

WisDOT style guide for print products and webpages

Revised February 2015

[Print this document](#) (Be sure to regularly check the online version for additions and changes.)

The Wisconsin Department of Transportation style guide is for WisDOT employees and contractors who prepare department information for publication. This includes print materials, PowerPoint presentations and websites. In some cases, guidelines for web documents may differ from those of print documents. This resource is designed to give the department's public information products a consistent, uniform look and style. Our goal is to produce and provide clear and concise informational materials, which are easily understood by our customers.

If you have additional questions or need clarification on writing style, the Office of Public Affairs staff is here to help. Contact OPA at (608) 266-3581 or send us an [email](#).

Please note the guide is not intended for use with technical materials.

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Abbreviations

acronyms

Define them! Write out the words that make up an acronym during its first use, with the acronym included in parenthesis.

Example: The Wisconsin Department of Transportation (WisDOT) is starting work on the project.

Once the acronym is clearly established, use it for any following references within a document.

An alternative for additional references is to use a generic noun rather than the acronym. For example, after spelling out American Association of State Highway Transportation Officials, "the organization," or "the association," can be used instead of AASHTO.

addresses

- Spell the state when you only give city and state: She lives in Madison, Wisconsin.
- Abbreviate the state in a full address: 4802 Sheboygan Ave., Madison, WI

- Spell the street when not used in an address: He lives on Sunny Street.
- Abbreviate Ave. Blvd., St., etc. only if part of a numbered address
- Use P.O. Box

Amtrak

Use this acronym (American travel by track) in all references to the National Railroad Passenger Corp. Do not use all caps (AMTRAK).

and

Always spell out the word in text (rather than using the ampersand symbol "&"), unless the symbol is specifically part of a name (Madison Gas & Electric). An ampersand may be used in tables if space is limited.

college degrees

Use lower case when spelling out degrees; upper case when abbreviating: bachelor of arts, master's degree. Abbreviate only after a full name, set off by commas: Bill Jones, Ph.D., M.A., B.A.

Don't capitalize college degrees used as general terms of classification; however, capitalize a degree used after a person's name.

company, companies

Abbreviate Co. or Cos. when a firm uses it at the end of its name. Spell out and lowercase company or companies whenever they stand alone.

corporation

Abbreviate corporation as Corp. when a company or government agency uses the word at the end of its name. Spell out and lowercase corporation whenever it stands alone.

DOT

U.S. DOT, WisDOT, or Wisconsin DOT (not WIDOT or WDOT)

DOT divisions/offices

Spell out on first reference and abbreviate on subsequent references:

DBM Division of Business Management
 DMV Division of Motor Vehicles
 DSP Division of State Patrol

DTIM Division of Transportation Investment Management
DTSD Division of Transportation System Development
OS Office of the Secretary
OGC Office of General Counsel
OPA Office of Public Affairs
OPBF Office of Policy, Finance and Improvement

highways

See the “word use” section

incorporated

Abbreviate and capitalize as Inc. when used as part of a corporate name. Don't set off with commas.

Example: ABC Company Inc. will benefit from the Transportation Economic Assistance grant.

months

- You may abbreviate Jan., Feb., Aug., Sept., Oct., Nov. and Dec. when these months are used with dates: Oct. 31, 2009
- Don't abbreviate: March April, May, June, or July, unless you have a chart or table where space is limited (Mar., Apr., May, Jun., Jul.)
- Always spell out the month when it is only month and year: January 2005 (no comma separating month and year)

radio-TV stations

It's OK to use just the call letters: radio station WIBA-FM, television station WISC. "TV" is acceptable as an adjective or in such cases as cable TV, but generally spell out television when used in text.

state names

Spell out the names of the 50 United States when they stand alone in text. The names of eight states are never abbreviated: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah. Wisconsin can be abbreviated as Wis. to fit in a table or chart. Be consistent within documents. The two-letter abbreviations (WI) should only be used in mailing addresses, or in charts where the postal abbreviation is used for all states referenced.

street

Main Street; 609 Main St.; Main and Locust streets

Wisconsin

Spell out the name when it stands alone in text. It may be abbreviated as Wis. to fit in a table or chart. "WI" should only be used in mailing addresses.

