AUBURN UNIVERSITY
RURAL STUDIO
STYLE GUIDE

"We encourage aspiring young architects to address the ethical responsibility for the social, political, and environmental consequences of what they design and build.**"**

ANDREW FREEAR
DIRECTOR, RURAL STUDIO

AUBURN UNIVERSITY
RURAL STUDIO
INTRODUCTION

OUR STORY

Rural Studio is an off-campus design-build program and is part of the School of Architecture, Planning and Landscape Architecture of Auburn University. The program, established in 1993 by D.K. Ruth and Samuel Mockbee, gives architecture students a hands-on educational experience while assisting under-resourced communities of West Alabama's Black Belt. Rural Studio directly serves the persistently impoverished counties of Hale, Perry, Greene, Dallas, and Marengo.

In its initial years, the Studio became known for establishing an ethos of recycling, reusing, and remaking. In 2001, after the passing of Samuel Mockbee, Andrew Freear succeeded him as director. To fulfill this ethic, the Studio has expanded the scope of its work to address broader needs of the community. Projects have become multi-year, multi-phase efforts. The students work within the community to define solutions, fundraise, design and, ultimately, build remarkable projects.

The Studio continually questions what should be built, rather than what can be built. To date, Rural Studio has completed more than 200 projects and educated more than 1,200 "Citizen Architects."

OUR PHILOSOPHY

Rural Studio philosophy suggests that everyone, both rich and poor, deserves the benefit of good design. Through a context-based service-learning curriculum, students live and work alongside community clients. Dedicated to design and construction of affordable houses and community-based projects for the region, Rural Studio works with a broad variety of community partners across five counties who together are committed to investing in and reinforcing the collective value of place. Our research addresses rural communities holistically—from houses to infrastructure to community resources—always mindful of the connectedness of the many facets of rural life.

OUR ATTITUDE

Rural Studio is special.
Special not because of an altruistic desire but special because of the understanding that good design is for everyone. That notion comes with the understanding that our good has to first be done right here, at home, in Alabama. We do what we do because we can and because it's the right thing to do.

Rural Studio serves its community.
We love our community. We live and work with our neighbors and respect and honor the history and richness of this place.

Rural Studio is authentic.
Rural Studio's vision and voice have developed naturally from the consistent efforts of the Studio collaborating with the community. Its attitude is genuine, reliable, and true.

Rural Studio is rigorous.
We find pleasure in hard work. We do. We work very hard. Existing in a constant state of hard work means we cannot rely on clever; instead we rely on challenge.

Rural Studio listens.
Embedded deeply in our work is the pleasure of listening. All voices are encouraged as we express curiosity around culture and place.

Rural Studio learns.
We believe in the process of education... not just for our students but for everyone involved, including ourselves. Education is not only for the young: it is also for the many generations of folks learning to live a happy and fulfilling life.

← A

B →

C →
D → →

E →
F → →

G →

A › Outreach Poster, *Hatch Show Print, 2016*

B › 20th Anniversary Block Print, *Clifton Burt, 2013*

C › Pig Roast Postcard, *Clifton Burt, 2016*

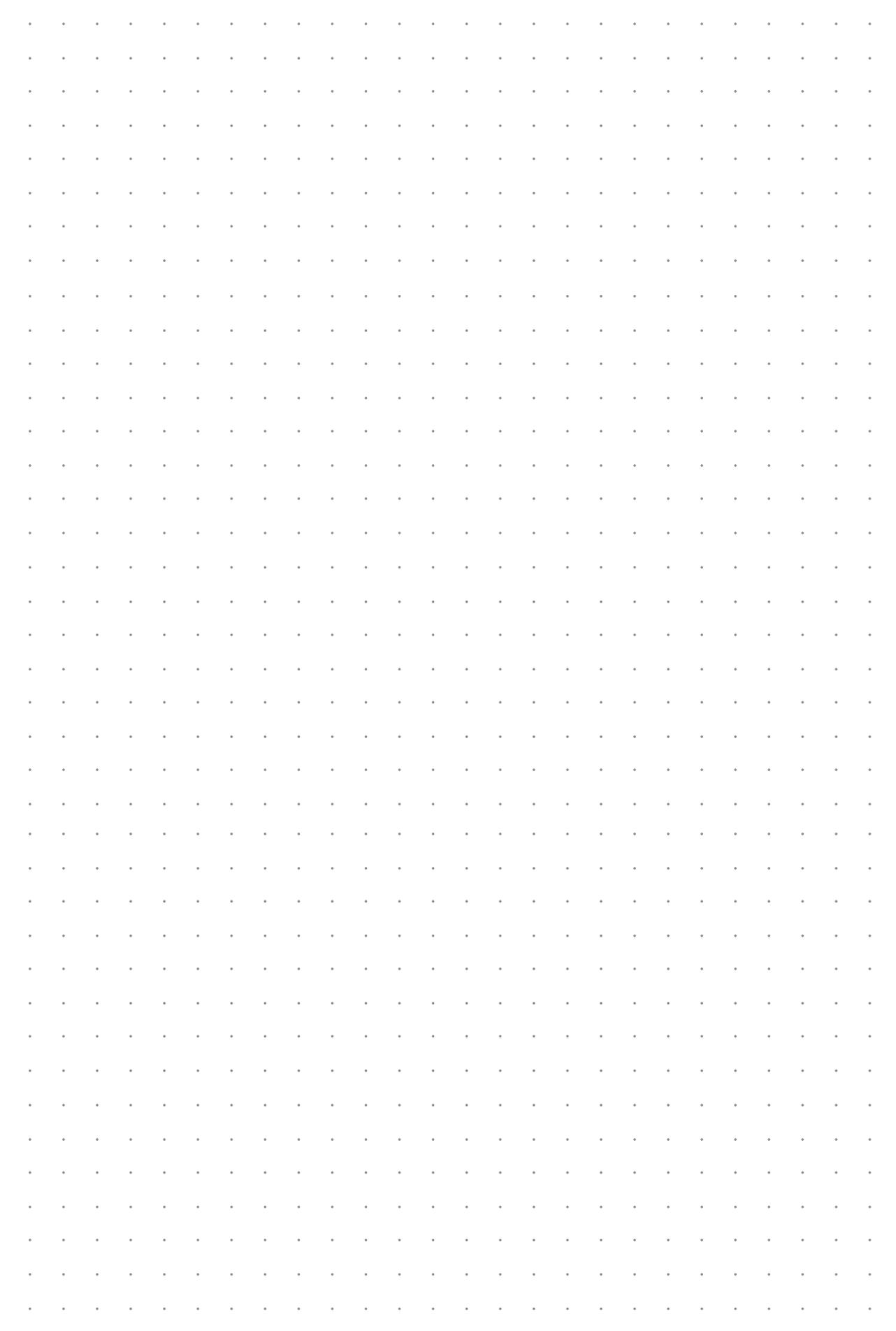D › Newsletter and Insert, *Tatum Design, 2019*

E › Pig Roast Postcard, *Andrew Dolder, 2017*

F › 20th Anniversary Poster, *Kennedy Prints, 2014*

G › 20th Anniversary Pig Roast Postcard, *2014*

AUBURN UNIVERSITY
RURAL STUDIO
VISUAL STYLE GUIDE

The word is the brand. The mark is the name.

The importance of using "Rural Studio" in the brand development stems from our belief that these words are the brand and no other representation is needed. As a word mark, the brand remains flexible. **The name Rural Studio will not change; therefore, the mark can easily evolve.**

Wordmark objectives: capitalize on the difference in the length of the words rural and studio; develop a flexible mark that can carry visual weight based on application and understand that visual weight and application are important; use typeforms that are authentic and hold their own visual form, and recognize that the wordmark should read as an object itself and therefore doesn't need any additional objects to accompany it.

