.

**Do not underline any text that is not a link**, even if your links are not underlined. When a document is posted online, any underlined text can be easily mistaken for an interactive hyperlink. Underlines provide a strong perceived affordance of “clickability.”

Hyperlinks should not be broken over two lines in a paragraph.

# EH&S DOCUMENTS

## Official Correspondence / Memos

Official correspondence with regulatory agencies must be thorough, accurate, and professional. Correspondence is a reflection of EH&S (and the university) to the outside world.

The assistant vice president or director will review and sign all official correspondence to regulatory agencies. These letters (with accompanying documentation) should flow through the admin program coordinator, or admin staff, to print on official letterhead and obtain required signature(s).

### ***Off-campus***

Correspondence with regulatory agencies will be sent out under the assistant vice president or director signature unless authorization is granted for specific recurrent reports.

- Correspondence shall be routed to the program manager in final draft form for review (do not print on letterhead). All attachments and/or enclosures will be included with the draft. If responding to a regulatory agency, include a copy of their original correspondence.
- The program manager will assist in determining whether correspondence should be sent via certified mail. If so, this will need to be added to the top of the letter (see example).
- The approved final draft will be routed to the admin program coordinator or admin staff.
- The admin program coordinator will prepare the correspondence for final review and official signature (letterhead, formatting, etc.). See below for formatting and more detailed instructions.
- After obtaining approval/signature, admin staff will make the necessary copies and mail.
- The front office will also notify the document initiator when the process has been completed (and in the mail ready to go).

Correspondence that does not need the assistant vice president or director signature should still be routed to the program manager for review.

- All attachments and/or enclosures will be included with the draft.
- Correspondence should still be printed on letterhead. Route to the admin program coordinator, or admin staff.
- The admin program coordinator will prepare the correspondence for final review and official signature (letterhead, formatting). See the example for formatting and more detailed instructions.
- The assistant vice president or director will obtain initiator signature before making necessary copies and mailing.

### ***On-campus***

Sending correspondence on campus can be done several ways. The author may be dealing with an individual via phone or email and need to send them something through campus mail. In this case the material with a post-it note may suffice. If sending any documentation to deans, department heads or chairs, Interoffice Communication form must be used which is located in H:/Allstaff/Forms/Administration/Memohead Form.doc. For other recipients, use your best judgment. If information must be documented, use the memo head form. This is a black and white document and does not need to be printed in color. Having the admin program coordinator or the admin staff review is good practice so formatting is consistent and they can double check for typos or errors. Remember that if you are only communicating through email and you are keeping emails for documentation purposes, those emails and/or attached memos need to be filed in the file room. There is a slot in the mail room titled filing, the admin staff will file.

Remember to put spaces between paragraphs. If the document is long and continues on more than one page, the first page will be printed on letterhead; all following pages will be printed on regular

plain paper. If there are a few lines going onto the next page, the font size can be changed to 10 pt to accommodate one page and to have a cleaner look to your letter.

Consistency is the key. Use one spaces between sentences throughout your document. Follow the style guide for formatting.

<b>LETTER EXAMPLE</b>	Arial 11; Left margin must line up with letterhead
	If going Certified – should indicate above the date in bold & underlined (one exception to the underline rule)
Certified Mail Return Receipt Requested	1 line between certified request & date Center your letter on the page unless it's a very short letter
October 19, 2007	three lines between date & address  Address with Dr., Mr., or Ms.
Dr. John Doe Make Believe, Inc. 123 Street, Suite 1 Funtown, IA 12345	two spaces between state & zip  1 line between address & salutation & body (: after salutation)
Dear Dr. Doe:	1 line between the body of your letter and closing
Sincerely,	3 lines between the closing and name  Titles (especially Ph.D.) must be included with the name Job title is listed on the next line
A David Inyang, PhD Assistant Vice President	1 line between job title & Enclosure (only if attachments)
Enclosure  cc: Steven Couchman	1 line between Enclosure (or job title) & cc: address of individual being copied is helpful if off campus

## Forms

Font should be arial or univers size 11. If there are a few lines going onto the next page, the font size can be changed to 10 pt to accommodate one page and to have a cleaner look to your form

Below is the template for the header.