Wisconsin Department of Transportation

Spell out Wisconsin Department of Transportation or state Department of Transportation in the first reference. Use WisDOT, Wisconsin DOT or the department in second and subsequent references. In most cases, do not precede WisDOT with "the." (For example, do not write "The WisDOT announced today that..." But it is correct to write, "Additional information is on the WisDOT website.")

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Capitalization

WisDOT uses a down style in our writing. If the word isn't at the beginning of a sentence or isn't a proper name, we generally don't capitalize it. When in doubt, we recommend using lower case.

airport

Capitalize airport only when it's part of a proper name: General Mitchell International Airport

Assembly and Senate

Capitalize when part of a proper name or when the state name is dropped but the reference is specific:

- The Wisconsin Assembly
- The state Senate

board of directors

Capitalize when part of a proper name: the WisDOT Board of Directors; the board of directors

books

Capitalize key words including "A" or "The" when they are the first or last word in the title

bridge

Capitalize the word bridge when part of a proper name: Lloyd Spriggle Memorial Bridge. Lowercase when describing the location: the bridge over the Mississippi River, or the Prairie du Chien bridge (when used to designate a location).

bypass

When used generically, do not capitalize. But when it is part of a name, capitalize: Verona Bypass.

city

Capitalize city if part of a proper name, an integral part of an official name, or a regularly used nickname: Kansas City, New York City, Windy City. Lowercase elsewhere: a Wisconsin city; the city government; and all "city of" phrases: the city of Appleton.

City Council

Capitalize when part of a proper name: the Madison City Council; lowercase in other uses: the council, the Superior and Green Bay city councils

college and high school classes

Do not capitalize: freshman; sophomore; junior; senior. Do capitalize Class of 2014.

Congress

Capitalize Congress when referring to both the U.S. Senate and House of Representatives, not just one house. Use figures and capitalize district when naming a specific district: the 2nd Congressional District.

county

Capitalize only when part of a proper name: Bayfield County; but Bayfield and Dane counties; the county.

department

Capitalize when it is part of a proper name. Lower case whenever it stands alone. Do not abbreviate in any usage. A phrase such as "the department" is preferable on second reference.

directions and regions

Generally lower case: north, south, etc., when they indicate compass direction; capitalize when they designate region or are part of a proper name. He drove north. Rail would serve southeastern Wisconsin; Midwest; Northern accent; northern France but South Korea.

draft environmental impact statements (DEIS)

Use lowercase for the term, but use capital letters for the acronym. The same would apply to environmental impact statement (EIS) and other long terms that are used repeatedly. (Shorter terms, such as environmental assessment and needs assessment, should always be spelled out.)

dotnet, not DOTNET

elected officials

U.S. Sen. Ron Johnson, R-Wisconsin; U.S. Rep. Ron Kind, D-Wisconsin; State Rep. Robin Vos, R-Burlington; State Sen. Julie Lassa, D-Stevens Point

email

No hyphen; capitalize only at the beginning of a sentence

Facebook

Always capitalize; one word

fiscal year

Don't capitalize; use FY 2013-14 in second reference

General Fund

Always capitalize; name of a fund

General Transportation Aids (GTA)

Always capitalize; name of a program

geographical and infrastructure names

Rock River, Great River Road, Fox Lake, Lake Michigan, Bong Bridge, Badger Interchange, Marquette Interchange

When a generic term is used in the plural, following more than one name, it's lowercase:

- Between the Wisconsin and Mississippi rivers
- At the intersection of Mineral Point and Segoe roads
- Eau Claire and Chippewa counties

When a generic term precedes more than one name, it's usually capitalized:

- Lakes Superior and Michigan

governmental units

Capitalize the full proper name of governmental agencies, departments and offices: Alcohol-Drug Review Unit; Bureau of Driver Services; Bureau of Transportation Safety; U.S. Department of Transportation for first reference; U.S. DOT on second reference

Governor

Governor Scott Walker; on second reference the preferred formatting is Governor Walker, not "the Governor."

holidays

Capitalize them: Christmas Day, New Year's Eve. The legal holidays in state law are: New Year's, Martin Luther King Jr. Day, Memorial Day, Independence Day (or Fourth of July), Labor Day, Thanksgiving and Christmas.

Internet and Intranet

Always capitalize these words

Interstate

Always capitalize

intersection

Do not capitalize unless included in a proper name: Zoo Interchange

legislature

Capitalize when preceded by the name of the state. Lowercase when used generically and for all plural references:

- The Wisconsin Legislature
- Both houses of the legislature
- No legislature has approved the amendment
- The Wisconsin and Minnesota legislatures

legislative titles

Use Rep., Reps., Sen. and Sens. as formal titles before one or more names in regular text. Spell out and capitalize these titles before one or more names in a direct quotation. Spell out and lowercase representative and senator when they follow a name, and in other uses. Spell out other legislative titles in all uses. Capitalize formal titles such as assemblyman, assemblywoman, city councilor, delegate, etc., when they are used before a name. Lowercase when they follow a name, and in other uses. Add U.S. or state before a title only if necessary to avoid confusion: U.S. Sen. Tammy Baldwin spoke with state Sen. Frank Lasee.

Major Highways Program

This is the name of a program and should be capitalized when it is used as such. Do not refer to major highways as "majors," but rather identify specific highway names and numbers.

nationalities and races

Capitalize nationalities, peoples, races, tribes, etc.: Native American, African American, Caucasian, Chinese; lowercase: black, white, tribe and tribal

political parties

Capitalize both the name of the party and the word party if it is customarily used as part of the organization's proper name: the Republican Party, the Democratic Party. Capitalize Communist, Conservative, Democrat, Liberal, Republican, Socialist, etc., when they refer to a specific party or its members. Lowercase these words when they refer to political philosophy.

regions

- Regions within WisDOT:
 - Use North Central, Northeast, Northwest, Southeast and Southwest in formal communications
 - When appropriate, abbreviate regions as: NC Region, NE Region, NW Region, SE Region, SW Region (all caps for the directional references)
 - Capitalize region when used as a name-proper noun: Southeast Region or SE Region
 - When used as an adjective, the reference is the regional office rather than the region office
 - When listing regions, list in alphabetical order NC, NE, NW, SE, SW
 - When referring to a regional office: the Southwest Region, La Crosse Office
 - For the Hill Farms Office, use Central Office, Madison

rideshare

lower case except in reference to a specific rideshare program

schools

Capitalize names of schools, colleges and universities, but not departments or courses unless proper nouns-adjectives: College of Agriculture, Law School, engineering department, department of English

seasons

Do not capitalize seasons: spring, summer, fall, autumn, winter

Secretary

Capitalize when referring the head of a state or federal department, such as WisDOT: Secretary Mark Gottlieb; on second reference the preferred formatting is Secretary Gottlieb, not “the Secretary.”

state

Capitalize only when it is part of a proper name: the State of Wisconsin; state legislature, but Wisconsin Legislature

State Patrol

Capitalize State Patrol, Wisconsin State Patrol, but do not capitalize the patrol

time zone

Capitalize and spell out: Eastern Standard Time, Central Standard Time, Daylight Saving Time

titles (things)

Capitalize key words in books, plays, lectures, pictures, etc., including "A" or "The" if it is the first or last word in the title

titles (persons)

In general, use capitalization in formal titles used directly before an individual's name:

- President Barack Obama
- Deputy Secretary Paul Hammer
- Administrator Aileen Switzer