RURAL
STUDIO
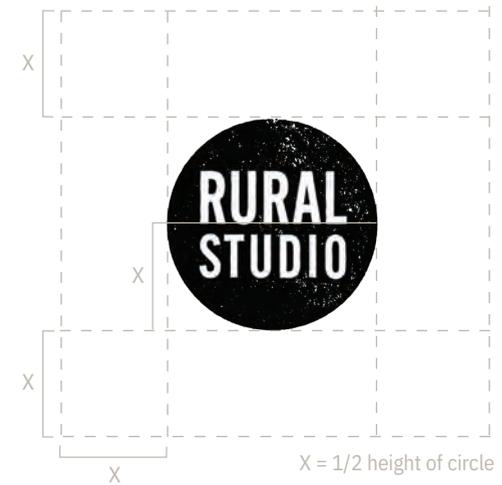
A →

← A

RURAL
STUDIO

X

X

X

B →

← B

X

X

X

X = 1/2 height of circle

← C

A › Rural Studio Wordmark

B › Rural Studio Circlemark

A › Clear Space for Wordmark

B › Clear Space for Circlemark

C › Minimum Sizes, 16 x 16px Favicon

A →

B →

C →

D →

A › Auburn Interlocking AU—Vertical

B › Auburn Interlocking AU—Horizontal

C › Vertical in Black, minimum size—1" width

D › Horizontal in Black, minimum size—0.5" height

Auburn University Visual Style Guidelines

According to Auburn University's Office of Communications and Marketing (OCM): Holdng true to a brand's values, Auburn University's logo style guide should be followed with precision.

Auburn University's trademarks and logos reflect the reputation and image of the university. Therefore, it is critical that those visual elements that represent the institution are presented correctly and with integrity, which is the foundation for successful branding. When that visual representation is disconnected or inconsistent, the perception of the institution can suffer.

Color is as significant to a graphic identity as image, symbols, and marks. The official colors of Auburn University are orange and blue.

As most designers know, precise color matching can be difficult depending on the medium, art, or special effects being used. OCM recomends the following PMS colors for their proven versatility, long history of use, and quality consistency across multiple mediums.

Auburn Blue, PMS 289
#03244d / **R**3 **G**36 **B**77 / **C**100 **M**64 **Y**0 **K**60

Auburn Orange, PMS 158
#dd550c / **R**221 **G**85 **B**12 / **C**0 **M**61 **Y**97 **K**0

A →

B →

C →

A › Interlocking AU + CADC—Vertical

B › Interlocking AU + CADC—Wide

C › Interlocking AU + CADC—Horizontal

Auburn University + CADC

The college logos can be used in the official Auburn colors or they can be used as one color—preferably Auburn blue, Auburn orange, black, or specific Rural Studio colors. They can also be used as white on a solid-color background, but the user must pay careful attention to scale so as not to compromise readability of the letterforms.
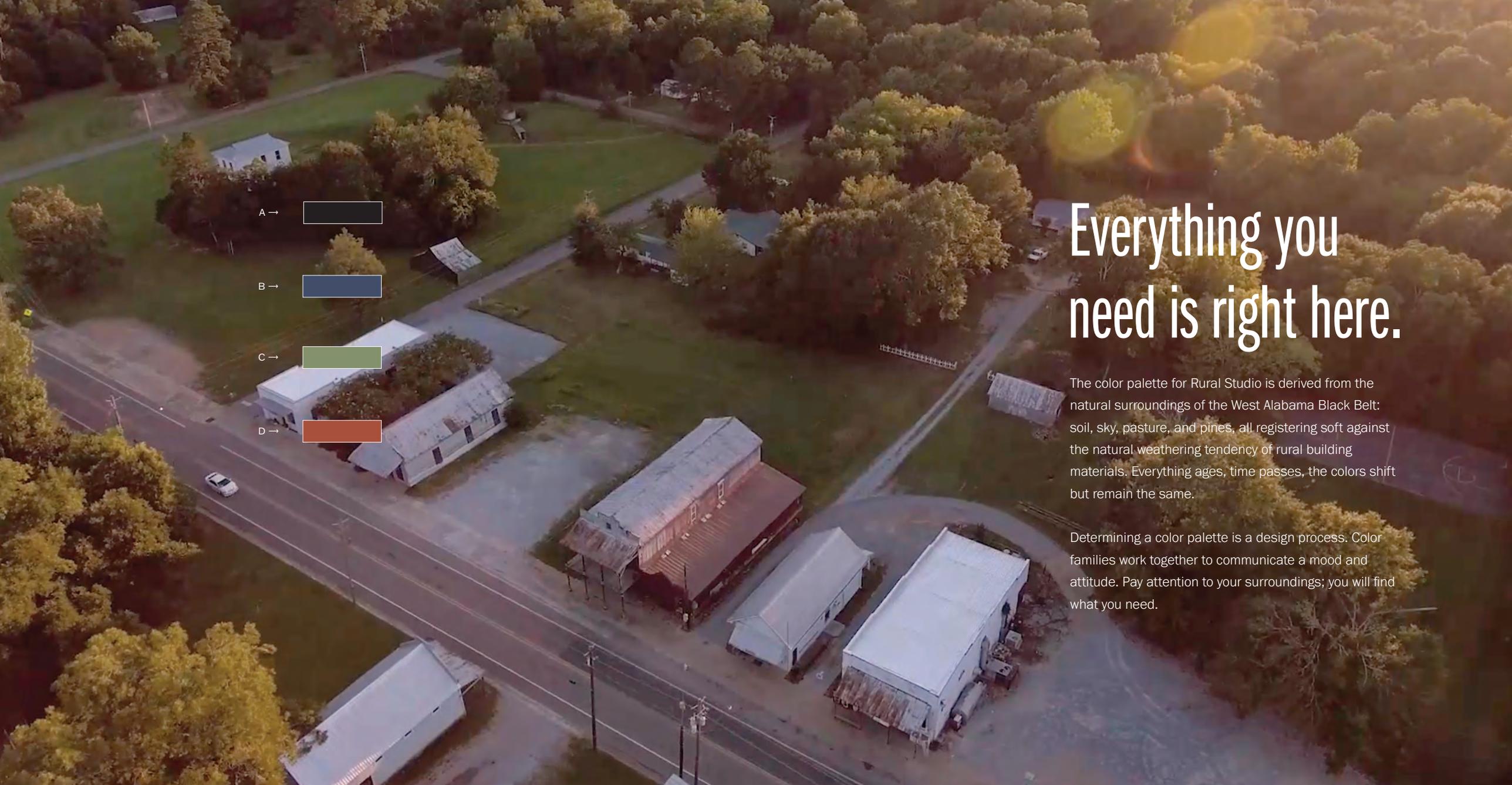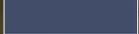

← A

← B

← C

A › Interlocking AU + CADC—Wide in Auburn Blue

B › Interlocking AU + CADC—Wide in Auburn Orange

C › Interlocking AU + CADC—Wide in White on Black

A →
B →
C →
D →

Everything you need is right here.

The color palette for Rural Studio is derived from the natural surroundings of the West Alabama Black Belt: soil, sky, pasture, and pines, all registering soft against the natural weathering tendency of rural building materials. Everything ages, time passes, the colors shift but remain the same.

Determining a color palette is a design process. Color families work together to communicate a mood and attitude. Pay attention to your surroundings; you will find what you need.

A › Black / **R**0 **G**0 **B**0 / **C**0 **M**0 **Y**0 **K**100

B › Blue / **R**67 **G**79 **B**105 / **C**79 **M**67 **Y**39 **K**22

C › Green / **R**138 **G**147 **B**103 / **C**54 **M**35 **Y**67 **K**1

D › Rust / **R**173 **G**76 **B**52 / **C**25 **M**77 **Y**80 **K**15

Red Barn at Rural Studio

Type sets the tone.

