Table of Contents

Graphic Design Guide..............................................................1-21
Web Design Guide........................................................................24-29
Writing Guide.................................................................................32-64
University Policies......................................................................66-70
I. Introduction................................................................................................................1

II. The SFA logo........................................................................................................2-3
   a. Colors..............................................................................................................2
   b. Size...............................................................................................................2
   c. Clear space around logo..............................................................................3
   d. Logo and backgrounds.................................................................................3

III. The SFA word mark............................................................................................4-7
   a. Size................................................................................................................4
   b. Colors..........................................................................................................5
   c. In conjunction with the logo......................................................................6
   d. Clear space around word mark...................................................................7
   e. Word mark and backgrounds....................................................................7

IV. College and department logos and word marks...........................................8-11
   a. In conjunction with the word mark...........................................................8
   b. In conjunction with the logo......................................................................9
   c. Approval......................................................................................................9
   d. Name and acronym..................................................................................10
   e. Guidelines for school/department/unit graphics....................................10
   f. Publication design......................................................................................11

V. The official seal..................................................................................................12-14
   a. Colors...........................................................................................................12
   b. Size.............................................................................................................13
   c. Clear space around seal...........................................................................13
   d. Incorrect usage..........................................................................................13
   e. Seal and backgrounds...............................................................................14

continued on next page
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>VI. Athletic logos</td>
<td>15</td>
</tr>
<tr>
<td>VII. Typography</td>
<td>16-17</td>
</tr>
<tr>
<td>a. Typographic rules</td>
<td>17</td>
</tr>
<tr>
<td>VIII. SFA color palette</td>
<td>18</td>
</tr>
<tr>
<td>a. Primary color</td>
<td>18</td>
</tr>
<tr>
<td>b. Secondary palette</td>
<td>18</td>
</tr>
<tr>
<td>c. Accent palette</td>
<td>18</td>
</tr>
<tr>
<td>IX. Photography and other imagery</td>
<td>19</td>
</tr>
<tr>
<td>a. Do's and don'ts</td>
<td>19</td>
</tr>
<tr>
<td>b. SFA photographer help</td>
<td>19</td>
</tr>
<tr>
<td>X. Production guide (printing)</td>
<td>20</td>
</tr>
<tr>
<td>a. Design process</td>
<td>20</td>
</tr>
<tr>
<td>b. Printing quality</td>
<td>20</td>
</tr>
<tr>
<td>c. Printing Services</td>
<td>20</td>
</tr>
<tr>
<td>XI. University stationery</td>
<td>21</td>
</tr>
<tr>
<td>XII. Incorrect usage of graphic elements</td>
<td>21</td>
</tr>
</tbody>
</table>
GRAPHIC DESIGN GUIDE

I. Introduction

An institution’s visual identity reflects on its character, strength and value. We wish to portray SFA accurately as a well-organized university with a strong, consistent identity. The following guidelines will help you apply visual elements to ensure a uniform message. Our guidelines include standards for all media, including publications, advertising, websites and other collateral materials – both on and off campus.

The standards in this manual will be revised periodically. If you have any questions about any material in the manual or something that has not been covered, please contact University Marketing Communications at (936)468-2605.
The SFA logo is the primary graphic component of our identity system.

Please use the logo carefully, as it reflects directly on the university.

Logos and wordmarks are available online (www.sfasu.edu/pubaffairs) or through University Marketing Communications.

**a. Colors**

The logo may be reproduced in four-color process or these colors:

1) **PRIMARY LOGO**  
   SFA purple  
   PMS 267  
2) All black - ONLY for black and white copies  
3) White (reversed out on a darker background)

**b. Size**

The height of the logo should not be less than one inch in any application, shown here in actual size. Should be significantly larger in regard to size of publication, poster, etc.
c. Clear space around logo

Whenever you use the SFA logo, it should be surrounded with a quarter-inch clear space to ensure its visibility and impact.

No graphic elements of any kind, including text, should invade this zone.

d. Logo and backgrounds

You may use different colored backgrounds (choose from university color palette discussed on page 17) or photographs as long as the logo is clearly distinguishable from the background.

Purple and black logo should ALWAYS include white outline around the outside of logo.

Distracting patterns or certain colors not usually associated with the university are not advisable.
SFA has three accepted word marks, shown here. They can be used either with or without the official SFA logo. It is not mandatory to include “Nacogdoches, Texas.”

Use each word mark correctly and consistently.

Do not alter or attempt to recreate it in any way.

a. Size
The height of word mark (1 - primary) and (2 - secondary) should not be less than three-quarters of an inch in any application. [Shown in actual size.]

Word mark (3) should not be less than four inches wide. Preferred use of this word mark is posters and other large-scale graphics. [Not shown in actual size.]

The word mark SHOULD BE NO less than 50 percent of the width of printed publication.

1) STEPHEN F. AUSTIN STATE UNIVERSITY
    NACOGDOCHES, TEXAS

2) STEPHEN F. AUSTIN STATE UNIVERSITY
    NACOGDOCHES, TEXAS

3) Secondary wordmark
    STEPHEN F. AUSTIN STATE UNIVERSITY

4
GRAPHIC DESIGN GUIDE

III. The SFA word mark

b. Colors

The word mark may be reproduced in four-color process or these colors:
1) SFA purple (PMS 267)
2) All black
3) White (reversed out on a darker background)
c. In conjunction with the logo

The word mark can be used with or without the university logo. Here are some examples of how the two can be paired.
III. The SFA word mark

d. Clear space around word mark

As with the SFA logo, the word mark should be surrounded with a quarter-inch clear space to ensure its visibility. No graphic elements of any kind should invade this zone.

If the word mark is being used in conjunction with the SFA logo, the logo may be placed within this clear space.

Do not alter or stretch the word mark.

e. Word mark and backgrounds

You may use different colored backgrounds (choose from university color palette discussed on page 18) or photographs, as long as the word mark is clearly distinguishable from the background.

Distracting patterns or colors not usually associated with the university are not advisable. The word mark may be reversed out in white, preferably on SFA purple (PMS 267).
To maintain brand consistency, position all SFA college names as shown with the SFA word mark or logo. The college or department name appears in title case Baskerville.

Your relevant college word mark is available from University Marketing Communications.

a. In conjunction with the wordmark

The relevant college name takes the place of “Nacogdoches” in the official word mark in title case Baskerville.

Longer names may be divided into two lines.

STEPHEN F. AUSTIN STATE UNIVERSITY
Richard and Lucille DeWitt School of Nursing

STEPHEN F. AUSTIN STATE UNIVERSITY
Student Organizations and Greek Life
Office of Student Affairs Programs
IV. College, department, slogans and taglines with SFA logo and word mark

b. In conjunction with the logo

Once combined with the SFA word mark, the college name can be placed with the SFA logo in various combinations.

c. Approval

Independent college or department logos must be approved by University Marketing Communications.
GRAPHIC DESIGN GUIDE

IV. College, department, slogans and taglines with SFA logo and word mark

d. Name and acronym

Use the university’s full name, Stephen F. Austin State University, in all communications and publications when referring to the university on first reference.

The acronym, SFA, may be used subsequently. Do not use SFASU.