Footer will include Reviewed and the year.

Some may have a footer instead of a header.

Environmental Health and Safety | 2408 Wanda Daley Drive | Ames, IA 50011-3602 | Ph: (515) 294-5359 | www.ehs.iastate.edu

Consistency is the key. Follow the style guide for formatting. Put the area code in front of all phone numbers, even (515).

## Publications

Publications may be brochures, handouts, manuals, booklets, signs, tags, and posters.

Manuals will include

- Cover
- Reviewed Date
- Copyright
- Environmental Health and Safety Statement
- Directory of Services and Emergency Providers
- Content
- Disclaimer

Consistency is the key. Follow the style guide for formatting. (T&C staff will assist with publications.)

- Font should be arial or univers size 11.
- Spell out abbreviations and acronyms on first use in each section or chapter. Define and explain terms and concepts on first use.
- Environmental Health and Safety or EH&S. Do not use ampersand when spelling out department.
- Items in a series should be separated by commas, always put the comma before and.
- Italicize titles, this would include EH&S manuals, forms, and websites.
- Use quotation marks for chapter titles, this would include sections for EH&S manuals.
- A single space after all punctuation.
- Do not hyphenate.
- Don't link to other sections of the manual, there is a table of contents that can be used.
- Limit links.

## PowerPoint Presentations

### *Widescreen*

### *Design*

- Simple design, use EH&S approved templates for PPTs.
- Doesn't take attention away from content
- Enough "white space" for content
- Dark background/light text, Light background/dark text
- Use one font for titles and a different font for content.
- Keep the fonts in the same families (sans serif)
- Use a "sans serif" font (Verdana, Helvetica, Gothic, etc.)

### *Content*

- Each slide should have a clear objective
- "Z-pattern"
- Eyes usually scan information in a Z pattern on the screen.
- Reduce words, keep meaning
- Use bullets to highlight information

- Visual bullets (use pics or graphics as the bullets)
- Use graphics or images to complement the bulleted information
- Limit italics
- Do not underline any text except links
- Keep headers/titles short
- Keep content to 4-5 lines max
- Text alignment
- Center smalls chunks of text
- Left or right justify larger chunks of text
- Eliminate widows and orphans
- Titles on every slide even if not on the slide itself
- Make sure slide is titled in the PPT outline
- Use graphics/pictures we have permission to use, or pics made in-house.
- eCommerce changes the way we use graphics and pictures because we can't sell a product filled with copyrighted material

#### ***Headings and text on slides***

- Use Arial or Unifs for font
- Heading = 36 pt
- Text = 20 – 28 depending on bullet level
- T&C will adjust with the Master Slide; however, adjusting will change placement so if you will all use the same font and size for your drafts, the adjustment will be easier

#### ***Photos***

- Place all original photos in a folder named with section of PPT you are developing
- Do not copy and paste photos
- Find the photo you want, than Save Image As and give the photo file a descriptive name
- Then insert photo into slide
- Photos with a low resolution will not work as well – avoid grabbing from web by copying
- Right click on photo to Save As

## Email

As part of EH&S' branding effort, a standardized email signature was developed for departmental use. Simply create a "New Signature" in Outlook and copy and paste one of the formats below. Remember to change "your name, your title, (O)phone number and your email"--and choose the color you'd like for the arrow graphic.

A word document has been created with text and color options. file:///H:\T&C\EH&S%20Profiles\EHS%20Branding\EHS%20Email%20Sig\EHS%20Email%20Branding%20SOP.docx.

Your Name

Your Title

**IOWA STATE UNIVERSITY**

Environmental Health and Safety  
2408 Wanda Daley Drive, Ames, IA 50011-3602  
(O) 515-294-2193 (F) 515-294-9357  
Your email



[Share your thoughts – Take our Survey](#)

# GRAPHIC ELEMENTS



When using graphic elements in a document, proper reference should always be made to the copyright owner(s) of the images. As more and more graphic elements are obtained via the Internet, it is important to ensure that EH&S is permitted to use a given element. If there is a question about whether we may use an element, please contact the site owner. Often, explaining that we are affiliated with a public university is all that is needed to obtain permission to use an element.

Please note there are many acceptable file formats, clip art is never an appropriate image format to use.