TYPEFACES

ITC Franklin Gothic Std
Book
10pt / 12pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITC Franklin Gothic Std
Book Condensed
10pt / 12pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**ITC Franklin Gothic Std
Demi Compressed
10pt / 12pt**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Franklin Gothic URW
Light
10pt / 14pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Franklin Gothic ATF
Regular
10pt / 14pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Franklin Gothic is a large family of sans-serif typefaces in the grotesque style. The clean and legible design strikes a balanced harmony, making it perfect for all types of content. ITC Franklin Gothic, Franklin Gothic URW, and Franklin Gothic ATF have been selected as the primary typefaces. They can be paired together to communicate messages and create hierarchy throughout a variety of deliverables.

A →

B →

C →

D →

Photographs by Timothy Hursley

Images tell stories.

Steeped in the history of our region lies the memory of hundreds of years: generations complete with joy, struggles, tragedy, and bliss. Image-making for Rural Studio strives to tell this narrative. The images should speak to the dignity of our community members. A mere snapshot won't do.

A › Dave's previous home, 2008

B › Dave on his porch, 2009

C › Dave and students, 2009

D › Dave's Home, 2009

← →

A →

B →

C →
D → →

E →
F → →

Designed for flexibility.

The wordmark variations are designed with flexibility in mind. This flexibility acknowledges the vast range of graphic materials needed to deliver the message of Rural Studio. Either one, the wordmark or the circlemark, can be used while maintaining the mark's clarity. Use what you want, when you want.
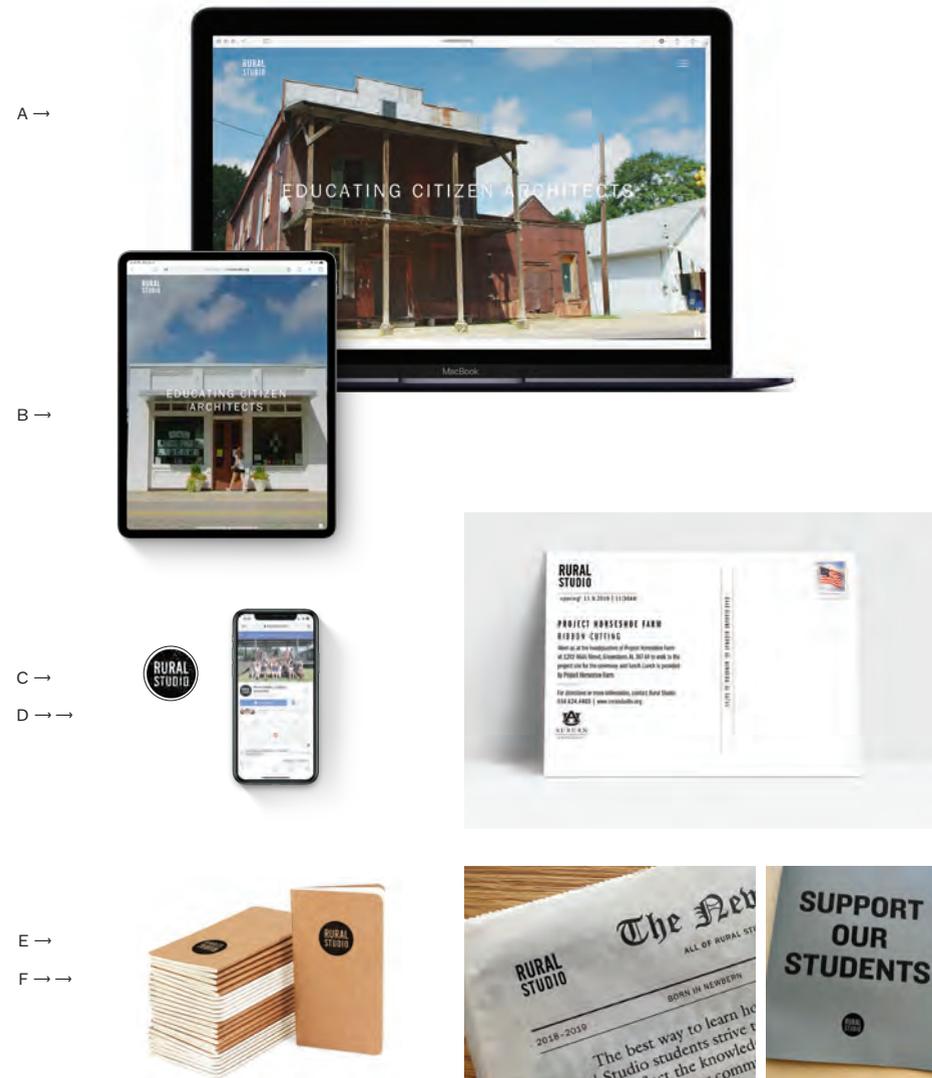
A › Wordmark reversed on desktop view of website

B › Wordmark reversed on tablet view of website

C › Circlemark on social media profile

D › Back of postcard

E › Stamped sketchbooks

F › Printed newsletter and insert

RURAL STUDIO

Auburn University Rural Studio
Front Porch Initiative
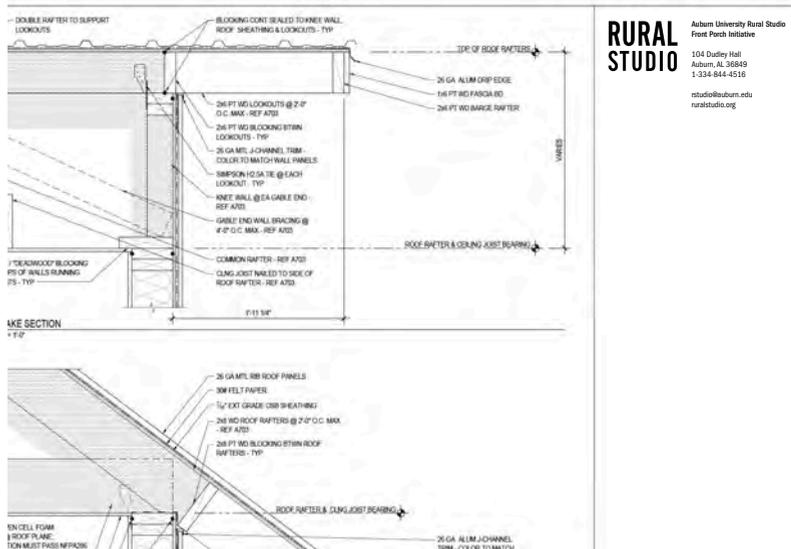
104 Dudley Hall
Auburn, AL 36849
1-334-844-4516

rstudio@auburn.edu
ruralstudio.org

<comment>CAD block drawing with label RURAL STUDIO and contact info</comment>

RURAL STUDIO

Auburn University Rural Studio
Front Porch Initiative

104 Dudley Hall
Auburn, AL 36849
1-334-844-4516

rstudio@auburn.edu
ruralstudio.org

House 66 | Auburn-Opelika Habitat for Humanity

Partner	Product	Financing	Status	Mortgage
Auburn-Opelika Habitat for Humanity (AOHFH)	*Buster's House (2 bedroom, 1 bathroom)*	*construction: AOHFH in-house funds*	*completed: September 2018*	*$000,000*
	upgrades: FORTIFIED Gold HW Passive House US (PHIUS)	*homeowner: Mortgage held by AOHFH*		
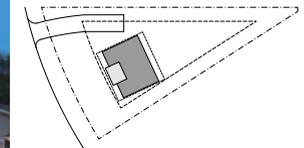
(above) With their small footprint, the Front Porch Initiative homes are able to utilize lots of unconventional size or shape. This allows houses to be constructed on sites that would otherwise be considered unbuildable.

(left) House 66 infills a vacant lot in a well-established neighborhood.