In general, do not capitalize a formal title when it appears after a name; however, for very high officials, when you are referring to a specific person, capitalize the title:

- Barack Obama, President of the United States; the President

- The Secretary of State just entered the room.
- Ron Johnson, senator from Wisconsin; the senator

It may be appropriate to capitalize all titles on certain documents (agendas, certificates, etc.). Be consistent throughout the document.

towns-villages-cities

town of Grand Chute; village of Waunakee; city of Milwaukee; cities of Eau Claire, Green Bay, Madison – list a series of municipalities in alphabetical order, regardless of population difference

Transportation Fund

This is a proper name

Twitter

Always capitalized; “tweet” is lowercase

web, webpage, website

Do not capitalize; no spaces (home page is two words)

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Numbers

In general, spell out one through nine and use figures for 10 and above; use all figures when you have a series of numbers. Be consistent throughout a document.

Measurements

Use figures and spell out the measurement. She is 5 feet 9 inches tall. When used as an adjective, hyphenate: the 10-mile bypass.

Use only numbers for dimensions, prices, temperatures, etc.: 4 by 5 feet, 7 degrees, 4-lane, \$5, 5 cents, 12 cents, \$2.50.

Percent, percentages

Use words when a percent or percentage is under 10: one percent, 10 percent, four percentage points (use decimals, not fractions). For a range, 12 to 15 percent or between 12 and 15 percent; for amounts less than one percent, precede the decimal with a zero: The cost of living rose 0.6 percent. A percent sign (%) may be used in charts, graphs and tables, especially online.

Political divisions

1st District, 10th Ward, 3rd Precinct (political divisions)

Phone numbers

(608) xxx-xxxx or 1-800-xxx-xxxx or (608) xxx-xxxx, ext. 364.

Use the term toll-free before any toll-free number except 800 so readers know it is a toll-free number: "Call toll-free 888-368-9556 anytime to make a road test appointment."

Roads

2-lane, 4-lane, etc.

Rounding

Round a number up if it is five or more, and down if it is less than five: \$2.6 million, not \$2,594,697.40.

Sentences

Spell out numbers when they start a sentence

Time

Use figures except for noon and midnight. 8:30 a.m., 9 p.m., (not 9:00 p.m.). Avoid redundancies such as: 10 a.m. this morning. Use 10 a.m. today. Put the time after the verb in a sentence. Governor Walker announced today...

Toll-free

Use when the toll-free number is anything but 800 so readers know it is a toll-free number. Example: Call toll-free 888-368-9556 anytime to make a road test appointment.

Years

Early '60s, not 60's; 1980s (Don't use an apostrophe when making figures plural). Avoid starting a sentence with a year. Always include the year on first reference of a date in a document.

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Punctuation

apostrophe

- Use when creating a contraction: don't (do not), couldn't (could not), it's (it is)
- Use to indicate possessive case of nouns: the department's budget; the employee's job
- Use to indicate omission of figures: the '90s; class of '97

When you make a noun or number plural by adding "s," don't use an apostrophe: 1990s

bullet points

- Use parallel construction
- Capitalize the first letter of the first word in each bullet
- Create bullet point lists; it's easier than writing complete sentences
- Avoid using semicolons, commas and conjunctions to separate bullets
- Stay consistent; if complete sentences must be used then make each bullet point a complete sentence with proper punctuation

colon

Use a colon to signal to the reader that a series or a list will follow.

Use a colon to separate an explanation, rule or example from a preceding independent clause.

- The Zoo Interchange is not just another highway project: it is one of the largest infrastructure projects in the history of Wisconsin.

Use a colon to introduce a long quotation.

- The governor noted: "Transportation touches every Wisconsinite every day. Whether going to work school, or recreational activities, the citizens of this state use our products and services all the time."

Only capitalize the first word after a colon if it is a proper noun or the start of a complete sentence.

comma

Use commas to separate elements in a series, but do not put a comma before the conjunction (and, or) in a simple series:

- You can get there by car, bus or train.
- LED traffic lights now come in red, yellow and green.

