

State College of Florida, Manatee-Sarasota

Style Manual and Writing Guidelines

May 2015

Introduction

These publishing and communication standards are available to ensure that we properly brand the College. By using these guidelines, we improve our ability to communicate our brand message and mission, and strengthen our relationship with the community.

These writing guidelines are intended to help College writers and editors maintain a consistent voice for all written materials distributed under the College's name. They set basic standards for writing and editing and offer tips for writing effectively.

The guidelines are based on "The Associated Press Stylebook," the standard stylebook used by journalists worldwide. For questions not addressed in this manual, refer to "The Associated Press Stylebook."

For the most part, text that is written for external use should follow Associated Press (AP) style. Because SCF produces many types of materials for a variety of audiences, there are occasions when we deviate from AP style, especially for ceremonial events and advertisements. In addition, AP does not speak clearly to every circumstance. Approved deviations are included in this style manual. Others will be addressed on case-by-case basis.

Brand identity consists of the symbols, logos, typefaces and colors that represent State College of Florida, Manatee-Sarasota. A uniform visual identity and consistent message are the most efficient and effective ways to build on our reputation. SCF is committed to a consistent identity. The following visual identity and editorial style guides are designed to equip all College members with the materials they need to ensure the SCF brand and message are consistent across various media.

Questions: If you have any questions or need assistance regarding this document, contact Creative Services and Marketing at x65320.

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College Name

Our complete, official name is State College of Florida, Manatee-Sarasota. This should be used on first reference in all formal or official communications and marketing materials.

Do not place “the” before the name.

Acceptable abbreviations: State College of Florida, SCF or College. These can be used on second reference and after. SCF is written in all caps (without periods), except when used in a Web address (scf.edu).

No other use of the name is acceptable.

Example: State College of Florida, Manatee-Sarasota (SCF)

College Logo Use

The SCF logos are the cornerstone of the SCF brand and legally registered service marks owned exclusively by SCF. It is vitally important that the SCF logos are used consistently on all print and electronic communications. Creative Services and Marketing is responsible for the appearance and approved usage of the College logos.

The SCF logos are the corporate logos for general College use. The manatee logos and block-letter SCF logos are for athletics and student life use.

Faculty and staff can use the corporate SCF logos for official College business purposes only. Logos can be downloaded from the S drive at S:/PublicAffairsandMarketing/Logos. Use of the College logos must follow the College's [Logo Use Style Guide](#). Staff should consult SCF Procedures 1.19.03 "Production of College Publications and Marketing/Promotional Materials" and 5.18.05 "Printing from Outside Vendors" to ensure that the use of the logo does not require the Creative Services and Marketing department's oversight.

The logo cannot be modified, stretched (without locked proportions), or altered in any way. For oversized logo use, please consult with Creative Services and Marketing. The logo should be placed on a white background. If it needs to be placed on a background other than white, please consult with Creative Services and Marketing.

Use of the logo by any external party must be requested from and approved by the SCF Creative Services and Marketing department. Select external parties may previously have approved access to logos via SCF's strategic licensing partners. For access to that list of external parties, please consult with Business Services.

Any use of the College name, logo or brand identifiers in the development of a new theme, slogan, logo or design must be requested from and approved by the SCF Creative Services and Marketing department.

The director of Creative Services and Marketing reserves the right to request the retrieval, withdrawal or termination of use of the logo that reflects negatively upon the College due to, but not limited to, misuse of the SCF brand, typographical errors or misrepresentations.

Color Palette

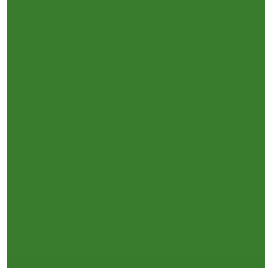
SCF's official primary colors are blue and green.