Do not use acronyms to refer to the college, schools or department. On second reference, use the “college,” the “school” or other appropriate modifiers. If acronyms are used, always spell out the name on first reference.

e. Guidelines for school/department/unit graphics

University Marketing Communications is happy to work with colleges, schools, departments and other areas within the university to create or approve an attractive graphic for use on marketing communications materials. While logos or graphics may be developed for events or series of events, the development of a graphic to represent a college or school within the university is a special project that requires review by University Marketing Communications. (This policy does not apply to logos developed by student groups. As SFA-sponsored organizations that serve as voices for the student body, the Pine Log, KSAU and Chanel 2 are exempt from these logo guidelines.)

Requests for individual graphics must be reviewed and approved before finalization, and the new graphic must be implemented in accordance with established usage guidelines. In maintaining the strength and integrity of SFA’s institutional identity, anyone handling projects involving the school/ department graphic should be familiar with and adhere closely to these guidelines:

★ The individual school/college graphic may not be used on any official stationery materials, including letterheads, #9 or #10 (business size) envelopes and business cards.

★ The individual school/college graphic may be used on such materials as posters, fact sheets, oversized envelopes, brochures, note cards, tickets, mailers, banners, and specialty items like mugs and shirts. It may be used on websites.

★ Any letterhead-size (8-1/2 x 11” or 9 x 12”) sheet that utilizes the individual school/college graphic may not be initially printed with, or later imprinted with, detailed contact information that will for all practical purposes turn it into letterhead — address, phone, fax, e-mail and Web address. The sheet may, however, be printed or imprinted with a single contact item, such as a Web address or phone number.

★ The words “Stephen F. Austin State University” must appear on the same side of any page that includes the individual school/college graphic.

★ The SFA word mark and/or logo must appear on official SFA websites (each site with an address ending in sfasu.edu). The school/college graphic may appear on the same Web pages, but it may not be used in the banner.
It is important that the juxtaposition and size of the school/college graphic and the Stephen F. Austin State University signature/logo are never such that the university appears to be subordinate to or underneath the graphic. In other words, no one looking at a printed piece or Web page should come away with the misconception that the university is contained by, or is a part of, the school/department.

The graphic should not be altered in any way, including distorting the scale horizontally or vertically, rotating/cropping/screening it, color palette alterations, moving elements of it into different positions, placing it on a complicated background, containing it within another design, or any other means of alteration. Doing so will lessen the impact of your graphic’s meaning and could result in a negative or inappropriate representation of your school/college and the university. If such revisions are made to an approved logo, it must be re-submitted to University Marketing Communications for approval.

Careful collaboration with University Marketing Communications in the planning, development, crafting and use of a graphic will result in a graphic that will enable you to maintain the university’s identity standards while emphasizing the distinct qualities of your college or school.

If you have questions or concerns regarding your graphic, or if you need assistance with uses not addressed in this document, please do not hesitate to contact University Marketing Communications.

The use of any university logo will not be approved in publications that

- depict the use or endorsement of alcohol, tobacco products, illegal drugs, firearms or other weapons;
- include racist, sexist, hateful, demeaning or degrading language, illustrations or statements;
- depict profanity or sexual acts; that impugn other universities or educational institutions; or
- incorporate trademarks or copyrights not owned by the university, unless written permission for such use, satisfactory in form and substance to the university’s legal counsel, is obtained from the mark holder or copyright owner.

f. Publication design

A high degree of design consistency should be maintained in publications at the institution level and at the college, school and major unit level. The SFA logo and word mark should appear in the upper left corner or be centered at the top or bottom of publications at the college, school and major unit level; publications for specific events or for series of events may be exempted from this guideline.
Use of the university seal is limited to formal documents such as diplomas, communications from the Board of Regents and the Office of the President.

The seal should not be used in daily communications by the departments or programs. Instead, the university logo and word mark should be used. The seal may not be altered or recreated in any form.

a. Colors

The logo may be reproduced in four-color process or these colors:
1) SFA purple (PMS 267)
2) All black

The seal may not be reversed in white, or any other lighter color, on a dark background.
V. The official seal

b. Size

The width of the seal should not be less than 1.5 inches in any application, shown here in actual size.

c. Clear space around seal

Similar to the SFA logo, the seal should be surrounded with at least a quarter-inch clear space to ensure its visibility.

No graphic elements of any kind should invade this zone.

d. Incorrect usage

Do not modify the seal.
e. Seal and backgrounds

You may use different colored backgrounds (choose from university color palette discussed on page 19) or photographs as long as the logo is clearly distinguishable from the background.

Distracting patterns or certain colors not usually associated with the university are not advisable.
VI. Athletic logos

The official name of all teams that represent SFA are the Lumberjacks, Ladyjacks and/or Jacks for short (Axe 'em, Jacks!).

The official mascot of SFA is the Lumberjack. Athletic logos are licensed and trademarked.

Contact SFA Athletics media relations for more information at (936)468-4334.
Communications that consistently use one or two families of typography establish a cohesive look.

The Frutiger and Baskerville type families have been chosen as the official university typefaces for their readability and flexibility.

Baskerville, a serif type, is more readable and is best for body copy. Frutiger, a sans serif type, is more legible and is best used for headlines.

Users are encouraged to buy Frutiger and Baskerville to avoid legal or infringement ramifications.

For display items such as the masthead for a newsletter or heading for a poster, the choice of typography is not limited to the university type families.

Never use these fonts, including Baskerville, to recreate the university word mark.

**Baskerville Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**Baskerville Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**Baskerville Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

(Do not use Baskerville Old Face)

**Frutiger Roman**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**Frutiger Italic**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**Frutiger Black**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
a. Typographic rules

One space between sentences
Use only one space after periods, colons, exclamation points, question marks – any punctuation that separates two sentences.

Dashes
Never use two hyphens instead of a dash. Use hyphens, en dashes, and em dashes appropriately.
Hyphen: -  En dash: –  Em dash: —

Underlining
Don’t underline. See the SFA Publications Style Guide for more information about quotation marks.

Capitals
Very rarely (especially for serif type) use all capital letters. Text set in all caps is much harder to read.

Paragraphs
Either indent the first line of paragraphs or add extra space between them – not both.

Widows and orphans
Never leave widows and orphans bereft on the page.
Widow: when a paragraph ends and leaves one word on the last line.
Orphan: when the last line of a paragraph won’t fit at the bottom of a column and must end itself at the top of the next column.

Hyphenations and line breaks
a) Avoid more than two hyphenations in a row.
b) Avoid too many hyphenations in any paragraph.
c) Avoid awkward hyphenations.
d) Never hyphenate a heading.

Leading or linespacing
Keep the linespacing consistent.

Justified text
Justify text only if the line is long enough to prevent awkward and inconsistent word spacing. Smaller text works better justified than large text.

Stretching/compressing text
Do not change the shape of your original text by stretching or compressing copy.

Strokes on text
Be careful outlining text with a stroke as it can negatively affect readability. Use the bold version of a font rather than outlining. Only apply strokes to bold, sans serif type.
VIII. SFA color palette

a. Primary color

SFA’s primary color is PMS 267. Purple should be used as the main color. (PMS stands for Pantone Matching System and is the universal color system used by all printing companies.)

b. Secondary palette

While it is important to feature the primary color of SFA, a secondary color palette can be used to complement and expand on designs. If a publication, however, is important for branding needs, it is necessary to show the primary color more prominently.

b. Accent palette

The accent palette should not be used without the primary and secondary palettes present. The colors listed should not be the dominant color of any university marketing publication.
a. Do’s and don’ts

When using imagery (photographs, vector illustrations, etc.) it’s important to keep the following standards in mind:

1) For printed documents, make sure images are at 300dpi.
2) For Web documents, make sure images are at 72dpi.
3) Do not stretch images in layouts; keep proportions correct.
4) Use quality, professionally shot images (with good lighting and composition).

b. SFA photography help

University Marketing Communications offers professional photography services to all university departments.