## Storage of Graphic Elements / Images

### *Introduction*

Images are stored in a centralizing file so they may be used by multiple staff members. This will serve a two-fold purpose: 1) to ensure files are easy to locate, minimizing the amount of time required for searching, and 2) to eliminate duplication of files.

### *Statement of Need*

In order to reduce the amount of file duplication on the file server, common files, such as forms and graphic elements, should be located in a single easily identifiable location. To aid in organization, master directories may have multiple subcategories.

### *Graphic Elements*

A graphic element is any image file, including photos and illustrations. Acceptable graphic element formats for use in EH&S presentations and communications include

### *Location, Directory Structure and Naming Conventions*

All graphic elements should be contained in subdirectories under H:\Groups\Allstaff\Graphic Elements. Subdirectories should be descriptive in nature (Incident Response, PPE, Autoclaves, etc.). All graphic elements contained within these subcategories should have a descriptive name as well (see below). For multiple elements with a common theme, sequential numbering after the name should be used. Program or section name should not be used as a subdirectory descriptive name.

Please note – Many of our graphic elements are used for training purposes; however, these elements should be located under their descriptive category, rather than placed in a similar category under Training. Photos depicting actual training in progress would be the exception. This will help avoid duplication.

### *Basic rules for renaming photos:*

- Tell what it is
- If the location is important, list it
- No camera numbers
- If there's a photo series, number sequentially