However, if one element of the series has a conjunction in it, put a comma before the last element:

- I had orange juice, toast, and ham and eggs for breakfast.
- Project funds covered resurfacing pavement, replacing curb and gutter, and adding new guardrail.

When a conjunction (and, but, or) links two clauses that could stand alone as separate sentences, use a comma before the conjunction, in most cases.

- Young people often drive too fast, and sometimes they don't wear their seat belts.

Use a comma to separate an introductory clause or phrase from the main clause:

- By retirement age, many people who haven't ridden for years take up the bicycle again.

If the information in a parenthetical phrase relates closely to the sentence, enclose it in commas.

- The most scenic way to cross the country, if you have the time, is to travel by train.

Use a comma to introduce a complete one-sentence quotation within a paragraph.

- The officer said, "Stay with your vehicle; a tow truck will be along shortly."

A comma should follow yes, no, why, well, etc., when one of these words begins a sentence.

- No, they didn't close the Sun Prairie exit after the semi-trailer overturned.

hyphen

Hyphens are primarily used to connect words, whereas dashes are most often used to set words — or phrases — apart. Here are some rules for when to use hyphens:

In compound numbers between twenty-one and ninety-nine and when used in larger numbers, such as three hundred forty-six. Ordinal numbers, such as twenty-fifth and sixty-third need hyphens, too.

In compound adjectives in which the last word is capitalized, such as un-American, mid-Atlantic.

To join a word to a past participle to create a single adjective preceding the noun it modifies:

- We held the program kick-off event last Friday.
- This is a government-funded program.

But do not hyphenate the same phrase when it follows the noun:

- When do they plan to kick off the program?
- The program is government funded.

In a compound adjective that is a fraction:

- The bill passed with a two-thirds majority.

But fractions treated as nouns are not hyphenated:

- Two thirds of the applications have been reviewed.

In compounds made up of two or more words used as an adjective before a noun:

- He made a last-minute decision.

But do not use a hyphen when one of the words is an adverb ending in “-ly:”

- We viewed an amazingly good PowerPoint.

With ages, when they are adjective phrases involving a unit of measurement:

- My ten-year-old car broke down.

But do not use a hyphen when the phrase comes after the noun:

- My car is ten years old.

justified text alignment

WisDOT uses a left justified format for print and web documents. All text is aligned to the left margin, with the right side looking jagged depending on the length of various words.

mid

No hyphen unless a capitalized word follows: mid-April, mid-Atlantic, midterm, midsemester. Use a hyphen when mid- precedes a figure: mid-30s.

multi

The rules in prefixes apply but in general, use no hyphen: multimodal, multilateral, multimillion, multicolored. However, multi-lane is the exception for the use of a hyphen.

right of way; rights of way; right of ways

Do not hyphenate

quotation marks

Use quotes at the beginning of each paragraph of a continuous quote of several paragraphs, but at the end of the last paragraph only.

You may quote a word being introduced for the first time, but not in subsequent references

Don't quote names of newspapers or periodicals: the Wisconsin State Journal

Don't quote names of aircraft, automobiles, trains, vessels, etc.

Use single quotes for quotations within quotations and in headlines. "I know the public will 'rage' at the design."

The period and the comma always go inside the quotation marks

italics

Italic type is generally used for the following: certain scientific names, court cases, named vehicles, books, feature-length films and documentaries, paintings (and other works of visual art), periodicals (journals and magazines)

semicolon

Use a semicolon between independent clauses to indicate separation stronger than a comma, but less than a period.

- The Marquette Interchange project was on time and under budget; it is our showcase project.

Use a semicolon to separate clauses joined by such transitional words as hence, moreover, however, also, therefore, and consequently. Follow these words with a comma.

- The rains were extraordinary; however, the road did not wash away.

Use a semicolon to separate lengthy statements following a colon, and when commas are used within these clauses or phrases.