Dark Blue



PMS 7463
RGB: 0, 53, 95
CMYK: 100, 43, 0, 65
Hex #00355f

Green



PMS 364
RGB: 56, 124, 44
CMYK: 65, 0, 100, 42
Hex #387c2b

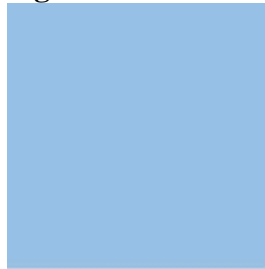
Secondary colors:

Teal Blue



PMS 314
RGB: 0, 131, 169
CMYK: 100, 0, 9, 30
Hex #0084a9

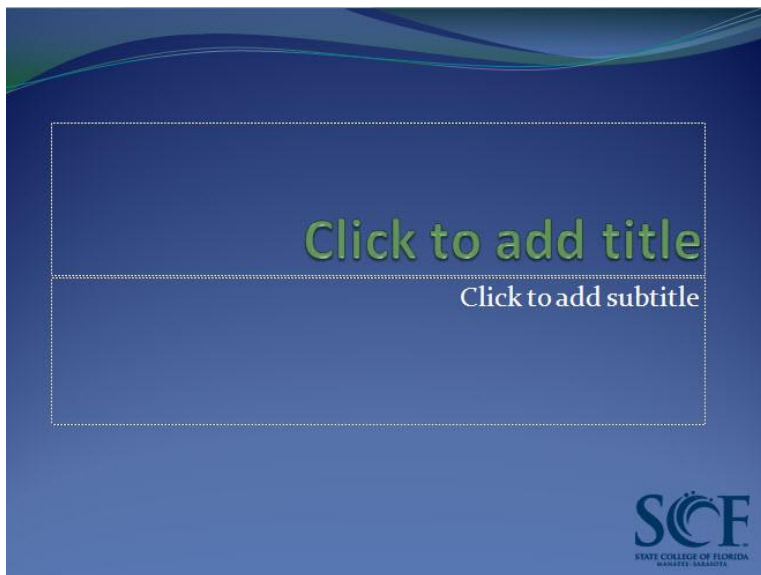
Light Blue



PMS 278
RGB: 150, 192, 230
CMYK: 39, 14, 0, 0
Hex #97c0e6

PowerPoint Theme

The following State College of Florida, Manatee-Sarasota PowerPoint themes have been developed for use by College faculty and staff for official College presentations. The themes are available at S:\Public Affairs & Marketing. Call 752-5320 with any questions about how to use the PowerPoint themes.



Media Contacts

Creative Services and Marketing, along with the special assistant to the president, is responsible for initiating, responding to and coordinating all media communications related to College matters. This includes reporter, editor, photographer and announcer requests from print, TV and radio broadcast and all other media. If you are contacted directly by the media on College matters:

- Refer the reporter to Creative Services and Marketing (x65320) if the questions concern College policy, procedures, programs or operations.
- Refrain from making statements as a representative of SCF unless requested by Creative Services and Marketing or the special assistant to the president.
- Clear with Creative Services and Marketing all requests to appear on a radio or TV station or as an identified subject of a printed news story pertaining to SCF.

Please contact Jessica Klipa, public information coordinator, with any questions regarding media relations.

News Releases

Creative Services and Marketing will handle the distribution of any College-related news or promotions appropriate for dissemination to the media. To request a news release, please fill out the [Creative Services and PR Request Form](#).

Marquees

Creative Services and Marketing is responsible for placing messages on the electronic marquee signs that are installed outside at SCF campuses. To request a marquee message, please fill out the [Creative Services and PR Request Form](#).

Photography Guidelines

The use of photography is a compelling way to promote a program or event. Creative Services and Marketing chooses from its collection of photographs as well as stock photography for its publications, promotions and Web communications. We also can use photos that you supply if they are high resolution and of suitable quality. If you take your own digital photos or use someone else's digital photos, these guidelines should be followed:

Your photos

- You must provide a model release signed if you use a photo with a recognizable face. Request the SCF Model Release Form from M.K. Means, x65320, meansm@scf.edu.
- Give yourself photo credit. Example: Photo by John Doe.

Photos by someone else

- If you want to use a copyrighted image, you must obtain written permission for use from the copyright holder and provide to Creative Services and Marketing. The copyright holder must verify a model release is on file.
- If the photo is not copyrighted, but you know the identity of the photographer, give the photographer credit. Model release is required.
- Request the SCF Model Release Form from M.K. Means, x65320, meansm@scf.edu.