Contact details:
936.468.2257
hmeredith@sfasu.edu
a. Design process

Communicate your attention-grabbing message clearly and creatively in a style that is unique and consistent with university standards. The graphic artist in University Marketing Communications provides professional, award-winning graphic design services at no cost to university departments for brochures, advertisements, posters and other marketing materials.

Tell us the goals for your project and who your audience is, and we will find ways to communicate your message in the best and most visually appealing fashion. In addition to copywriting and proofreading, we can also help you find the most cost-effective printing available from SFA Printing Services and/or off-campus vendors.

Here are the basic steps in the design process:

**Step 1:** Establish the goals of your organization. Your communication project should be directly related to your overall goals and vision for your organization.

**Step 2:** Define the project in terms of its goals and your target audience. What is the message you want to deliver?

**Step 3:** Analyze data to create a strategy. Review available information to determine the best way to communicate with your audience.

**Step 4:** Establish a budget and schedule. Set up a realistic timeline, due date and anticipated costs for materials.

**Step 5:** Begin design development to fit your strategy. Write text and create artwork.

**Step 6:** Finalize design development by reviewing and proofing product.

**Step 7:** Deliver final artwork to printer. A “press check” may be required to ensure color accuracy.

**Step 8:** Monitor contact with your target audience to measure the effectiveness of your project.

To receive publication design assistance from University Marketing Communications, call (936)468-2605. We are happy to help compile and proof the information for your publication. Once all the information and artwork is compiled, our graphic artist will begin the design work on your piece. We cannot begin work on incomplete projects. Design work begins when all material has been submitted.

b. Printing quality

Even a well-designed publication needs to be produced correctly to maintain the professional standards of the university. Printing from a normal desktop printer or office copier will never produce quality pieces. It is required that important publications be printed professionally on high-quality paper using appropriate equipment.

c. Printing Services

All letterhead, envelopes and business cards should be printed by SFA’s Printing Services, the professional printing facility on the ground floor of the Rusk Building. As stated in SFA Policy F-23, Printing Services provides photocopying, off-set printing, typesetting and finishing services to all university departments, offices and organizations. Contact them at (936) 468-1796 or (936) 468-2305.
XI. University stationery (letterheads, business cards and envelopes)
Printing Services produces the official university stationery with the correct copy and layout design. Do not create university stationery without consulting either Printing Services or University Marketing Communications. Do not print stationery on low-grade paper or with normal desktop printers or office copiers.

XII. Incorrect usage of graphic elements
Do not modify the logo or wordmark. A few examples are below.

- STEPHEN F. AUSTIN STATE UNIVERSITY
  NACOGDOCHES, TEXAS

- STEPHEN F. AUSTIN STATE UNIVERSITY
  NACOGDOCHES, TEXAS

- STEPHEN F. AUSTIN STATE UNIVERSITY
  NACOGDOCHES, TEXAS

- STEPHEN F. AUSTIN STATE UNIVERSITY
  NACOGDOCHES, TEXAS
I. Purpose and scope............................................................................................................................24

II. The SFA website...........................................................................................................................24
a. Purpose.....................................................................................................................................24
b. Target audiences.......................................................................................................................24
c. Responsibility............................................................................................................................24

III. SFA homepage............................................................................................................................25

IV. SFA Web page classifications......................................................................................................25
a. Class I.......................................................................................................................................25
b. Class II......................................................................................................................................25
c. Class III....................................................................................................................................25

V. SFA Web page requirements.........................................................................................................26
a. Template for Class II websites.................................................................................................26

VI. Overall best practices...............................................................................................................27
a. Website structure and organization............................................................................................27
b. Navigation and links....................................................................................................................27
c. Textual information....................................................................................................................28
d. Graphics.....................................................................................................................................29
e. Page titles...................................................................................................................................29
WEB DESIGN GUIDE

I. Purpose and scope

This document is intended to provide a general overview of the official, public-facing university website of Stephen F. Austin State University (the SFA website).

This document will provide guidelines and best practices that are intended to maintain consistency in the visual appearance, organization and formatting of the information found on the SFA website.

II. The SFA website

a. Purpose of the SFA website

The SFA website is a publication of Stephen F. Austin State University. Its primary goal is to provide information in a clear and consistent manner to prospective students and their parents so that they can make informed choices regarding their higher-education pursuits. To achieve this goal:

1) Textual content must be carefully edited and tailored for web publication.
2) Images must be relevant to the textual content of the page on which they appear.
3) Navigation items and in-content links must be labeled using unambiguous terms that are understood by the audience.
4) Information must be kept factually accurate while casting a positive light on the university.

It is important to recognize that it is impossible for the SFA website, or any website, to be all things to all people. Internally focused information should be located where only the proper audience can access it. Inter-office networked file systems and mySFA can be used for these purposes.

b. Target audiences

The SFA website serves as its most prominent face to prospective students, their parents and many public audiences. The target audiences of the website are:

1) Prospective students and their parents       6) News media
2) Alumni                                     7) Legislative officials
3) General public                             8) Influencers (parents, school counselors, etc.)
4) Current students                           9) Donors and friends of the university
5) Faculty/staff

c. Responsibility

University Marketing Communications has primary responsibility for the overall design, development and management of the SFA website. Individual departments/offices are charged with maintaining their respective websites.
WEB DESIGN GUIDE

III. SFA homepage

The SFA homepage provides access to primary entry points to the main website and lists current university news and events. Items appearing on the homepage should be intended primarily for external audiences. The goals of the SFA homepage are:

1) Branding
2) Marketing
3) Communication
4) Navigation

A website homepage can be thought of as a storefront. It should:

1) tell users where they are – the homepage should make clear the name of the organization and the nature of its business.
2) encourage them to come in and look around – give them a taste (but just a taste) of what you have to offer, so they want to learn more.
3) provide clear directions to the entrance – show them how to enter and navigate your space.

IV. SFA Web page classifications

For clarification, the SFA website will be divided into three separate classifications.

a. Class I

Class I pages are pages that represent the university as a whole rather than a particular unit, department or college. These pages are developed and maintained by University Marketing Communications. The SFA homepage and pages linked in the global navigation (Become a Student, Faculty & Staff, A-Z List, etc.) are examples of Class I pages.

b. Class II

Class II pages represent individual colleges, departments, offices or other units. All aspects of these pages, including accuracy and timeliness of content, accessibility standards compliance and adherence to Class II page guidelines, are the responsibility of the corresponding unit.

c. Class III

Web-based resources that are intended for internally focused audiences such as mySFA, myCourses, Banner, etc. and other sites that require a username/password for access are Class III pages. /Faculty member pages. student organization websites and class project/assignment pages are also Class III pages.
WEB DESIGN GUIDE

V. SFA Web page requirements

a. Template for Class II websites

All Class II pages must use a specific template created by University Marketing Communications. This template is intended to provide a degree of consistency across the SFA website. The template includes the official SFA logo and wordmark, links to specific Class I pages, SFA website search mechanism, space for the name of the unit that the website represents and unit website navigation on the left side of the template.