- Division and office meetings with the executive assistant took place on specific days: DMV, DTIM and DTSD on Mondays; DSP and DBM on Tuesdays; and OPA, OPBF and OGC on Wednesdays.

Use a semicolon to precede "for example," "namely," "for instance," "i.e.," and others when they introduce a list of examples that you don't feel belong in parentheses. Follow these words with a comma.

- Many factors are considered before a highway is built; for instance, available funding, environmental assessment and community needs.

spacing after period

Use just **one space** between sentences. This applies to print and web-based documents.

statutes

When quoting shorter statutory material, just put it in quotation marks and identify the statute in the following sentence:

The law requires the Department of Transportation to, "maintain its principal office at Madison and district offices at such other cities, villages and towns as the necessities of the work demand." Section 84.30, Wis. Stats.

When quoting longer statutory material, a colon should follow introductory material with the quoted materials set in an indented block of text, without quotation marks:

Example: The law generally requires the Department to keep bidder information confidential, except as provided in s. 84.01 (32)(b), Wis. Stats.: 84.01 (32)(b) This subsection does not prohibit the department from disclosing information to any of the following persons:

1. The person to whom the information relates.
2. Any person who has the written consent of the person to whom the information relates to receive such information.
3. Any person to whom 49 CFR 26, as that section existed on October 1, 1999, requires or specifically authorizes the department to disclose such information.

or

The Department's duty to advise local authorities is clear:

The department shall advise towns, villages, cities and counties with regard to the construction and maintenance of any highway or bridge, when requested. On the request of any town, village, city or county board, or county highway committee, any supervision or engineering work necessary in connection with highway improvements by any town, village, city or county may be performed by the department and charged at cost to such town, village, city or county. Section 84.01(5), Wis. Stats.

If you are simply citing to statutory authority, without quoting any material:

Billboards cannot be erected adjacent to state trunk highways without a permit. Section 84.30, Wis. Stats.

underline

When writing for the web, only hyperlinked words should be underlined. Books, magazines, periodicals and newspapers should be italicized, not underlined, in print documents.

web addresses

The official web address for WisDOT is: www.wisconsindot.gov.

In print documents, begin web addresses with “www” not “http://” and if a web address is at the end of a sentence use a period.

Unless it’s a key point of the message, don’t include full web addresses in web copy; use hyperlinked words when possible: The [2014 awards](#) total more than \$5 million. For Wisconsin travel information, visit: www.511wi.gov.

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Spelling-Word Usage

a, an

Use a before consonant sounds: a historic event, a one-year term (sounds like it begins with a "w".) Use an before vowel sounds: an energy crisis, an honorable man (silent h).

accident

When a motor vehicle makes contact with something with force, such as another vehicle or a tree, it is a crash, not an accident.

and

Use the word. Avoid use of the ampersand symbol.

adopt, approve, enact, pass

Amendments, ordinances, resolutions and rules are adopted or approved. Bills are passed. Laws are enacted.

adviser or advisor

Both spellings are acceptable, but be consistent within each document.

afterward or afterwards

Both spellings are acceptable, but be consistent within each document.

all time, all-time

An all-time high, but the greatest administrator of all time.

alright / all right

Alright is not a word; it’s a common misspelling of all right, which means all correct. Some people prefer yes, acceptable, or satisfactory instead of all right.

alot / a lot / allot

Alot is not a word; it is a common misspelling of a lot. A lot is colloquial and vague; choose a more precise word, when possible. Allot (verb) means to assign a share, to allocate.

annual

Do not refer to an event as annual until it has been held in at least two successive years. Don't use first annual, but sponsors plan to hold the fair annually. Never capitalize annual meeting.

anybody, any body, anyone, any one

Use anybody or anyone for an indefinite reference: Anybody could do that. Use any body or any one when you single out one element of a group: Any one of them could speak up.