KEY TAKEAWAYS

- *Smaller home footprint allows partner to leverage non-conforming, irregularly-shaped lots, increasing land value.*
- *Home addresses conflicts between beyond-code energy and durability standards to save money on monthly bills.*
- *Habitat for Humanity's integrated construction and finance model allows them to consider home performance in the homeowner's mortgage carry.*
- *Energy policy can be used to incentivize on-site energy generation.*

The first of a pair of homes completed in partnership with Auburn Opelika Habitat for Humanity (AOHFH), 207 Stevens Street was constructed with extra attention to energy performance and resilience. The home, which has achieved both Passive House (PHIUS) and FORTIFIED Gold certification, aims to reduce operations and maintenance costs for the homeowner. Since Habitat for Humanity is involved in the financing, construction, and mortgage management of the home, they are uniquely positioned to consider the total cost of homeownership (first costs plus operations and maintenance costs). A side outcome of the project was that the local energy co-op changed its policy to allow reverse energy meters, allowing homes to sell energy generated on-site back to the electrical grid.

Additionally, the home allows AOHFH to expand their client base while simultaneously leveraging "non-conforming" parcels in their portfolios. With their smaller footprint, Rural Studio's product line homes are able to utilize lots if unconventional size or shape. The smaller homes also reach a different client—an individual, couple, or small family—that is not currently served through Habitat for Humanity's three- and four-bedroom home models.

RURAL STUDIO | Front Porch Initiative

AUBURN UNIVERSITY

CAD Block

A › Wordmark with contact information

B › CAD block in context

Project Sheet

A › 5-column flexible layout with even grid and centered content

B › Dashed lines can shift to increase or decrease space with content

C › Header and footer solid lines separate titles and logos

A →

B →

← A

← B
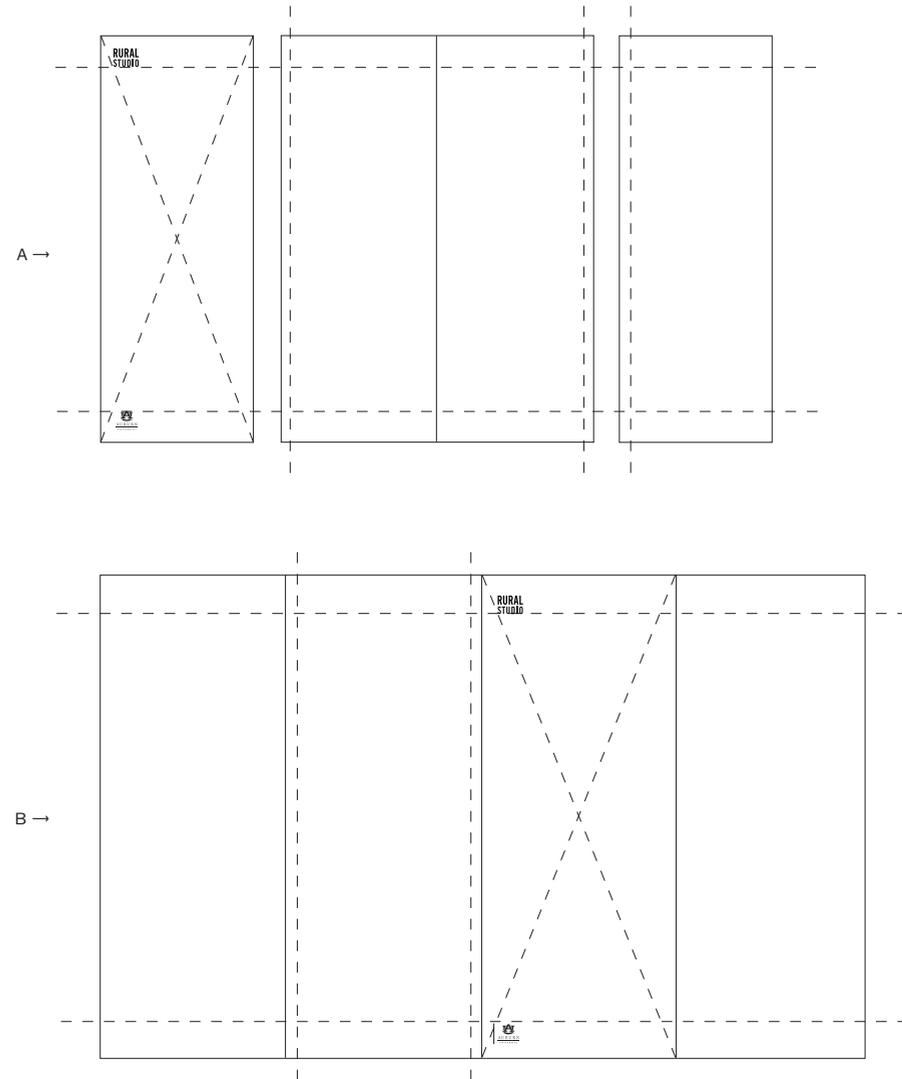
Project Opening Program Options

A › 8.5 x 11" folded in center lengthwise

B › 11 x 17" gate fold layout option

18 x 24" Poster Layout

A › Large flexible space for imagery and messaging

B › Footer for supporting logos, credits, contact information

AUBURN UNIVERSITY
RURAL STUDIO
WRITING STYLE GUIDE

Words matter.

How we say things determines how we are heard. Rural Studio believes that words matter. Working toward clarity in word choice supports our mission to clearly advocate for our community members. This guide will help you quickly access the most frequently referenced information, and it also explains the reasoning behind many choices.