Publications and Advertisements

Creative Services and Marketing is responsible for any promotion of College events, programs and special projects through the use of printed materials, advertising and promotional products. Please fill out the [Creative Services and PR Request Form](#). You may wish to meet with and send the form to Chris Manring to request the completion of any printed piece or ad. Contact Chris Manring, x65396, manrinc@scf.edu, with any questions you have about this process.

Recent ads can be viewed online at <http://scf.edu/Administration/PublicAffairsMarketing/Ads.asp>.

For more information, see the following procedures:

- [Production of College Publications and Marketing/Promotional Materials](#)
- [Purchasing Procedure—Printing from Outside Vendors](#)

Web Communications

In accordance with Procedure 1.19.03 (Production of College Publications and Marketing/Promotional Materials), Creative Services and Marketing is responsible for the overall look and feel of the College website. Each program or department is responsible for ensuring that its pages on the SCF website are kept current and updated. There should be an individual or individuals in each program or department who are assigned this responsibility. See the [Web Publications Guidelines](#) for additional information. Feel free to contact Information Technology Services with any technical questions regarding this process. Please contact Gail McDaniel, Web communications and social media coordinator, at mcdanig@scf.edu with any other questions about the website and its content.

Writing for the Web

Writing for the Web is different from writing for print. Keep these facts in mind when determining content for Web pages.

- Most users scan the page instead of reading word-for-word.
- Reading from computer screens is slower than from paper.
- People read Web pages in an “F” pattern. They are more inclined to read longer sentences at the top of the page and less as they scroll down.

Web Writing Tips

- Start with the conclusion. Summarize first.
- Front-load key information.
- Write informative headings.
- Be concise. Include fewer words than its paper equivalent.
- Limit scrolling.
- Use simple sentence structure.
- Write one idea per paragraph.
- Make text scannable.
- Update facts frequently.
- Highlight keywords. Include words that people would use to find this content on search engines.
- Proofread your work.

Web Formatting Tips

- Use bulleted lists.
- Include sub-headings.
- Make links part of the copy. Make links brief and descriptive.
- Do not use underline except with links.

Social Media

Social media does not include all Web-related activity. Specifically, the goal of social media is to create interactive communication. Social media sites are used by large groups of people to share information and develop social and professional relationships.

College-wide social media accounts are administered in Creative Services and Marketing. Department-specific social media accounts are managed by those departments, with Creative Services and Marketing assistance as needed, as is the same practice for department Web pages on the College website. The Web communications and social media coordinator is an administrator for department-specific social media accounts, along with at least one member of that department, to ensure that access to College accounts is available if someone leaves the College or urgent communication is required via that account. The [Procedure 1.19.02: Social Media Use for College Communications](#) for more information.

Please contact Gail McDaniel, Web communications and social media coordinator, at mcdanig@scf.edu to set up a social media account.

General Guidelines/Best Practices:

- Remember the purpose: The purpose of using social media on behalf of SCF is to support the College's mission, goals and programs.
- Respect copyright and fair use: When posting, be mindful of the copyright and intellectual property rights of others and of the College.
- Strive for accuracy: Get the facts straight before posting. Review postings for content, grammatical or spelling errors.
- Remember your audience: Be aware that a presence in social media is available to the public at large.
- Protect the institutional voice: Posts on social media should protect the College's voice by remaining professional in tone and in good taste.

Abbreviations

First Usage

The first time you use a term, write out the words and put the abbreviation in parentheses after it. Thereafter, you may use the abbreviation. This is the same with acronyms.

Degrees

Degrees are abbreviated using periods, e.g., Ph.D., B.S.N., A.A.