Removing or obscuring any elements of the template, changing the defined fonts, and modifying colors is prohibited. The template and usage documentation can be found at the Web Development Office’s website [http://www.sfasu.edu/web-dev/].
VI. Overall best practices

a. Website structure and organization

Thorough attention must be given to planning the structure and organization of a website. Information must be grouped in broad categories based on what a user would logically want, even if that means grouping functions from different departments/offices together.

It is tempting to organize websites based on internal university structure rather than the needs of users. This results in the “silo effect” and makes the finding of information more difficult for the user.

b. Navigation and links

Use clear and relevant terms that users understand when creating navigation elements. Users scan for links when viewing Web pages to find information they are seeking.

Use words that most accurately describe the destination of the link when creating body copy links. Avoid using “click here” for identifying links.

For example, it is preferable to use:

View the spring 2015 class schedule

Rather than:

To view the spring 2015 class schedule, click here
c. Textual information

Writing for the Web
Web users scan for keywords that identify the information they are seeking. Facilitate this scanning with headers, bullet points and lists to make it easier for users to find the information they need. Omit non-essential words, and use language that is as clear and simple as possible.
Always keep the mission of the website in the front of your mind when writing content. If is not relevant to the target audience, it should be omitted.

Headings
Pages should be broken into sections using heading tags (<h1>…<h6>). This will increase the effectiveness of the SFA website search mechanism and aid users with screen readers in the interpretation of the page.

Link, don’t duplicate
One of the fundamental principles upon which the World Wide Web is based is the idea that information can, and should be, created once and referenced as needed. Rather than duplicating information found online, simply provide a link to that information whenever possible. This way, as content is updated, the number of corrections needed is kept to a minimum.

Acronyms
Use the university’s full name, Stephen F. Austin State University, when referring to the university on first reference. The acronym, SFA, may be used subsequently. Do not use SFASU.
Do not use acronyms to refer to the colleges, schools or departments. On second reference, use “the college” or other appropriate modifiers.
If acronyms are to be used in a Web page, always explain what the acronym stands for when first using it on a page.
d. Graphics

Images should only be used if they add interest to the page on which they are placed. Additionally, they should be relevant to SFA and the text and purpose of the page. All images files should be optimized for display on the Web.

e. Page titles

Although often overlooked, page titles are vitally important to the usability and navigation of a website. Page titles normally appear at the top of a browser window as well as on browser tabs.

*Figure 1 - the text “Stephen F. Austin State University” has been set as the page title*

The page title is also what appears in the user’s bookmarks or favorites when they bookmark a page. Search engines often utilize page titles when ranking search results as well.

Remember to use short but descriptive terms when coming up with page titles; avoid using terms like “home” or “welcome.”

Page coding

All pages should be coded to adhere to standards established by the W3C. Content should be created using a valid doctype and validated using the W3C’s online validation tool. Cascading Style Sheets (CSS) should be used to control the layout and formatting of pages rather than tables.

The preferred format for a page title is:

Page Name | Department Name | SFASU

For example:

Courses | Physics & Astronomy | SFASU

*Figure 1*
Writing Guide
abbreviations
Do not use abbreviations, except in special publications and sports schedules that call for abbreviated months/dates. See months, state abbreviations and addresses for exceptions.

academic degrees
Lowercase and use an apostrophe in nonspecific uses: He has a bachelor’s degree in journalism, or She has a master’s degree. But: He has a Bachelor of Arts in journalism. Lowercase doctor’s, doctorate, and doctoral. SFA has awarded 1,182 bachelor’s, 678 master’s, and 76 doctoral degrees.
There is no comma in associate degree. She has an associate degree in art.

academic majors
Lowercase academic majors except proper nouns: history, English.

academic titles
See titles.

acknowledgment

acronyms
Avoid them. A few universally recognized abbreviations are necessary in some circumstances.
Commonly used acronyms: CEO, SFA, FBI, CIA, ABC, CBS, NBC, FOX. Do not follow an organization’s full name with an abbreviation or acronym in parentheses or set off by dashes. If an abbreviation or acronym would not be clear on second reference without this arrangement, DO NOT USE IT.

addresses
Keep address style consistent with postal regulations.
Office of University Marketing Communications
P.O. Box 6100, SFA Station
Nacogdoches, TX 75275-0174
For street addresses that include a number, use appropriate street abbreviations: Ave., Blvd., St.
Alley, drive, road, terrace and other similar synonyms are not abbreviated. On formal invitations, street addresses may be spelled out if space allows.
If indicia is used, Stephen F. Austin State University must go on top line in all return addresses.

adviser
Not advisor or advisors.
**affect vs. effect**

Affect, as a verb, means to influence: *The final exam will affect his final grade.*

Effect, as a noun, means result: *The effect of the Hopwood decision on minority enrollment is substantial.*

Effect, as a verb, means to cause or bring about: *The new athletics director will effect many positive changes in the department.*

**afterward**

Not *afterwards.*

**ages**

Always use figures. When the context does not require year or years old, the figure is presumed to be years.

Ages expressed as adjectives before a noun or as substitutes for a noun use hyphens.

Examples: *A 5-year-old boy; The boy is 5 years old. The boy, 7, has a sister, 10. The woman, 26, has a daughter 2 months old. The law is 8 years old. The race is for 3-year-olds. The woman is in her 30s (no apostrophe).*

**all right**

Two words.

**alma mater**

**alumni**

*Alumni* is used for both male and female (plural) graduates. *Alumnus* is used for a single male graduate, *alumna* is used for a single female graduate, and *alumnae* is used for plural female graduates.

**a.m., p.m.**

Lowercase, with periods. Avoid redundant usage: *8 a.m. this morning.* See also TDP.

**among, between**

Use *between* when introducing two items and *among* when introducing more than two. *It’s between you and me,* but *The vote was divided among several candidates.*

However, *between* is the correct word when expressing the relationship of three or more items considered one pair at a time. *Negotiations on a debate format are under way between the network and the Ford, Carter, and McCarthy committees.*

**ampersand**

In general, not a substitute for the word *and.* Always spell out in narrative copy. Use only when part of a formal name., *AT&T.*
any more

Opinion concerning “anymore” vs “any more” divides roughly into three camps:
(1) There is no such word as “anymore”. It is simply a misspelling.
(2) “Anymore” and “any more” are two ways of spelling the same thing, and the two have the same meaning.
(3) There is a useful difference in meaning between the two.

Newspapers across the United States use “anymore” on a regular basis. About the first two camps, little more needs to be said. Either statement stands on its own and needs no elaboration. The difference in meaning considered useful by the third camp is that “anymore” is an adverb meaning “nowadays” or “any longer”, while “any more” can be either adverb plus adjective, as in “I don’t want any more pie”, or adjective plus noun, as in “I don’t want any more.” The difference between the two meanings is illustrated in the sentence: “I don’t buy books anymore because I don’t need any more books.”

The distinction of “any more” and “anymore” seems to be recognized by many, but not all, U.S. users and dictionaries.