Before You Write

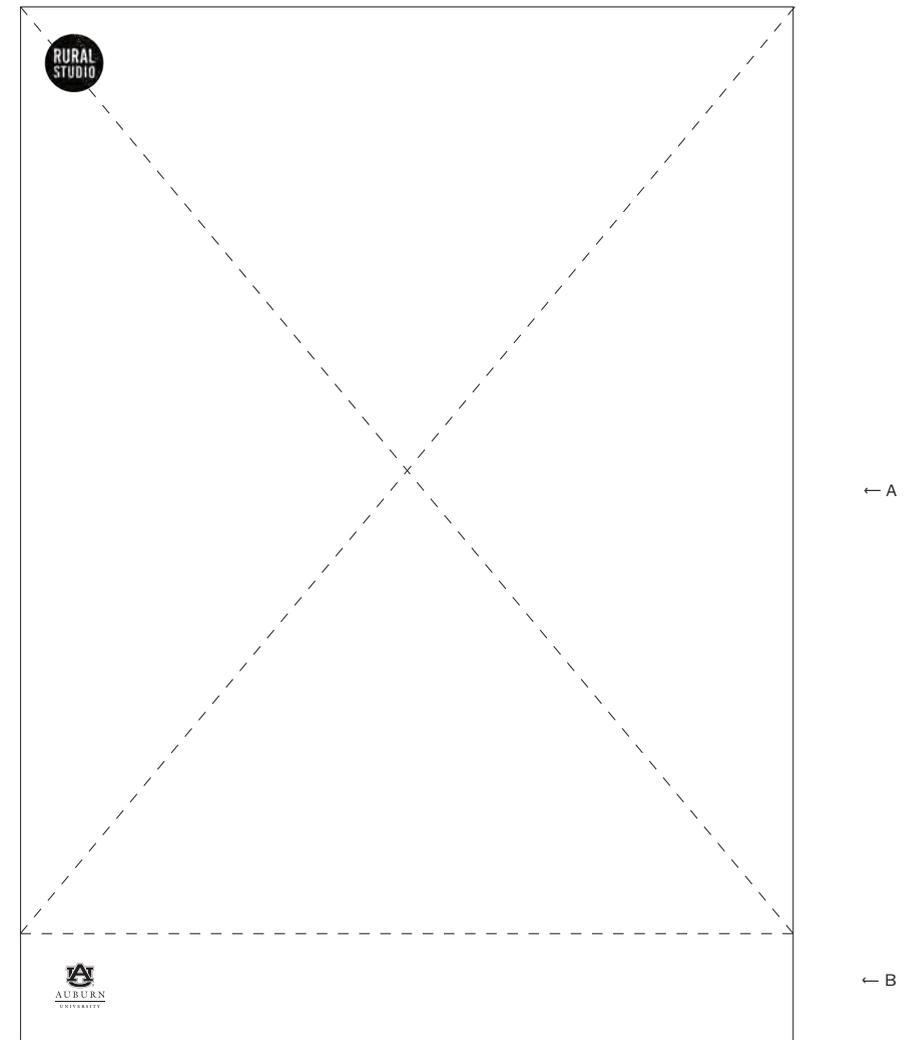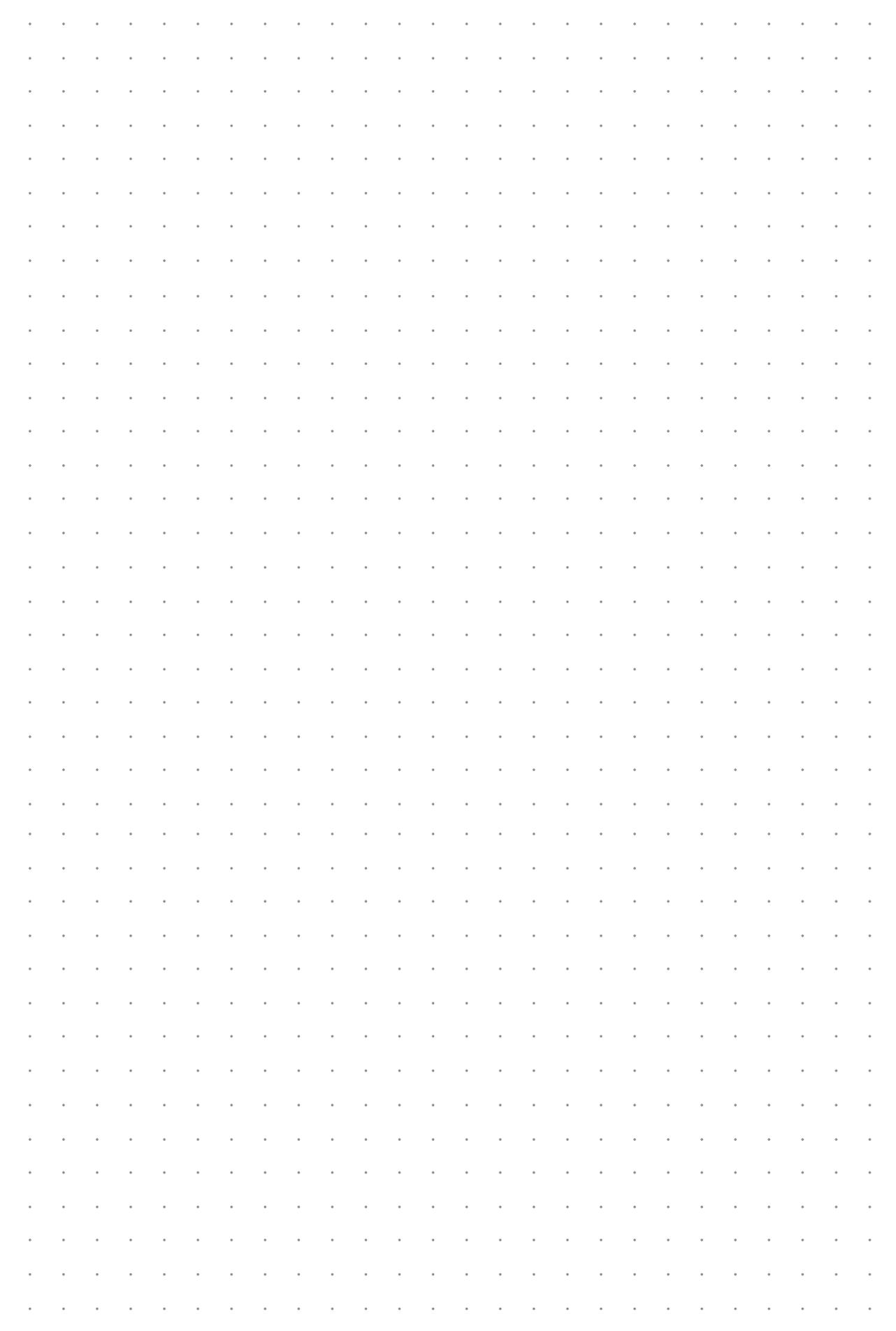A style guide is just that: a guide, and one that changes over time. You'll find some general writing rules and a number of strong suggestions that are based on numerous conversations among Rural Studio's personnel and in-depth reflection.

Context is important for your choices. Are you writing for your professor or the public (on your blog)? Are you writing dimensions on an architectural drawing or on signage? If you're using a proprietary term like SKILSAW or Sawzall in a generic way, is it for a small audience?

Students: Consult the style guide frequently, and have all public writing (blogs, articles, presentations, etc.) checked by Communications at Rural Studio before publishing.

Editorial Style

We use *Chicago Manual of Style* (a.k.a. Chicago Style) because it's an excellent choice for non-news publications. The style, which includes the Oxford comma, helps clarify complex content and is preferred for a variety of audiences and contexts, including "magazines, brochures, postcards, invitations, and other print projects," as the university's previous Office of Communications and Marketing style guide suggests. Our style adapts Chicago Style to address various contexts, such as blogs vs. academic articles. Also, Chicago Style corresponds with the discipline's choice (e.g., in the *Journal of Architectural Education*).

› Use Chicago Style for text (with some exceptions—including commas in examples listed below):

· College of Architecture, Design and Construction

· School of Architecture, Planning and Landscape Architecture

› References to the Chicago Manual of Style (e.g., Chicago [entry number]) are to the 17th edition.

› Use Merriam-Webster.com for a general dictionary reference.

Alphabetical List of Terms

Pay close attention to capitalization, hyphenation, and apostrophes.

› 1st, 2nd, 3rd, etc. (ordinals) used to describe anything but programs/students: see "Numbers" section

› 2nd, 3rd, 5th (ordinals) used to describe programs/students:

· 2nd-Year Studio

· 3rd-years (implying "students," as in "3rd-years created")

· 3rd-Year Program

· 2nd-year team

· 3rd-Year Program

· 5th-Year Program (not Thesis Studio)

· 5th-year students

· 5th-year team

· 5th-year workshops

› 20K Home [use for an individual home that's part of the 20K Project or the evolving concept of the Front Porch Initiative; use "house" separate from 20K (not 20K house)]

› 20K design

› 20K Project [use for the body of research associated with 20K Homes and the project collectively, but not the Front Porch Initiative, which has an emphasis on external partners]

› African Americans; African American culture (not the preferred options; see "Race and Ethnicity" section)

› affordable housing (not preferred; has negative connotations; see *housing that's affordable* and *housing affordability*)

› Auburn University Rural Studio (no apostrophe; not Auburn University's Rural Studio)

› Baseline Home (capitalize when referring to 20K Dave's Model Home, completed in 2019 before 20K Dave's Revised Home was built)

› Black Belt (part of the Southern Black Belt, named for its rich, dark, loamy soil)

› Black community (preferred option; see "Race and Ethnicity" section)

› Breathing Wall

› Breathing Wall Mass Timber Research Project

› Bobcat (not preferred; proprietary term for skid-steer loader)

› Boys & Girls Club (always uses ampersand, no apostrophes)

› Caucasian (not the preferred option; see "Race and Ethnicity" section)

› circular saw (preferred alternative for the proprietary term SKILSAW)

› civil rights (n., and when not used as a proper noun)

› Civil Rights Movement [source: National Civil Rights Museum in Memphis]

› CMU safe room

› College of Architecture, Design and Construction (note: no Oxford comma)

› double-wide (n.) (short for double-wide trailer, so hyphenate)

› double-wide trailer

› drywall (one preferred alternative for the proprietary term Sheetrock; see *gypsum wall board*)

