Writing Style Guide

Introduction
This style guide has been developed as a reference source for Craven Community College faculty and staff, especially those who create documents for an external audience. Such documents include print and electronic materials designed to promote Craven Community College, its departments and programs. What is not outlined here, please refer to the AP Manual of Style.

Our goal is to present a consistent and high-quality standard of writing and design that appropriately reflects Craven Community College's standard of excellence. We welcome comments, questions, concerns, and suggestions.

Quick Tip
Keep it simple, avoid redundancies and use minimal capitalization and punctuation. Use one space after periods.

Abbreviations and Acronyms
Abbreviations should be restricted to situations where they enhance comprehension; that is, when your copy refers repeatedly to a lengthy name or term that has a commonly accepted abbreviation. Use abbreviations and acronyms only when they are familiar to your readers. Spell out the abbreviation on its first occurrence and follow with the abbreviated form or acronym in parentheses to prepare readers for your subsequent use of the abbreviation. Avoid using periods in abbreviations, unless confusion might result (e.g., write VP rather than V.P.). Capitalize and hyphenate abbreviations based on the source word. No space should appear after internal periods. Use periods sparingly, such as when the abbreviation could be mistaken for a word if periods are omitted. GPA and SAT are not spelled out. SAT is no longer an abbreviation; it is a trademark.

Ampersand (&)
Do not use the ampersand (&) as an abbreviation for and. Use the ampersand only when it is part of an official name of a company, product, or other proper noun; or on covers and display matter, at the discretion of the designer.

Degrees
Craven Community College style is to omit periods from abbreviations of academic degrees. When the abbreviation may be unfamiliar to the reader, we recommend either using the familiar generic degree (such as AA, AAS, BA, BS, MA, PhD, MBA) along with the subcategory spelled out. Use lowercase when spelling out degrees. Examples: associate of arts, bachelor of science, master's degree.

College Name
In text, the first reference to the college should be: Craven Community College. Acceptable second references to the college include Craven, the college, or CCC. On subsequent references, make sure that the use is consistent.

Use to following when referring to: Craven Community College Havelock-Cherry Point Campus, Craven Early College High School or Craven Early College, North Carolina Community College System.

Craven Community College as a noun in text, do not use the word “the” before the name. Correct: The event was sponsored by Craven Community College. Incorrect: The event was sponsored by the Craven Community College.

Corporation Names
The full form of a company’s name should be used; Inc. or Ltd. may be dropped. Examples: Bosch and Siemens Home Appliances; Time Inc.; Hatteras Yachts.
College Standards

Numbers
Spell out numbers under 10. Avoid wording two numbers back-to-back. If this is necessary, spell one number out and use a numeral for the other. Spell out numbers if they begin a sentence unless the number is a year. Exceptions to these rules include the following in which numerals should always be used:
- addresses
- ages
- days of the month
- dimensions
- percentages
- proportions
- scores
- speeds
- sums of money
- time of day
- votes
- years

Geographical Terms
Capitalize geographical terms accepted as proper names. If a geographical term applies to more than one entity or is not regarded as a proper name, it is not capitalized. Regions are capitalized but compass directions are not.
Examples: the South, southern, southeastern (direction), the East Coast, the Middle East.
When they stand alone, spell out the names of states and U.S. territories and possessions. Spell out the names of states, territories, or possessions when they follow the name of a city or other capitalized geographical term. When it is necessary to save space, the abbreviations listed below can be used. Do not abbreviate Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, or Utah:
Spell out the names of countries. The abbreviation U.S. is acceptable when used as an adjective. Examples: foreign policy of the United States or U.S. foreign policy.

Names and Titles
Use periods with no space if the initials are used instead of a first name. Example: E.B. Smith. Don't use periods or spaces when initials are used to refer to a person. Examples: JFK (John Fitzgerald Kennedy).
Spell out civil or military titles when the title appears with a surname. Example: Lieutenant Colonel Bottorff. Abbreviate the title with a full name. Examples: Lt. Col. Frank Bottorff.
Abbreviate social titles Mr., Ms., Mrs., and Dr. when the titles appear before a name.
Use the abbreviations Jr., Sr., II, and III as part of a person's full name. Examples: Dr. Robert James Miller, Jr. or: Dr. Robert James Miller Jr., resides in Raleigh, N.C.
There is no need to use commas to set off II and III when used as a part of a name. Example: Dr. Robert James Miller II resides in Raleigh, N.C.

Time
Use abbreviations for the time of day in body copy, tables, and footnotes. Do not use capital letters.
Example: 8 a.m. Do not use :00 after an on-the-hour time. Simply use the numeral. Avoid redundancies like 9 p.m. Tuesday night. Use noon or midnight for 12:00, but only use the word.

Capitalization
Capitalize only proper nouns. Do not capitalize common nouns and various shortened forms of official names.
Do not capitalize a word that follows a colon, unless it begins a series of complete sentences or is a proper noun or adjective. Example: Please bring the following to class: pens, pencils and notebook paper.
Fax use lowercase. Example: fax, not FAX.
FAFSA use all capitals, no periods.
Internet use an initial capital when referring to the home of the World Wide Web.
Web site
GMail (the College's e-mail service) No spaces, capital M.
College Terms of Study: Capitalize if referring to specific term and year (Fall 1993) but lowercase if generic (fall semester).
College Standards

Capitalization (continued)
Vice President or vice president
Use initial capitals if using complete title precedes a name. Example: Executive Vice President Dr. Cindy Hess. Use lowercase if the title is used generically (Hess is a vice president at Craven Community College).