Some Common Abbreviations:

Academic Resource Center: ARC

Career Resource Center: CRC

Center for Innovation and Technology: CIT

College Level Examination Program: CLEP

College Reach-Out Program: CROP

Corporate and Community Development: CCD

Disability Resource Center: DRC

Free Application for Federal Student Aid: FASFA

Grade point average: GPA

Southern Association of Colleges and Schools: SACS

Student Government Association: SGA

Capitalization

DO capitalize:

- the first word of a sentence
- names and proper nouns
- holidays (for example, New Year's Eve)
- language courses, e.g., German, French, Spanish
- North, South, East and West when referring to a section of the United States
- Southwest when referring to Southwest Florida
- state when part of a proper name, e.g., State Board of Education
- Web, World Wide Web, Internet
- names of publications when they refer to an official SCF publication, e.g., Catalog, Student Handbook.
- Season, when describing a semester term, e.g., Fall term, Spring term, Summer term
- full official formal names of buildings. Examples:
 - Administration Building (specific building)
 - Natural Science Building
 - SCF Store
 - SCF Venice Library
 - Computer Sciences Building
 - Student Services Center
 - Student Union
 - Faculty Office Building
 - Neel Performing Arts Center
 - Hal Chasey Gymnasium
 - Professional Development Center
 - Center for Innovation and Technology at SCF Lakewood Ranch
 - Traffic Safety Institute
 - Academic Resource Center
- an office or department (example of variation from Associated Press style: not capitalized in news releases). Examples:
 - The SCF Store
 - Educational Records
 - Public Safety
 - Social and Behavioral Sciences
 - Creative Services and Marketing
 - Career Resource Center
 - Disability Resource Center
- formal names of clubs or official groups, e.g., Student Government Association, Interclub Council
- formal job titles when used in front of a name, e.g., President Dr. Carol Probstfeld, Vice President Dr. Mike Mears, Professor Luci Frith (see Do Not Capitalize titles after a name)
- College, when you mean SCF in College publications (example of variation from Associated Press style: college is not capitalized in news releases)
- official course titles, e.g., Principles of Financial Accounting

- complete and official names of college programs or related organizations. Examples:
 - State Board of Education
 - Florida Legislature
 - The State College of Florida Foundation
 - District Board of Trustees
 - Dental Hygiene Program
 - Graphic Design Technology Program
 - FGCU College of Arts and Sciences

Do Not Capitalize

- the word following a colon or semi-colon (unless it is a proper noun or a complete sentence)
- a.m. or p.m.
- the word “state” when it is used as a general term, e.g., state officials
- the major or concentration, e.g., management major
- freshman or sophomore
- names of forms, e.g., direct pay form, admissions application
- job title following an individual’s name or used alone in text, e.g., Dr. Carol Probstfeld, president of SCF; Kathy Walker, director of public affairs; Luci Frith, speech professor; contact your equity coordinator
- general references to subjects or disciplines, e.g., philosophy, biology

Others Examples: Capitalize as Shown

- driver license
- Florida College Entry Level Placement Test
- Gordon Rule course
- Manatee and Sarasota counties (but Manatee County and Sarasota County)
- South Sarasota County
- student picture ID
- voter registration
- Web registration
- She received an Advanced Certificate in Fire Science Administration.
- She took courses in early childhood education and psychology to prepare for a career as a social worker specializing in young children’s behavior patterns.
- Degrees. Examples:
 - Associate in Arts degree
 - Associate in Science degree
 - associate degree
 - Bachelor of Arts
 - Bachelor of Science in Nursing degree
 - Master of Science
 - bachelor’s degree

Internet-related Terms

Internet (capitalize)

online (*not* on line)

email (*not* e-mail)

website (one word, do not capitalize)

Web page (two words, capitalize “Web”)

the Web

In ads and publications, drop the www from the Web address: use only scf.edu

The only time the www prefix will be used is if it’s an obscure URL or a live link is needed.

Numbers

Spell out

- Numbers one through nine

Use numerical figures

- numbers 10 and higher
- financial and tabular copy
- figures containing decimals
- sports scores and records
- time of day, day of the month and year
- ages of persons should be given in figures, e.g., John Smith, 25 years old; a 16-year-old boy, The boy is 3 years old.
- land spaces: 5 acres

Dates: write in the following format

- Jan. 1, 2014, (abbreviate and use commas if a specific date)
- January 2014 (spell out and do not use a comma)
- When referring to years within the same century, use this style: 1968-72
- When referring to different centuries, repeat all the digits: the years 1597-1601
- 3/31/13

Proofreading and Copyediting

Proofreading tips

- Expect to proofread all documents more than once.
- Print out documents to proofread; it is more effective than proofing on screen.
- Use spell check to check your spelling, then go over the document line by line to recheck spelling.
- Read backwards to check for spelling errors.