### *Examples*

#### *Location-related*

Gilman1308Nitric Acid.jpg

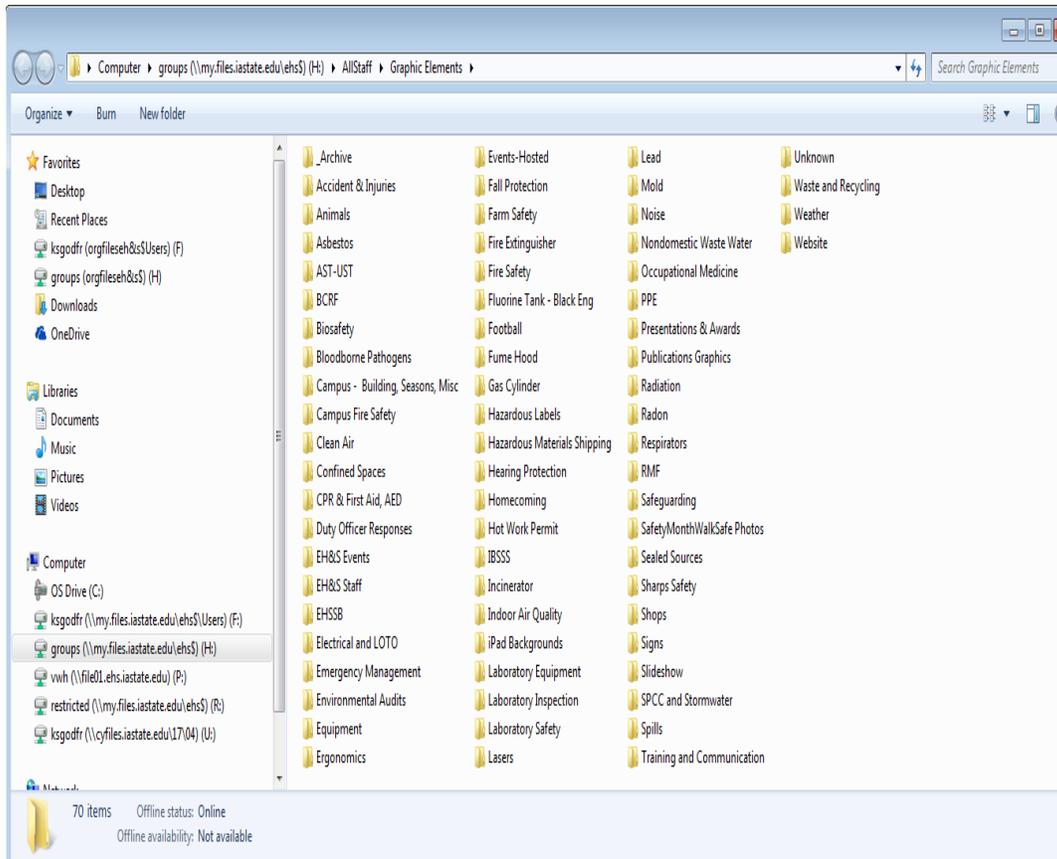
#### *Sequential*

EH&S Christmas Party1.jpg

EH&S Christmas Party2.jpg

EH&S Christmas Party3.jpg

## Example of Directory Structure



### Edits

Each time an image is edited, the pixels comprising the element undergo degradation. Because of this, edits should never be made to the original file. Instead, the edited file should be saved with the same name followed by “edited”. Once an edited graphic has been placed into a document or presentation, it should be deleted to avoid redundancy.

### Proper Graphic Element Use

There are certain procedures that should be used when working with graphic elements. In the case of PowerPoint presentations and Word documents, it is important to use the Insert menu when placing a graphic element into the document. Pasting increases the file size, while linking to the element will only work as long as the path to that file is maintained. Inserting optimizes the graphic for use in the given application.

### Copyright

As more and more graphic elements are obtained via the Internet, it is important to ensure that EH&S is entitled to use a given element. As a general rule, graphics obtained from government websites are permissible. If there is a question about whether we may use an element, please contact the site owner. Often, explaining that we are with a public university is all that is needed to obtain permission to use an element.

# COPYRIGHT LAW



- [Copyright Law of the United States](#)
- [Copyright Protection Not Available for Names, Titles, or Short Phrases](#)  
From the U.S. Copyright Office, what is not covered by copyright.
- [Digital Millennium Copyright Act](#)  
Amends Federal copyright law to grant copyright protection to: (1) sound recordings that were first fixed in a treaty party (a country or intergovernmental organization other than the United States that is a party to specified international copyright and other agreements); and (2) pictorial, graphic, or sculptural works incorporated in a building or other structure or an architectural work embodied in a building located in the United States or a treaty party.
- [Digital Millennium Copyright Act: Summary](#)  
From the U.S. Copyright Office. An understandable explanation of the DMCA.
- [The TEACH Act](#)  
From the Copyright Clearing Center, an explanation of the rules and responsibilities of institutions with regard to the TEACH Act.

## Finding Copyright Owners & Getting Permission

### **Get Permission**

Search for and get permission to use copyrighted materials.

### [Getting Permission](#)

Explanations and sample letters for getting permissions from music producers, record companies, film clips, television clips, and other types of materials.

### [Model Permission Letters](#)

From Columbia University Libraries, a sampling of template letters for asking permission to use copyrighted work for various purposes.

### [Requesting Permission](#)

From Columbia University Libraries. Step-by-step guide to get permission to use copyrighted works.

## Terms

- copyright: “the exclusive right to make copies, license, and otherwise exploit a literary, musical, or artistic work, whether printed, audio, video, etc.: works granted such right by law on or after January 1, 1978, are protected for the lifetime of the author or creator and for a period of 50 years after his or her death.” (Source: Dictionary.com)
- intellectual property: “property that results from original creative thought, as patents, copyright material, and trademarks.” (Source: Dictionary.com)
- fair use: “the conditions under which you can use material that is copyrighted by someone else without paying royalties.” (Source: Dictionary.com)

# DISCLAIMERS



## Statement on Non-discrimination

All publications produced by EH&S should contain the following non-discrimination statement, as outlined by Iowa State University policies:

“Iowa State University does not discriminate on the basis of race, color, age, ethnicity, religion, national origin, pregnancy, sexual orientation, gender identity, genetic information, sex, marital status, disability, or status as a U.S. veteran. Inquiries regarding non-discrimination policies may be directed to Office of Equal Opportunity, 3350 Beardshear Hall, 515 Morrill Road, Ames, Iowa 50011, Tel. 515 294-7612, email [eooffice@iastate.edu](mailto:eooffice@iastate.edu)”

The Non-discrimination statement will be on the last page of the manual.

## Non-endorsement Disclaimer

Documents that refer to particular companies, trade or service names, product names, or other commercial references require the following disclaimer:

*Mention of trade names, products, or services does not convey official EH&S approval, endorsement, or recommendation.*