Personal names and titles
Capitalize titles only when they appear before a name. Examples: President Barack Obama, Governor Beverly Perdue. Do not capitalize titles when used alone in place of a name. Examples: the president and regents of the college, the governor.

Awards, historical and cultural terms
Capitalize names of awards and prizes. Examples: Pulitzer Prize winner, Outstanding Achievement Award.

Military terms

Trademarks
All registered trademarks are capitalized. In most cases, generic terms can be substituted. Examples: Xerox/photocopy, Kleenex/tissue.

Italics and quotation marks
URLs in running text
When there is a need for emphasis, set off URLs in running text by using italics or boldface. Drop the “http://” element for Web sites with a URL that includes “www” to be concise. If the URL has no “www,” such as http://news.google.com/, the “http://” element should be dropped: news.google.com. Do not drop the “https://” element used to indicate a secure site. Do not break a line on a hyphen or insert a hyphen; it can be misleading. Try to break the URL before or after the discrete departments of the URL. If the URL is at the end of a sentence, it is acceptable to add a period.

Commas and periods
Place commas and periods inside quotation marks. Colons and semicolons should be placed outside the quotation marks.
All other punctuation: If the punctuation is part of the quotation, put it inside the quotation marks. If it’s not, put it outside.
Use one space after periods.

Money
Delete cents when you have a round dollar amount. Example: $20 instead of $20.00.
Figures should be used for monetary amounts. Use the word “cents” for amounts less than a dollar and the dollar sign for amounts of more than a dollar. If the monetary amount is more than a million dollars, use the dollar sign and spell out million, billion, etc.

Decimals and percentages
Figures should be used for percentages unless they start a sentence. Percent should be spelled out in text. Example: He received a score of 92 percent on his exam.
Zeros can be used before decimal points, but not after, unless they are needed to show exact measurement.

Commas
Commas should be used before a conjunction joining two independent clauses in a compound sentence. Example: She wanted to go swimming, but her mom told her to wait.
Use commas to separate two or more adjectives that modify a single noun. Example: She bought a pink, fuzzy sweater.
Commas should be placed inside quotation marks but outside of brackets and parentheses.

Semicolons
Semicolons should be used in lists whose items include commas. Semicolons should separate closely related clauses.

Colons
Use colons to introduce a series or a list. Text following a colon only should be capitalized if it is a complete sentence.
College Standards

Periods
Use periods to end:
a declarative sentence;
a quoted passage that also ends a sentence;
a list of vertical items if some or all of the list items are complete sentences;
a vertical list that is punctuated with commas at the end of each item.

Exclamation points
Use sparingly, to indicate emphatic or emotional statements.

Apostrophe
Use apostrophes to show omitted letters, such as in contractions. When referring to class year, use an apostrophe. class of '89. Use an apostrophe followed by an s when indicating the possessive for names, even when the person’s name ends in s. Example: The Stevens's dog, New Bern High's football team. An apostrophe and s should be added when forming the possessive of a singular common noun. The possessive of a plural common noun is formed by the addition of an apostrophe only. Example: the dog's tail, the puppies' tails.

Parentheses
Use for explanatory information that doesn’t relate to the rest of the sentence.
Brackets
Use brackets to enclose editorial comments, corrections, explanations, phonetic spellings, and the phrases To be continued and Continued from.

Spelling (AP preferred)
a lot
advanced-level courses
advisor
African-American
bandwidth
backyard
best-seller
call letters
child care
coeed
collegewide
combined degree program
CD-ROM
courseload, coursework
coworker
credit-no credit
datum (singular), data (Plural)
dialog box
e-mail
freelance, freelancer
Game Boy
grade point average
health care
home page
home-schooled, home-schooler
home schooling
Internet
intranet
Middle East
online
policymaker
reentry
reenroll
spokesman, spokeswoman (never spokesperson)
summer session
teenage, teenager
touch-screen
vice president
World Wide Web
Webmaster
Web site
well-informed
College Standards

Correct Usage
alumna/alumnae/alumni/alumnus
Alumnus is the singular form for a man who has attended a school. The plural is alumni.
Alumna is the singular for a woman who has attended a school. The plural is alumnae.
Use alumni as the plural when referring to both men and women who have attended a school.

emeritus/emerita
Use emeritus when referring to male professors. Use emerita when referring to female professors. Note that this term should not be substituted for “retired.” Emeritus/emerita is a special status that must be officially approved by the college.

Nonsexist language
Take reasonable steps to avoid unnecessary gender-specific language.

Avoid using a generic masculine pronoun when the antecedent includes both men and women. Use substitutions for words with masculine markers when possible and logical. Example: firefighter instead of fireman.