Proofreading questions to ask yourself

- Is the central idea of the document stated clearly and developed logically?
- Are all pertinent facts included?
- Is the point of view of the document consistent?
- Are there any needless shifts in tense, mood, voice, person, tone or perspective?
- Is punctuation correctly placed?
- Do subjects and verbs agree?
- Should any words be changed because of ambiguity?
- Are there any sentence fragments?
- Do ideas follow one another smoothly?
- Should any abbreviations or numbers be spelled out?
- Is the spelling correct?
- Are capitals, italics, bolding and underlining used properly?

Punctuation

In general, use standard punctuation rules. Reference “The Associated Press Stylebook” regarding questions of punctuation. The Stylebook offers clear detail that is redundant to include in this style guide.

Hyphens

Hyphens are joiners. Use them to avoid ambiguity or to form a single idea from two or more words.

Hyphenate words when used as an adjective. Examples:

- decision-making (e.g., in decision-making process)
- degree-seeking (e.g., degree-seeking student)
- first-time-in-college (e.g., first-time-in-college student)
- full-time (e.g., full-time student)
- part-time (e.g., part-time student)
- grant-writing (e.g., grant-writing class)
- nondegree-seeking (e.g., nondegree-seeking student)
- off-site (e.g., off-site location)
- short-term (e.g., short-term classes)
- on-campus, off-campus (e.g., on-campus event)
- All-Star, All-American (similar sports terms)

Do not hyphenate words when used as noun or alone, two words. Examples:

- decision making
- distance learning
- on campus, off campus (if used in sentence as location)
- full time
- part time

Do not hyphenate these words in all cases

- child care
- coenrollment
- corequisites
- fundraising; fundraiser
- midterm break
- noncredit
- prerequisites
- audiotape and videotape
- collegewide
- daylong, weeklong
- reset
- videoconferencing

Other SCF-specific Rules

Advisor in College publications but adviser in items going to media

Ampersand vs. and – When referring to Corporate & Community Development (or Center for Innovation & Technology) in headline or title, use the ampersand. When referring to it in a sentence, spell out “and.”

Manatees (not Manatee)

Maverick the Manatee

Refer to Career Resource Center and Disability Resource Center (NOT centers)

Reference to terms: Summer term 2013, etc.

College names: SCF Venice, SCF Bradenton, SCF Lakewood Ranch (avoid using campus)

Creative Services and Marketing Staff

Chris Manning, interim director and marketing coordinator

941-752-5396, 941-408-1300, x65396 ▪ manrinc@scf.edu

- Initiation and tracking of printing and advertising
- Production and traffic coordinator
- Promotional materials
- Major publications
- Marketing and advertising campaigns
- Department administration
- Budget management

Jessica Klipa, public information coordinator

941-752-5690, 941-408-1300, x65690 ▪ klipaj@scf.edu

- News releases
- Media contact
- Web News and Events page
- SCF Extra

Gail McDaniel, Web communications and social media coordinator

941-752-5604, 941-408-1300, x65604 ▪ mcdanig@scf.edu

- Web communications and adaptation
- Social media communications

Joanne Campbell, lead graphic artist

941-752-6296, 941-408-1300, x65296 ▪ campbej@scf.edu

- Institutional marketing graphics
- College advertising design and layout
- Brochures, catalog and other major publications

Mace Thirtle, graphic artist

941-752-5408, 941-408-1300, x65408 ▪ thirtlem@scf.edu

- Marketing graphics
- Dedicated graphic design for Corporate and Community Development
- Graphic design for athletic programs
- Additional/other design as requested

M.K. Means, public relations specialist

941-752-5320, 941-408-1300, x65320 ▪ meansm@scf.edu

- Administrative, receptionist and organizational support

- Maintains department calendars and sets appointments
- Marquee request review