The adverb “anymore” is standard American English when it is used in a negative sense, as in “I don’t do that anymore.” It is a regional or dialectal usage, mostly restricted to spoken English, when it is used in a positive sense, meaning “nowadays”, as in “Anymore I do that” or “I do that anymore.”

apposition

If clause is restrictive, meaning that it is necessary to understand the meaning of the sentence, then commas are omitted. Computer scientist Margaret Dunham wants to know how an individual can effectively use a laptop to retrieve data. Put commas around an identification (appositive) that follows a name: R. Gerald Turner, president of the University, spoke to the group of underclassmen; or His wife, Gail, had lunch with an alumni group. But John and his daughter Christine went to the mall together; restrictive clause because John has more than one daughter.

apostrophe

For the many, varied uses of the apostrophe, see the comprehensive entry within the punctuation section in The AP Stylebook.

Aramark

Do not use all caps.

assure

See the ensure, insure entry.

athletics

Write the Department of Athletics at SFA; however, the director of athletics.

Axe 'em, Jacks!
baccalaureate

barbecue
Not barbeque, Bar-B-Q, B-B-Q or any other concoction.

baseball terminology
Left hander or right hander; shutout (n.) or shut out (v.)

because, since
Use because to denote a specific cause-effect relationship: Because he was 12 years old, he got in at children’s prices. Since is acceptable in a causal sense when the first event in a sequence led logically to the second but was not its direct cause. Since 1923, students have attended SFA.

bi-
The rules in prefixes apply, but in general, no hyphen. Some examples: bifocal, bilateral, bipartisan, bilingual, bimonthly, biweekly, biannual. (See entry in AP Stylebook.)

biannual, biennial
Biannual means twice a year, synonymous with semiannual. Biennial means every two years.

Bible
Capitalize, without quotation marks when referring to the Scriptures in the Old Testament or the New Testament. Also capitalize related terms, such as the Gospels, Gospel of St. Mark, the Scriptures, the Holy Scriptures. However, lowercase biblical in all uses. Also, lowercase bible as a nonreligious term: The SFA Stylebook is my bible. Do not abbreviate individual books of the Bible.

bimonthly
Every other month. Semimonthly means twice a month.

biweekly
Every other week. Semiweekly means twice a week.

Board of Regents
References to SFA’s Board of Regents are in upper case: He is on the Board of Regents or She is a member of SFA’s Board of Regents. Lowercase board in subsequent references.

book titles
See Composition Titles (AP Stylebook)
**brunet, brunette**

Use *brunet* as a noun for males, and as the adjective for both sexes. Use *brunette* as a noun for females.

**buildings**

The proper names of buildings and venues on the SFA campus are listed below.

- Agriculture Building
- Agriculture Greenhouse
- Agriculture Mechanics Shop
- Art Building Art Studio
- Austin Building
- Biology Greenhouse
- Birdwell Building
- Boynton Building
- Broiler Research Center
- Chemistry Building
- Cole Concert Hall
- The Cole Art Center @ The Old Opera House
- Columbia Regional Geospatial Service Center
- Dugas Liberal Arts North
- Early Childhood Laboratory
- Early Childhood Research and Center
- East College Cafeteria
- Equine Center
- Ferguson Building
- Field House
- Forestry Greenhouse
- Forestry Laboratories
- Forestry Weather Station
- Garner Apartments
- Garner Track
- Gibbs Hall
- Griffith Fine Arts Building
- Griffith Gallery
- Griffith Hall
- Grounds and Transportation
- Hall 14
- Hall 16
- Hall 20
- Homer Bryce Stadium
- Housing Maintenance
- Human Sciences Building
- Human Sciences South
- Human Services Building
- Ina Brundrett Conservation Education Building
Kennedy Auditorium
Kerr Hall
Lumberjack Lodge
Lumberjack Village
McGee Business Building
McKibben Education Building
Miller Science Building
Mize Azalea Garden
Murphy Wellness Center
North Hall
Norton H.P.E. Complex
Nursing and Math Building
Nursing Annex
Parking Garage 2
Parking Garage 3
Pearman Alumni Office
Physical Plant
Piney Woods Conservation Center
Piney Woods Area Health Education Center
Pineywoods Native Plant Center
Poultry Research Center
President’s Residence
Pressbox
Purchasing/Central Stores
Rusk Building
Safety Office
Science Research Center
SFA Mast Arboretum
SFA Charter School
SFA Theater
Shelton Gym
Social Work Building
South Hall
Steen Hall
Steen Library
Stone Fort Museum
Baker Pattillo Student Center
Student Center Parking Garage
Student Recreation Center
Student Technical Support Shack
Temple Forestry Building
Tennis Courts
Todd Agricultural Research Center
Todd Hall
Track and Field Area
Tucker Health Services Building
Tucker House
W.M. Turner Auditorium
University Police Department
University Woods Apartments
Visitor Information Center
William R. Johnson Coliseum
Wisely Hall
Wright Music Building

CD-ROM
Abbreviation for compact disk - *read only memory*. Suitable for all references. See **ROM**.

call letters (radio and television)
Use all caps. Use hyphens to separate the type of station from the basic call letters: **WKRP-AM, KPLX-FM, WFAA-TV, KERA-Channel 13**.

campaign
Uppercase only when referring to an SFA capital campaign.

campuswide

cancel, cancelable, canceled, canceling, cancellation

capital vs. capitol
*Capital* is the city where a seat of government is located. Do not capitalize: **Austin is the state capital**.
When used in a financial sense, *capital* describes money, equipment, or property used in a business by a person or corporation.
*Capitol* describes the actual building where a seat of government is located. Capitalize **U.S. Capitol** and **the Capitol** when referring to the building in Washington: *The meeting was held on Capitol Hill in the west wing of the Capitol.* Do not write the Capitol Building; that is redundant.
Follow the same practice when referring to state capitols: **Texas pink granite was used in the construction of the Capitol of Texas. The State Capitol is on Congress Avenue.**

capitalization
Official names are capitalized; unofficial, informal, shortened or generic names are not. Avoid using ALL CAPS in headlines or text. *The Nelson Rusche College of Business, the business college; the College of Education, the education college.*
centers and institutes
Spell out and capitalize formal name on first reference. In general, lowercase.

century
Lowercase, spelling out numbers less than 10: the first century, the 21st century. For proper names, follow the organization’s practice: 20th Century Fox, Twentieth Century Fund. Hyphenate when used as an adjective; 18th-century literature.

chair
According to SFA guidelines on the use of nonsexist language, use chair – not chairman or chairwoman for SFA board members and department heads. Follow the corporation’s nomenclature for positions outside of SFA; W.R. Howell, retired chairman, J.C. Penney Co. Inc.

church
Capitalize as part of the formal name of a building, a congregation, or a denomination, but lowercase in other uses: Highland Park United Methodist Church and the Roman Catholic Church, but a Methodist church, a Baptist church.

cities
The following cities can stand alone without a state reference.
Atlanta    Baltimore
Boston     Chicago
Cincinnati Cleveland
Dallas     Denver
Detroit    Honolulu
Houston   Indianapolis
Las Vegas Los Angeles
Miami      Milwaukee
Oklahoma City Philadelphia
Phoenix    Pittsburgh
St. Louis  Salt Lake City
San Diego San Francisco
Seattle    Washington

city
Lowercase “city of” phrases: the city of Nacogdoches. Also lowercase “county of” and “state of” phrases: the state of Texas.