Females over the age of 18 should be referred to as women and males over the age of 18 should be referred to as men. Parallel terms should be used for men and women. Examples: ladies and gentlemen, wife and husband.

Women and men should not be referred to by their roles as wife and husband, mother and father, brother and sister, or son and daughter unless it aids in the comprehension of the content. Take reasonable steps to avoid unnecessary use of the words “feminine” or “woman” as modifiers. Examples: woman doctor, feminine logic.
College Standards

Graphic Standards Manual

Introduction
This graphic Standards manual is to provide staff and faculty with information about the college identity, its logo, and the correct and incorrect use of the logo, colors, and typefaces. A strong and recognized identity can empower the college’s ability to develop the best students, secure gifts to the foundation, recruit the brightest talent, and ultimately serve the public in the best possible manner.

The key elements of the college visual identity are the fonts, colors and logo. The logo must remain as originally configured and proportioned and cannot be modified. The logo must have a “buffer space around it to maintain legibility and visual impact. No other graphic elements, such as type, rule lines, or pictures should infringe on this space. The minimum free space needed around the logo is 0.1875” (or \(\frac{3}{16”}\)). Note that proportionately more space should be given as the logo grows larger. The logo should appear on all external publications with prominent placement on the cover, if possible, or on the back.

Official Use Only
The college logo may not be used to promote or imply endorsement of non-college activities.

Correct one-color or black and white (k only).

Correct One-Color Reverse
This black and white reverse example can be printed in blue PMS 541 or other approved color. Use this reverse logo for backgrounds 50% black or darker.

Examples of incorrect sizing

Correct color logo
Do not reverse the color structure

- PMS 541 (blue)
- PMS 576 (green)

Do not alter approved colors.
Do not use a drop shadow.
Do not alter the proportions.
Do not use the campus logo on an angle.
Do not combine the campus logo with another logo.
Do not alter the position of elements.
Do not use the campus logo over a background that renders it unreadable.

Overprinted logo
Do not use logo on colored paper or percentage screen greater than or equal to 35% black. When applicable overprint “Craven” and reverse “Community College” out to white.

Do not allow logo to sit in a white box. Use the transparent logo so that the background color is visible.
**College Standards**

**Additions to Logo**
Additional type may be added to the bottom of the college logo to describe unique programs. Use our colors [PMS 576 (green)] or black and Univers font. Contact Design and Marketing for finished logo if needed. Any additional wording will always be subordinate to the college logo. Example:

![CRAVEN COMMUNITY COLLEGE](image)

*Lifetime Learning Center* — PMS 576 (green)

**Creating Success Logo**
Use our colors PMS 541 (blue), PMS 576 (green) and Univers font in the NC Community College System logo “Creating Success Hope•Opportunity•Jobs” logo. Usage of this logo is not required and should always be subordinate to the college logo.

![Creating Success](image)

*Hope • Opportunity • Jobs* — PMS 541 (blue), PMS 576 (green)

**Events**
College departments may create their own type treatments, look, logo, etc., for special events, but should not incorporate or modify the college logo or any element of the logo, to create a new logo for the event. Please note that the event-related type treatment, look, or logo may not replace the college logo. The college logo must still appear on all print and digital communication materials according to the guidelines stated here.

**Flexibility**
There are rare instances where these guidelines should be flexible. Designers working under unique circumstances should contact Design and Marketing for guidance.

**Color Information**
The palette offers two lively, vibrant, and energetic colors from the Pantone Matching System (PMS). The college logo may be reproduced in a single color or in two colors. (Black is the alternative when budget or context rule out the use of color.) The logo may be reproduced in a single color, black or PMS 541 (blue).

When the college logo is reproduced in two colors Craven is always PMS 541(blue) and the bar PMS 576 (green). Colors viewed online can vary significantly from one monitor to another. Designers are encouraged to view the Pantone color chip in person.

**Palettes**
Print colors, built 4-color, hexachrome, RGB

- PMS 541 (blue) or CMYK color build (100-C, 53-M, 9-Y, 42-K) or hex # 004270 or RGB 0 - 66 - 112
- PMS 576 (green) or CMYK color build (52-C, 6-M, 79-Y, 25-K) or hex # 679550 or RGB 103-149-80


**Typefaces**
The typefaces for all Craven Community College external communications are Minion Pro and Univers 67. Both typefaces may be purchased from the Adobe Web site. The use of Minion Pro for the body text of official campus publications is encouraged, but is not required. If these type fonts are not available to you please substitute Times New Roman (serif font) and Arial Narrow Bold (sans serif font). The college logo is Univers 67. Minion Pro is used for text and other typographic elements as serif fonts are easier for the eye to recognise in small or text heavy print. The use of Univers 67 for headings in official college publications is encouraged, but not required.

- Minion Pro 12 point
  The quick red fox jumped over the lazy brown dog. 123456789

- Univers 67 12 point
  The little brown fox was very quick. 123456789

**Logo Downloads**
Downloadable files, instructions, and technical information is available at www.cravencc.edu/new link here.

**Template Downloads**
Downloadable sample file templates are available at www.cravencc.edu/new link here. MS word, MS Power Point, image files, instructions, and technical information is available here or contact graphics and marketing.