› east (n.) (as a region)

› Eco-Home

› email

› en route (roman, not italic)

› Extension Office (when short for Hale County Extension Office) [source: capitalized as the group itself does]

› farmers market (no apostrophe) (see *Greensboro Farmers Market* [source: Merriam-Webster primary spelling])

› fiber cement board (preferred alternative for the proprietary term HardieBoard)

› fiber cement lap siding (preferred alternative for the proprietary term HardiePlank)

› firehouse (not fire station, unless writing generally), or Newbern Firehouse (Firehouse, capitalized, for short)

› Field Test Partners (see *Partners*)

› FORTIFIED Home™ standards (or FORTIFIED)

› French drain [source: Merriam-Webster and following the tradition of French window in Stevens Curl's *A Dictionary of Architecture and Landscape Architecture*]

› Front Porch Initiative (the Initiative, capitalized, for short; see *Rural Studio Front Porch Initiative*, *Rural Studio's Front Porch Initiative*)

› Graduate Program (e.g., Our Graduate Program offers . . .) (*see Undergraduate 5th-Year Program*)

› graduate student

› "Genius Grant" (upon first use in a longer document, also include the formal name: MacArthur Fellowship)

› Greensboro Farmers Market (no apostrophe, capitalize Market; based in part on the listing in the Alabama Farmers Market Authority; see *farmers market*)

› gypsum wall board (one preferred alternative for the proprietary term Sheetrock; see *drywall*)

› Hale County Extension Office (a.k.a. Extension Office) [source: capitalized as the group itself does]

› half wall (n.)

› HardieBoard (not preferred; proprietary term for fiber cement board)

› HardiePlank (not preferred; proprietary term for fiber cement lap siding)

› HDPE

› HDPE double wall pipe (no hyphens, and as opposed to proper nouns like Eagle Corr PE Dual Wall pipe)

› Hispanic (see "Race and Ethnicity" section; relates to association with Spanish language)

› home (a general reference to a house owned by a specific person or people)

› Home, as in Dave's Home (use for 20K Home, not pre-20K)

› homeowner

› house (a general term for a building designed to be a home)

› House, as in Music Man's House (use for pre-20K House and prototypes like Dave's House)
› housing affordability (preferred option; has positive connotations; see *affordable housing*)
› housing that's affordable (preferred option; has positive connotations; see *affordable housing*)
› internet (lowercased) [source note: Chicago opts for lowercase, Merriam-Webster for title case]
› Latino/Latina (preferred for non-academic publications; see "Race and Ethnicity" section; relates to association with Latin American countries)
› Latinx (not preferred for non-academic publications; see "Race and Ethnicity" section)
› Lions Club (note: no apostrophe)
› Lions Park, or the Park (note: no apostrophe)
› low-income (adj. before noun) (for use when talking about only actual income, but see *low-wealth*)
› low income (n.) (for use when only talking about actual income, but see *low wealth*)
› low-wealth (adj. before noun) (for use when talking about the larger problem in rural communities, but see *low-income*)
› low wealth (n.) (for use when talking about the larger problem in rural communities, but see *low income*)
› man-made (adj.)
› Mississippian culture (for reference to an archaeological site; note that Mississippian era was a geologic period long before humans existed)
› mock-up (n.)
› model home (a model that is one of several pre-established options for a client)
› Morrisette Campus (not *the* Morrisette Campus; includes Morrisette House and associated facilities)
› Morrisette House (not *the* Morrisette House)
› multistage (adj.)
› Native American (exception: when the group refers to itself as Indian; do not change proper nouns)
› nongovernmental (adj.)
› north (n.) (as a direction)
› not-for-profit (n., adj.) (n.: an organization established to fulfill its owner's objectives but not established to make a profit)
› nonprofit (n., adj.) (n.: an organization established for the public good; legally, a nonprofit has an IRS tax exemption)
› Park (when referring specifically to Lions Park or Perry Lakes Park; see *Lions Park* and *Perry Lakes Park*)
› Partners (when short for Field Test Partners)
› pee-wee (adj.) (as in pee-wee football) [source: Greensboro Parks & Rec's choice to hyphenate pee-wee]
› people of color (preferred option, but broader than Black community; see "Race and Ethnicity" section)
› Perry Lakes Park, or the Park
› portland cement (portland is lowercased—types of cement: use Roman numerals and uppercase, e.g., Type II portland cement)
› predetermined (adj.)
› program (lowercase when used in isolation, e.g., The program's goals)
› project (when following any project except 20K and Mass Timber)
› Project (when used for 20K Project and Mass Timber Breathing Wall Research Project)
› reciprocating saw (preferred alternative for the proprietary term Sawzall)
› Red Barn (not Redbarn) (not *the* Red Barn)

› R&D (spell out on first use and do not include parenthetical: research and development) (capitalize abbreviation; use no spaces)
› research and development (spell out only on first use)
› Revised Home (capitalize when referring to 20K Dave's Revised Home)
› run off (v.) (e.g., allowing the water to run off)
› runoff (n.) (e.g., the system channels runoff) [source: Merriam-Webster]
› Rural Studio (proper n.) (not *the* Rural Studio)
› Rural Studio Farm (not Morrisette Farm)
› Rural Studio Front Porch Initiative (use the Rural Studio Front Porch Initiative or Rural Studio's Front Porch Initiative), first use in a longer document; may use Front Porch Initiative or the Initiative after; exceptions allowable if Rural Studio is mentioned in conjunction w/in a sentence (see *Front Porch Initiative*)
› Safe House Black History Museum
› Samuel Mockbee (first use in a longer document; may use Samuel or Mockbee after; "Sambo" is not preferred [source: Mockbee family])
› Sawzall (not preferred; proprietary term for reciprocating saw)
› School of Architecture, Planning and Landscape (note: no Oxford comma)
› Sheetrock (not preferred; proprietary term for gypsum wall board or drywall)
› single-wide (n.) (short for single-wide trailer, so hyphenate)
› single-wide trailer
› SIPs (structural insulated panels)
› Skatepark (proper n.)
› skid-steer loader (preferred alternative for the proprietary term Bobcat)
› SKILSAW (not preferred; proprietary term for circular saw)
› sociocultural
› south (n.) (as a direction)
› the South (proper n.) (as a region)
› southern (e.g., southern cuisine)
› south-facing (e.g., south-facing window)
› subject matter expert
› subpopulation
› teammate (not team mate)
› the Initiative (not "the initiative") (capitalize "Initiative" after "Front Porch") (see *Rural Studio Front Porch Initiative, Front Porch Initiative*)
› the Studio (not "the studio") [capitalize "Studio" after "the" and "Rural"]
› Tea House (not Teahouse)
› Thesis Studio (not preferred; see *5th-Year Program* below *2nd, 3rd, 5th*)
› titled (use for articles, etc. in lieu of entitled)
› Undergraduate 3rd-Year Program
› Undergraduate 5th-Year Program
› under-resourced (preferred option; see *underserved*)
› underserved (not preferred; see *under-resourced*)
› use (prefer over utilize)
› waterborne
› well-being
› west (n.) (as a direction)
› West Alabama
› White House (e.g., the White House) [capitalize "White House" but not "the"]
› White community (preferred option; see "Race and Ethnicity" section)
› ZIP System®

Selected Categories of Terms

Note capitalization, hyphenation, and apostrophes.

Ability/Disability

Ableism includes not just overt prejudice against disabled people but also biased language and writing choices (stereotypes, poor emphasis, speaking for a disabled person instead of letting them tell their story, and so forth).

The US has a tradition of using person-first language (e.g., a child who has epilepsy, not an epileptic or an epileptic child). However, some segments of the disability community prefer identity-first language, a preference tied to specific disabilities and to activism. Preferences change through time, and language should be adapted accordingly.