co-
Retain the hyphen when forming nouns, adjectives, and verbs that indicate occupation or status: co-author, co-chair, co-defendant, co-host, co-owner, co-pilot, co-signer, co-star, co-worker, co-sponsor, co-chair, and co-op.
Do not use a hyphen in other combinations: coed, coeducation, coequal, coexist, cooperate, cooperative, and coordinate.
collective nouns
Nouns that denote a unit take singular verbs and pronouns: class, committee, crowd, faculty, family, group, herd, jury, orchestra, and team. For example: The committee is meeting to set its agenda. The faculty at SFA is one of the best in the nation. The jury has reached its verdict. A herd of cattle was taken to market. Central University Libraries seeks funds to expand its collection.

colleges
The names of the six colleges at SFA are: Nelson Rusche College of Business, James I. Perkins College of Education, College of Fine Arts, Arthur Temple College of Forestry and Agriculture, College of Liberal and Applied Arts, and College of Sciences and Mathematics. On second reference: the Perkins College of Education or the education college; the Rusche College of Business or the business college.
When listing the academic areas within a college, name any schools first: the School of Human Sciences and the departments of elementary education; human services; kinesiology and health science; and secondary education and educational leadership.

colons
See entry in the punctuation section in The AP Stylebook.

commas
Use commas to separate elements in a series, but do not put a comma before the conjunction in a simple series: The flag is red, white and blue. He would nominate Tom, Dick or Harry.
However, put a comma before the concluding conjunction in a series if an integral element of the series requires a conjunction. I had orange juice, toast, and ham and eggs for breakfast.
A comma is used before the concluding conjunction in a complex series of phrases: The main points to consider are whether the athletes are skillful enough to compete, whether they have the stamina to endure the training, and whether they have the appropriate mental attitude.

company names
Do not abbreviate except in special publications or when the company name is abbreviated in its own title: Texas Instruments Inc., Trammell Crow Company, IBM Corporation. Do not punctuate with a comma before Inc. SFA board member Kenneth James is chairman of Latrelle Group Inc.

complement vs. compliment
Complement is a noun and a verb denoting completeness or the process of supplementing something: The ship has a complement of 444 sailors and 44 officers, or The tie complements the suit.
Compliment is a noun or verb that denotes praise or the expression of courtesy: The captain complimented the sailors on their fine work, or She was flattered by the compliments on her new outfit.

complementary vs. complimentary
The husband and wife have complementary careers, but They received complimentary tickets to the baseball game.
**compose, comprise**  
*Compose* means to create or put together. It commonly is used in both the active and passive voices: *He composed a song. The United States is composed of 50 states. The zoo is composed of many animals.*  
*Comprise* means to contain, to include all or embrace. It is best used only in the active voice, followed by a direct object: *The United States comprises 50 states. The jury comprises five men and seven women. The zoo comprises many animals.* In general, the whole comprises the parts. When the sentence starts with the larger item, use *comprise*. Never use: *...is comprised of...*

**composition titles**  
Apply the guidelines listed here to titles of books, movies, operas, plays, poems, songs, and television programs, as well as lectures, speeches, and works of art. The guidelines, followed by a block of examples:  
- Do not use quotes or italics for magazine or newspaper titles that appear in press releases. When writing text for brochures, advertisements, magazines, etc., it is acceptable to italicize magazine or newspaper titles; however, italics should not be used for the titles of other compositions.  
- Capitalize the principal words, including prepositions and conjunctions of four or more letters.  
- Capitalize an article – *the, a, an* – or words of fewer than four letters if it is the first or last word in a title.  

**congress, congressional**  
Capitalize *U.S. Congress* when referring to the U.S. Senate and the U.S. House of Representatives. Although *Congress* sometimes is used as a substitute for the House, it properly is reserved for reference to both the Senate and House.  
Also capitalize *Congress* if referring to a foreign body that uses the term, or its equivalent in a foreign language, as part of its formal name: *The Argentine Congress, the Congress.*  
Lowercase *congressional* unless it’s part of a proper name: *congressional salaries, the Congressional Quarterly, the Congressional Record.*

**connote vs. denote**  
*Connote* means to suggest or imply something beyond the explicit meaning: *To some people, the word marriage connotes too much restriction.*  
*Denote* means to be explicit about the meaning: *The word demolish denotes destruction.*

**continual vs. continuous**  
*Continual* means a steady repetition, over and over again: *The merger has been a source of continual litigation.*  
*Continuous* means uninterrupted, steady, unbroken: *All she saw ahead of her was a continuous stretch of road.*
council, counsel, counselor
A council is a deliberative body, and council members are those who belong to them. To counsel is to advise, hence a counselor is one who advises, such as a guidance counselor, or an admission counselor, counselor-at-law.

couple of
The of is necessary; never use a couple tomatoes or a similar phrase. The phrase takes a plural verb in constructions such as: A couple of apples were eaten.

course numbers
Use Arabic numerals and capitalize the subject when used with a numeral: Philosophy 209. Capitalize but do not use italics or quotation marks.

course load
Two words.

coursework
One word.

court names
Capitalize the full proper names of courts at all levels. Retain capitalization if U.S. or a state name is dropped: the U.S. Supreme Court, the Supreme Court, the State Superior Court, the Superior Court.
For courts identified by a numeral: 2nd District Court, 5th U.S. Circuit Court of Appeals.

courtesy titles
In general, do not use the courtesy titles Miss, Mr., Mrs., or Ms. on first and last names of the person: Joe Jones, Emily Smith. Exceptions on second reference when dictated by culture. Exceptions are made on second reference in development publications, such as the Campaign Newsletter.

curriculum, curricula
Curriculum is the singular form, while curricula is the plural form.

data
A plural noun, it usually takes plural verbs and pronouns: These data are inconclusive. Singular is datum.

database
One word.
dates
Use Arabic figures, without st, nd, rd, or th. For example: Their anniversary is March 20.
When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct.,
Nov., and Dec. Spell out when using alone, or with a year alone, or when the month is the
first word of the sentence.
When a phrase lists only a month and a year, do not separate the year with commas.
When a phrase refers to a month, day, and year, however, set off the year with commas:
January 1972 was a cold month. January 2 was the coldest day of the month. He was born March 3,
1944, in Michigan. He was born Jan. 3, 1994, in Texas.
Do not use “on” before dates: The bust was dedicated Sept. 11, not The bust was dedicated on
Sept. 11.

dean
See Academic Titles.

Dean’s List
Capitalize in all uses: He is on the Dean’s List. She is a Dean’s List student.

department
Capitalize when referring to a specific academic department, no matter the order of
the sentence: the Department of Communication. However, lowercase when using a
form other than the proper name or when plural. The Anthropology and Biological Sciences
departments are sponsoring a forum this afternoon. The chair of the communication department will
attend.

director
Director of, not “for,” Sam Smith is director of the Baker Pattillo Student Center.

dimensions
Use figures and spell out inches, feet, yards, etc., to indicate depth, height, length, and
width. Hyphenate adjectival forms before nouns. For example: He is 5 feet 10 inches tall,
the 5-foot-10-inch man, the 6-foot man, the basketball team signed a 7-footer.
And, The car is 16 feet long, 6 feet wide, and 5 feet high. The rug is 9 feet by 12 feet, the
9-by-12 rug. The storm left 9 inches of snow.

directions and regions
In general, lowercase north, south, east, west, northeast, northern, etc., when they
indicate compass direction. However, capitalize when they designate regions: He drove
north toward home. He lives in the North; or A storm system that developed in the
Midwest is spreading eastward. It will bring showers to the East Coast by morning and
to the entire Northeast by late in the day. She was born in the East End of London.
Capitalize when used to denote widely known sections: West Texas, Northern and
Southern California, South Florida, the South Side of Chicago, the Lower East Side of
New York, Far North Dallas, Northern New Mexico. If in doubt, lowercase.
With names of nations, lowercase unless they are part of a proper name or are used
to designate a politically divided nation: northern France, eastern Canada, the western United States, but Northern Ireland, South Korea, South Africa, Southwestern America offers a splendid laboratory for Interdisciplinary Studies.

discreet vs. discrete
Discreet means prudent, circumspect: “I’m afraid I was not very discreet,” she wrote.
Discrete means detached, separate: There are four discrete sounds produced by a quadraphonic system.

disinterested vs. uninterested
Disinterested means impartial, which is usually the better word to convey the thought: A disinterested observer is a fair judge.
Uninterested means that someone lacks interest: He was uninterested in the story she told.