bimonthly/biweekly

Because bimonthly can mean every two months or twice a month, and biweekly can mean every two weeks or twice a week, these are confusing word. Semi- only means twice, so avoid confusion by writing semimonthly or semiweekly; or write twice a week or month.

bus, buses

bus, buses, bused, busing. It is acceptable to double the "s" in these words, but be consistent within a document.

cancel, canceled, canceling, cancellation**car pool, carpool**

Both spellings are acceptable, but be consistent within each document.

carryover (noun and adjective); carry over (verb)**cement, not concrete**

The powder mixed with water and sand or gravel to make concrete. Use concrete (not cement) pavement, blocks, driveways, etc.

century

The first century (under 10), the 21st century (numerals 10 and over). Century is not capitalized.

clean up (verb); cleanup (noun and adjective)

control, controlled, controlling

courtesy titles

Refer to both men and women by first and last name: Susan Smith or Robert Smith. Use the courtesy titles Mr., Miss, Ms. or Mrs. only in direct quotations or in other special situations: 1) When it is necessary to distinguish between two people who use the same last name, as in married couples or brothers and sisters, use the first and last name; 2) When a woman specifically requests it; for example, where a woman prefers to be known as Mrs. Susan Smith or Ms. Susan Smith.

departmentwide, divisionwide

different from

Not different than

disabilities

A person with disabilities works for DMV. Not "a disabled, or handicapped person" or "she is disabled, handicapped, etc." Avoid "hearing impaired" – preference is deaf or hard of hearing. Do not call attention to disabilities unless it is clearly pertinent to a story.

driver license

Not driver's license

groundbreaking

hearing

high-speed rail

highways

- Interstate highways: interstate means between states. Capitalize Interstate when referring to a specific highway. There are seven Interstate highways in Wisconsin: I-39, I-43, I-90, I-94, I-535, I-794, and I-894. Or write "the Interstate," or "the Interstate System."
- U.S. highways: US highways in Wisconsin include: US 2, US 8, US 10, US 12, US 14, US 18, US 41, US 45, US 51, US 53, US 61, US 63, US 141 and US 151.
- State and county highways. State highways are designated as "WIS," as in WIS 29. County highways are designated as (for example) County H in all public information

materials. Do not refer to a specific state highway as STH or state trunk highway. Do not refer to specific a county highway as CTH or county trunk highway. However, in technical documents, STH and CTH are acceptable.

midnight

Preferred over 12 a.m.; and not 12 midnight.

names

In general, use last names only on second reference; except in information communications such as the WisDOT Bulletin, when a first name reference is appropriate.

news release

news release, not press release

noon

Noon is preferred over 12 p.m.; and not 12 noon.

OK, OK'd, or okay

public information meeting (PIM)

online

One word in all cases for computer connection term.

over

It generally refers to spatial relationships: The plane flew over the city. More than is preferred with numerals: There are more than 30 commercial ports in Wisconsin.

percent

Spell out in text; use symbol in charts and graphs and in materials written specifically for the web. When two numbers are used to designate a range, use the word or symbol with each number: "The project is 20 percent to 30 percent complete." Or in a chart or table: "20% - 30%." Be consistent throughout document.

ribbon cutting

roadside

runoff

seat belt

Safety belt is the preferred term

semimonthly

Means twice a month.

side street**single-lane****soon or recently**

Avoid using these words on the web as the timing is too vague

triskelion

Part of WisDOT's logo; a figure of three curved lines or branches radiating from a common center.

website / webpage**who/whom**

Use who and whom for references to human beings and animals with a name. Use that for inanimate objects and animals without a name.

Who is the word when someone is the subject of a sentence, clause or phrase (Examples: The woman who rented the room left the window open. Who is there?) Use who whenever he, she, they, I, or we could be substituted in the who clause.

Whom is the word when someone is the object of a verb or preposition. (Examples: The woman to whom the room was rented left the window open. Whom do you wish to see?) Use whom whenever him, her, them, me, or us could be substituted as the object of the verb or as the object.

workstation