The terms to the right are a fraction of terms related to disability. Several organizations have produced more comprehensive, readily available style guides, and they provide examples of many terms that should not be used. Their work has informed this guide. Check the additional style guide references, and whenever possible, check with the represented person or community.
› Center for Disability Rights
› National Center on Disability and Journalism

Examples of Preferred Terms (see sources above for many more, for nuances, and for updates):

Yes	No
accommodations or modifications (e.g., ramps)	special needs
aging in place	—
amputee or someone with an amputation	—
blind (for someone with no vision)	visually impaired
deaf	—
Deaf (part of the signing Deaf community; use in identity-first situations)	—
disability	special need, impairment, deficit, handicap
disabled	handicapped or crippled
hard of hearing / Deaf / Hard of Hearing (DHOH)	hearing impaired or deaf and dumb
has [disability]	afflicted with or suffers from [disability]
legally blind or low vision (for someone with some sight, but classified as blind)	visually impaired
non-disabled	able-bodied
person with a developmental disability	retarded
person with albinism	albino
survivor	victim (unless referring to someone who was killed)
wheelchair accessible	handicapped accessible
wheelchair user	handicapped or wheelchair bound

Direction

Use lowercase for directions when they are generic (e.g., the northwest corner of the site) but uppercase for regions commonly treated as proper nouns, such as political regions or national regions (e.g., the South).

› east
› north
› south
› South (as in "living in the South")
› west

Income and Wealth

Terms that describe income and wealth are fraught with connotations. Consider your context carefully as you write. Many times, it's more appropriate to describe wealth and resources than income, as income implies that an immediate higher wage might solve extensive resource and access problems.

Preferred Terms:
› housing affordability (has positive connotations; see *affordable housing*)
› housing that's affordable (has positive connotations; see *affordable housing*)
› low-wealth (adj. before noun) (for use when talking about the larger problem in rural communities, but see *low-income*)
› low wealth (n.) (for use when talking about the larger problem in rural communities, but see *low income*)

Not Preferred:
› affordable housing (not preferred; has negative connotations; see *housing that's affordable* and *housing affordability*)
› low-income (adj. before noun) (not preferred; for use when talking about actual income, but

see *low-wealth*)
› low income (n.) (not preferred; for use when talking about actual income, but see *low wealth*)

Projects and Homes

› 20K Home [use for an individual home that's part of the 20K Project or the evolving concept of the Front Porch Initiative; use "house" separate from 20K (not 20K house)]
› 20K design
› 20K Project [use for the body of research associated with 20K Homes and the project collectively, but not the Front Porch Initiative, which has an emphasis on external partners]
› home (a specific person's house)
› homeowner
› house (a general term for a building designed to be a home)
› model home (a model that is one of several pre-established options for a client)

Brand Names

Some proprietary names have slipped into common usage. It's common to use proprietary names this way when writing informally (e.g., a blog about a day's activities). Take care to use generic names or use proprietary names properly when writing in a context for a formal public audience.

Proprietary	Generic
Bobcat	skid-steer loader
HardieBoard	fiber cement board
HardiePlank	fiber cement lap siding
Sawzall	reciprocating saw
Sheetrock	gypsum wall board, drywall
SKILSAW	circular saw

Race and Ethnicity

Race and ethnicity are sensitive issues, and the way we discuss them must be respectful of populations' preferences and avoid bias. Preferences change through time, and language should be adapted accordingly. Even placement of modifiers like "person of color" within a sentence can cause bias. And terms are contextual, so "people of color" is too broad when discussing slavery. Review Chicago 5.260, but also review shifts since then (such as the AP's move to capitalize Black, the Center for the Study of Social Policy's move to also capitalize White). Be aware that context matters, such as discussing statistical/demographic data vs. discussing racism and structural inequality. And if you use a racial or ethnic differentiator, reflect on why you are making the distinction; if you don't need the distinction, don't make it.

The concepts of race and ethnicity are intertwined and muddled. Race typically refers more narrowly to heritable physical traits and social groups, and ethnicity encompasses identities like nationality, culture, and language. Sometimes race and ethnicity overlap, as is sometimes the case of Hispanic identity, seen by its members in varying ways. Hispanic refers to countries and cultures with ties to the Spanish language, whereas Latino (including Latina) and related terms (e.g., Latinx) have several meanings but typically refer to association with Latin American cultures, including Portuguese-speaking Brazil. Choose your words with care.

Preferred Terms:
› BIPOC (Black, Indigenous, and People of Color; take care with use so as not to minimize the disproportionate effect of bias, harm, or

history on one of the covered groups)

› Black community; people of color (preferred options, but see *African Americans*; *African American culture*; not Black as a noun; corollary is *White community*) [source: Chicago 8.38]

› Hispanic (relates to association with Spanish language)

› Latino/Latina (relates to association with Latin American countries, including Portuguese-speaking Brazil; prefer for public audiences)

› people of color (note: suggests that the community of color is not wholly a Black community, so not appropriate for some contexts)

› White community (preferred option, but see *Caucasians*; not White as a noun; corollaries are *Black community; people of color*) [sources: Chicago 8.38; Center for the Study of Social Policy]

Not Preferred:

› African Americans; African American culture (not the preferred options; see *Black community*; *people of color*; corollary is that *Caucasian* is not the preferred option; see *White community*) [source: Chicago 8.38]

› Caucasian (not the preferred option; see *White community*; corollary is that *African Americans; African American culture* are not the preferred options; see *Black community*)

› Latinx (gender-neutral form of Latina/Latino; might prefer for academic audiences, but judge case by case) [source for status as not preferred in non-academic contexts: Pew, "About One-in-Four U.S. Hispanics Have Heard of Latinx, but Just 3% Use It," 2020-08-11]

Students

Students, studios, programs, and teams are often categorized by year. The hyphenation reflects whether the ordinal number (e.g., 3rd) is used as the year modifier coming before the noun (e.g., "2nd-year team").

› 2nd, 3rd, 5th (ordinals) used to describe programs/students:
  · 2nd-Year Studio
  · 3rd-years (implying "students," as in "3rd-years created")
  · 3rd-Year Program
  · 2nd-year team
  · 5th-Year Program (not Thesis Studio)
  · 5th-year students
  · 5th-year team
  · 5th-year workshops
  · Graduate Program (e.g., Our Graduate Program offers . . .) (see *Undergraduate 5th-Year Program*)
  · graduate students

At the beginning of a sentence, spell out, e.g., "Third-year students…" or "Fifth-years recently completed…"

Punctuation

Apostrophes

› dates: 1990s, '90s (note the direction of the apostrophe)

› singular proper names ending in S: Agnes' book (not Agnes's book)

Commas

› Oxford comma: x, y, and z (not x, y and z)

› comma in thousands: 1,000 (not 1000)

› comma around states in text: Faunsdale, Alabama, is a small . . . (not Faunsdale, Alabama is a small . . .)

Hyphens and Dashes, General

Hyphens and dashes have specific uses, with common ones outlined below. Typically hyphens and dashes touch the words and numbers they are used with: they have no spaces next to them.

Mark Name	Use	Accessing in Word
hyphen	joins words, etc. (e.g., 26-yr-old house, well-defined boundary)	Look to the right of the zero key on your keyboard.
en dash	indicates ranges (e.g., June–July)	Go to the Insert tab and select Symbol or Advanced Symbol. Then go to the Special Characters tab, select the en dash, and choose Insert.
em dash	sets apart and emphasizes ideas (e.g., We built the ramp—an integral feature for access—after completing the porch.)	Go to the Insert tab and select Symbol (or Advanced Symbol). Then go to the Special Characters tab, select the em dash, and choose Insert.

Hyphens in Numeral Phrases

Follow Chicago Style rules (Chicago 7.89).

Yes	No
12-foot-deep trench	12-foot-deep-trench 12-foot deep trench 12 foot deep trench
10'-tall solar chimney	10'-tall-solar chimney 10' tall solar chimney
120 feet of pipe	120-feet of pipe 120 ft of pipe
4 in of slack	4-in of slack

Quotation Marks with Other Punctuation

› Use US style (not British style).