Dr Pepper Co.
Do not use period after Dr in Dr Pepper.

dorm, dormitory, dorms, dormitories
Do not use. Use residence hall(s) instead.

e.g.
“For example” should be used instead, except with certain technical or legal references.

editor in chief
No hyphens.

effect
See the affect vs. effect entry.

either
Use it to mean one or the other, not both.
Right: She said to use either door.
Wrong: There were lions on either side of the door.
Right: There were lions on each side of the door. There were lions on both sides of the door.

either . . . or, neither . . .
The nouns that follow these words do not constitute a compound subject; they are alternate subjects and require a verb that agrees with the nearer subject: Neither they nor he is going. Neither he nor they are going.
ellipses
See entry in the **punctuation** section in *The AP Stylebook*.

e-mail
Use in all instances for *electronic mail*.

emeritus/emerita
This word often is added to formal titles to denote that individuals who have retired retain their rank or title. When used, place emeritus (after the formal title, in keeping with the general practice of academic institutions: Bob R. Leonard, professor emeritus; Professor Emerita Beverly Carl.

em and en dash
Use an *em dash* for explanatory breaks in thought, *Gould’s lifework focuses on the concept of punctuated equilibrium – the idea that evolution is not a gradual process.* The *em dash* (—), also known as the em rule, indicates a sudden break in thought — a parenthetical statement like this one — or an open range (such as “John Doe, 1987 —”).
The *en dash* (–), also known as the en rule, is one *en* in width: half the width of an *em* dash. The *en dash* is used to indicate a closed range, or a connection between two things of almost any kind: numbers, people, places, etc. Use an en dash for continuous numbers, 1974–1982.
When you type a space and one or two hyphens between text, Microsoft Word automatically inserts an *en dash* (–). If you type two hyphens and do not include a space before the hyphens, then an *em dash* (—) is created.

endowed chairs
Capitalize the formal name of the chair after the name of the professor: *Jack Ryan, Shuler-Foscue Professor of Geological Sciences, is working on research for the Defense Department.* Or, *McElvaney Professor of Political Science Steven Evans is chair of the department.*

enroll, register
*enroll* is the preferred word

ensure, insure, assure
Use *ensure* to mean guarantee: *Steps were taken to ensure accuracy.*
Use *insure* for references to insurance: *The policy insures his life.*
*Assure* means to make a person sure of something, or to convince: “*I assure you, this team has been playing with a lot of emotion,*” he told the reporters.

essential clauses, nonessential clauses
Both types of clauses provide additional information about a word or phrase in a sentence. The difference between them is that the *essential clause* cannot be eliminated without changing the meaning of the sentence – it so *restricts* the meaning of the word or phrase that its absence would lead to a substantially different interpretation of what the author meant. An essential clause does not require a comma.
The *nonessential clause*, however, can be eliminated without altering the basic meaning of the sentence – it does not *restrict* the meaning so significantly that its absence would radically alter the author’s thoughts. A nonessential clause requires a comma.

Refer to *The AP Stylebook* for a complete reference on this subject, including guidelines for punctuation.

In particular, this entry applies to “*that*” and “*which.*” See the “*that, which*” entry.

etc.

Try to avoid in body copy. Instead of: *Be sure to bring your tent, sleeping bag, etc., on the camping trip,* say: *Bring items such as your tent, sleeping bag and backpack on the camping trip.*

**ethnic groups**

See the *minorities* entry.

every day (adv.), everyday (adj.)

*He goes to class every day. He wears his everyday cap.*

every one, everyone

Two words when it means each individual item, one word when used as a pronoun meaning all persons.

ext.

Use ext. for extension when used with phone numbers. *For more information, call the Office of University Marketing Communications at (936) 468-2605, ext. 000.*

**extracurricular**

One word.

►F

**faculty**

A singular noun, which takes a singular verb when referring to the entire faculty.

Examples: *The faculty is meeting here.*

In cases when faculty members are acting as individuals and not as a group, treat as plural. *The faculty were in disagreement.*

**faculty titles**

See *titles* entry.

**farther vs. further**

*Farther* refers to physical distance: *He walked farther into the woods.*

*Further* refers to an extension of time or degree: *She will look further into the mystery.*
fax
As an adjective, noun, and verb.

federal
Capitalize only for corporate or governmental bodies that use the word as part of their formal names: *Federal Express, the Federal Trade Commission.*
Lowercase when used as an adjective to distinguish something from state, county, city, town, or private entities: *federal assistance, federal court, the federal government, a federal judge.*
Also, *federal District Court (U.S. District Court is preferred), and federal judge William Wayne Justice (U.S. District Judge William Wayne Justice is preferred).*

**first-come, first-served**
They will be seated on a first-come, first-served basis.

**firsthand**
One word, no hyphen in all uses.

**first-year, first year**
Hyphenate as an adjective, *Most first-year students live in residence halls.*
Leave open as a noun; *All first years are encouraged to meet with their academic adviser.*

**foreign words**
bourgeois (adj.), bourgeoisie (n.), café, cliché, coup d’état, crème brûlée, cul-de-sac, faux pas, fin de siècle, hors d’oeuvre, liaison, mélange, naïve, naïveté, pro bono, raison d’être, résumé, sauté(ed), vis-à-vis, cum laude, summa cum laude, magna cum laude,
Foreign words not in common usage should be italicized. If the word is listed in “Foreign Words and Phrases,” in *Merriam-Webster’s Collegiate Dictionary, Tenth Edition* it should be italicized. If listed in the English language portion, it is not necessary to italicize.

**forego, forgo**
To *forego* means to go before, as in a *foregone conclusion.*
To *forgo* means to abstain from or give up. I am *forgoing* my weekly trip to the bar.

**former**
Always lowercase, but retain capitalization for a formal title used immediately before a name: *former President Carter.*

Fort Worth, Fort Lauderdale, Fort Burgwin
Spell out, not Ft. Worth

forward, not forwards
fractions
Spell out amounts less than one using hyphens between the words: two-thirds, three-fourths, four-fifths, etc. Use figures for precise amounts larger than one, converting to decimals whenever practical: 1 1/2, 3 3/4, 2 5/8, etc.

freshman vs. first-year student
Use first-year student in all references to a student in all his or her first year of studies.

full time vs. full-time
Hyphenate when used as a compound modifier: She has a full-time job. Open when used as an adverb. He works full time.

fund raising, fund-raising, fund-raiser, fund-raiser
Examples: Fund raising is difficult. They planned a fund-raising campaign. A fund-raiser was hired. They were hosting a fund-raiser for the band trip.