› Period or comma goes inside/before quotation mark: We work under the perspective of "many voices." (not . . . of "many voices".)

› Semicolon/colon goes outside/after quotation mark: We work under the perspective of "many voices"; we value multiple perspectives (not . . . of "many voices;")

› Question mark / exclamation point is placed according to whether the quoted material or sentence is the question/exclamation: We asked the question, "What does our client need?" If we didn't ask that question, would it matter that our team motto was "client needs first"? We must adhere to "Safety First!" (implies the term includes the exclamation point); We must adhere to "safety first"! (implies the whole sentence is an exclamation)

Spacing with Symbols

› initials: D.K. Ruth (no space between initials in text)
› operation and relation signs used as adjectives (if not written out): >7 (i.e., greater than 7)
› percentage: 30%
› temperatures and degree symbol & unit: 87 °F (note the space after the last numeral and before the symbol)

Numbers

General Advice

› Follow Chicago Style alternative guidelines. zero–nine: spell out
› first–ninth: spell out (second operation, the First Amendment, 10th attempt, 10th attempt [note: superscript depends on context; be consistent])
› numbers at the beginnings of sentences: spell out
› 10 and above: use numerals
› thousands: add a comma to numerals (1,000, not 1000)
› units and percentages: use numerals (7 mph, 7%)
› millions, billions, trillions; dollars: lowercase ($5 billion, 2 million people)
› ordinals (e.g., 1st, 2nd) used to describe programs/students: see "Selected Categories of Terms" section (note capitalization and hyphenation) above
› ordinals used to describe anything other than programs/students: follow Chicago Style alternative guidelines for numbers (spell out first–ninth)
› time of day: 7:00 a.m.

Dimensions

When describing dimensions, present them in the following order: height, width, and (if applicable) depth [source: Chicago 3.27] with abbreviated units coming only after the last dimension or with tick marks coming after each. Use the context and audience of the piece you're writing to guide your decisions, and remain consistent.

Yes	No
12' x 12' (e.g., in architectural drawings)	12'x12' 12 x 12' 12x12'
The wall was 12 x 22 ft and . . . (e.g., in a blog for the public)	The wall was 12 ft x 22 ft and . . . The wall was 12 ft. x 22 ft. and . . .

Ranges

Use en dashes rather than hyphens to separate elements in ranges. See "Hyphens and Dashes" section above.
› June–July
› 276–291

Abbreviations

Some abbreviations don't need to be explained (e.g., BArch or US). When an abbreviation needs an explanation, provide the spelled-out version first, then follow with the abbreviation in parentheses: e.g., The team consulted subject matter experts (SMEs) to determine the best way to reinforce the wall.

Academic Degrees

› AB (Artium Baccalaureus) (comparable to Bachelor of Arts)
› BArch (Bachelor of Architecture)
› BIntArch (Bachelor of Interior Architecture)
› BLA (Bachelor of Landscape Architecture)
› BS (Bachelor of Science)
› ME (Master of Engineering)
› MLA (Master of Landscape Architecture)
› MS (Master of Science)
› MS Arch PID (the master's degree at Rural Studio: Master of Science in Architecture / Option in Public Interest Design)
› MRP (Master of Regional Planning)
› MUP (Master of Urban Planning)
› PhD (Doctor of Philosophy)

Other Relevant Post-Nominal Designations

› AIA (American Institute of Architects—typically denotes a Registered Architect)
› FAIA (Fellow of the American Institute of Architects)
› LEED (Leadership in Energy and Environmental Design)
› LEED AP (LEED Accredited Professional)
› PE (Professional Engineer)
› RA (Registered Architect)

Other

› 2-D, two dimensional
› 3-D, three dimensional
› ADA, Americans with Disabilities Act
› cf, cubic foot/feet
› CMU, concrete masonry unit
› ft, foot/feet
› GIS, geographic information systems
› in, inch/inches
› OSB, oriented strand board
› PO Box, Post Office Box (no punctuation)
› PV, photovoltaic
› R&D, research and development
› sf or sq ft, square foot/feet
› SME, subject matter expert
› US (within headlines, tables, etc., no punctuation)
› US government (lowercase g)
› USACE, United States Army Corps of Engineers
› USDA, United States Department of Agriculture
› USFS, United States Forest Service
› UV, ultraviolet
› XPS, extruded polystyrene

Tables and Figures

Tables and figures will be formatted according to a template. The guidelines below are for the manuscript stage.

References to within text

The first reference to a given table or figure should precede the table or figure. References are lowercased (e.g., "As figure 2 illustrates, . . . ").

Tables

› In text, "table 2."
› Above table, bold table enumerator. Use sentence case. No terminal punctuation.
 · **Table 2.** Materials used in the pavilion

Figures

› In text, choose either "figure 2" or "fig. 2," but remain internally consistent.
› Under figure, bold figure enumerator. Use sentence case. Use terminal punctuation.
 · **Fig. 2.** Materials used for the pavilion's roof were provided by our community partner.

Lists

› Enumeration within a sentence: remain internally consistent. (Example to consider: He wanted to complete the following: 1. a rewrite, 2. a fresh read, and 3. a second revision. [source: AP style])
› For bullet lists, follow Chicago Style recommendations on capitalization.

Headers

› When creating faculty bios and similar documents, distinguish between publications authored by RS faculty/staff/students and publications not authored by RS faculty/staff/students but that feature their work.
› Use "Publications" for publications authored by RS faculty/staff/students and use "Projects Published" for publications that feature RS work but are not authored by RS faculty/staff/students.

References & Notes

References

› Use Chicago Style (like you would for the *Journal of Architectural Education*) without hanging indent (because hanging indents are hard to achieve in HTML) unless a particular venue requires another style
› Use en dashes to indicate month or page ranges (June–July, 276–291).
› If a DOI* is available, use https format in accordance with Chicago Style (e.g., https://doi.org/[doi number here] or the example below, which references the DOI within AU's library):
Tolbert, Charles M., F. Carson Mencken, T. Lynn Riggs, and Jing Li. "Restructuring of the Financial Industry: The Disappearance of Locally Owned Traditional Financial Services in Rural America." Rural Sociology 79, no. 3 (2014): 355–379. https://doi-org.spot.lib.auburn.edu/10.1111/ruso.12037
› Handle in-text citations according to context (e.g., bracketed numbers within grants to conserve space). Be consistent within a given document.

*A DOI is a Document Object Identifier, a unique alphanumeric identifier for an article or other document that also serves as a link to the document.

Notes

› Use footnotes or endnotes as needed to expand upon an idea, especially where the addition would otherwise interrupt the flow of your writing or use too many words. Use a numeric system to refer to them in the body of the text and in the appropriate space at the end of the page or document.

> # "A well-designed, dignified, resilient, beautiful, healthy environment is a human right."

RUSTY SMITH
ASSOCIATE DIRECTOR,
RURAL STUDIO

Rural Studio, in collaboration with faculty from the College of Architecture, Design and Construction (CADC) and the College of Liberal Arts (CLA), received a 3-year $1.25 million grant from Auburn University's Presidential Award for Interdisciplinary Research (PAIR) program. This interdisciplinary team developed informational infrastructure for the Front Porch Initiative, a multi-faceted project to increase home availability and affordability in under-resourced rural communities.

Drawing on years of students' research at Rural Studio, the Front Porch Initiative aims to develop a scalable, sustainable, and resilient process for delivering homes to other under-resourced rural communities. To pursue this goal, the PAIR team created a suite of new informational materials—including a website, brochures, presentation materials—and, more importantly, the messaging and visual communications to convey the project to a wide range of audiences. Central to these documents has been the Rural Studio style guide, which frames visual and written communication. Along with setting standards, this living document acts as a testament to Rural Studio's branding, values, and mission.

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