G
government
Always lowercase and never abbreviate: the federal government, the state government, the U.S. government.

grade, grader
Hyphenate both the noun forms (first-grader, second-grader, 10th-grader) and the adjectival forms (a fourth-grade pupil, a 12th-grade pupil).

Grade-point average
First reference (spell out): His grade-point average is 3.8.
Second reference (abbreviate): His high GPA earned him many awards.

grades
Examples: an A, a B, a C, a D, an F, an I (Incomplete), a WP (Withdraw Passing), a WF (Withdraw Failing).
Spell out the last three items on first reference because they are not commonly known. Do not use quotation marks around A or B, etc.
When talking about grades in the plural, use an apostrophe: A’s, B’s, C’s, etc.

graduate
As a verb, use graduate in the active voice: She graduated from the University. Passive voice is correct, although unnecessary: He was graduated from the University. Do not drop from: John Smith graduated from SFA.
gray
Not grey. But, greyhound for the animal, and Greyhound for the bus company.

Greek(s)
Capitalize when used in reference to a Greek-letter fraternity or sorority.

groundbreaking
One word as an adjective and noun.

►

he, she
Avoid using as a generic term. Avoid the problem where possible by changing to plurals; otherwise, use he or she. The campus always seems strange to a first-year student (rather than him or her). The students will prepare for their exams. If he or she cannot attend, a new date must be scheduled.

historian, historic, historical, history
A historic event is an important occurrence, one that stands out in history. Any occurrence in the past is a historical event. Always use a – not an – before each of these words: a history, a historian, a historic event, etc.

homepage
One word.

House of Representatives
Capitalize when referring to a specific governmental body: the U.S. House of Representatives, the Texas House of Representatives, etc.
Also capitalize shortened references that delete the words of Representatives: the U.S. House, the Texas House, etc.

hyphen
See entry in the punctuation section in the AP Stylebook and Table 6.1 in The Chicago Manual of Style, 14th edition. Normally, close words with the following prefixes: re, pre, non, post, unless second element begins with the same vowel or a proper noun. Pre-element, re-election, post-Renaissance.
i.e.
“*That is*” or “*such as*” should be used instead, except with certain technical or legal references.

**imply vs. infer**
Writers or speakers *imply* in the words they use. A listener or reader *infers* something from the words.

**Inc.**
Do not need.

**insure**
See the *ensure, insure* entry.

**Internet**
Always capitalize.

**intranet**
Lowercase.

**it’s vs. its**
*It’s* is a contraction for *it is* or *it has*: *It’s up to you, It’s been a long time.* *Its* is the possessive form of the neuter possessive pronoun: *The company lost its assets.*

**judgment**
Not *judgement*.

**junior, senior**
Abbreviate as *Jr.* and *Sr.* only with the full names of persons or animals. Do not precede by a comma: *John F. Kennedy Jr.* The notation *II* or *2nd* also may be used if it is the individual’s preference. Note, however, that *II* and *2nd* are not necessarily the equivalent of *junior* — they often are used by a grandson or a nephew. In formal publications — such as commencement programs and invitations — it is acceptable to use a comma before the suffix — or if there is a personal preference.
Kmart
No hyphen, no space, lowercase m.

kickoff, kick off
One word as an adjective and noun. Two words as a verb.

LaNana Creek

languages
Capitalize the proper names of languages and dialects: Aramaic, Cajun, English, French, Persian, Spanish, Yiddish, etc.

laptop
One word.

laserdisc
One word.

lay vs. lie
The action word is lay. (If the word “put” can be substituted, lay is the proper word.) It takes a direct object. Laid is the form for its past tense and its past participle. Its present participle is laying.

Lie indicates a state of reclining along a horizontal plane. It does not take a direct object. Its past tense is lay. Its past participle is lain. Its present participle is lying.

When lie means to make an untrue statement, the verb forms are lie, lied, lying.
Examples: I will lay the book on the table. The prosecutor tried to lay the blame on him. He lies (not lays) on the beach all day. He is lying on the beach. He lay on the beach (past tense of lie).

laypersons
Not laypeople.

lecture titles
Capitalize and use quotes (no italics) for their formal titles: Archaeology Professor Mike Snyder will present “A Study of Iron Age Inhabitants of the Northeast Texas Area.”

left hander
See baseball.
legislative titles
FIRST REFERENCE: 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 in other uses.
SECOND REFERENCE: Do not use legislative titles before a name on second reference unless they are part of a direct quotation.
Congressman and congresswoman should appear as capitalized formal titles before a name only in direct quotations, but they may be used in lowercase in subsequent references to the legislator that do not use his or her name, just as senator is used in reference to members of the Senate.

liaison

lifestyle
Not life style or life-style.

likable
Not likeable.

lists
Bulleted lists can be categorized according to the introductory phrase.
• When a phrase introduces a list and each item needs the phrase to make a complete sentence, end the introductory phrase with a colon. Start each item with a lower case letter unless it is a proper noun. (The bullet “replaces” the comma after each item.) Add “and” or “or” before the last item, and use a period only at the end of the last item in the list. If there are complete sentences inside any item, enclose sentence(s) in parentheses. All employees must complete:
  o form 1106
  o non-refundable $35 fee (Payment must be cashier’s check or money order.)
  o and credit questionnaire.
• When a phrase introduces a list, but items do not need the phrase to make complete sentences, end the introductory phrase with a colon. Start each item with an uppercase letter, and end each item with a period. If you need further information:
  o Check your manual.
  o Contact your client.
• When there is no introductory phrase and each item forms at least one complete sentence, start each item with a capital letter and end each item with a period.
  o Sign all necessary forms.
  o Seal the document.
  o Mail it to SFA.
• When there is no introductory phrase and items do not form complete sentences, start each items with a lower case letter (unless it is a proper noun). Do not use a period at the end of the list.
logo
The university logo is the Texas outline with a star in the location of Nacogdoches and the letters SFA stacked. The university seal, a circle with a star and the likeness of Stephen F. Austin in the center, is for use only on official documents, such as diplomas, and at the discretion of the president and board of regents.
The university logo should appear in a prominent location on all university documents. See the Graphic Design Guide for more information.

-ly
Do not use a hyphen between adverbs ending in -ly and adjectives they modify: an easily remembered rule, a badly damaged ship, a fully informed person. (See Chicago Manual of Style. 14th edition)

magazine names
Do not use quotes or italics for magazine or newspaper titles that appear in press releases. When writing text for brochures, advertisements, magazines, etc., it is acceptable to italicize magazine or newspaper titles; however, italics should not be used for the titles of other compositions. Lowercase magazine, unless it is part of the publication’s formal title: Time magazine, The New York Times Magazine. Check the masthead if in doubt.
majors
Lowercase names of majors when used in copy. She received a bachelor’s degree in University Marketing Communications and corporate communications. He was awarded a doctorate in anthropology.

majority vs. plurality
Majority means more than half of an amount. Plurality means more than the next highest number. For example, 51 votes for one person out of a possible 100 would be a majority, while 40 votes for one person and 30 votes for another would constitute a plurality.

media
In the sense of mass communication, such as magazines, newspapers, the news services, radio, and television, the word is plural: The news media are often the target of criticism.
memento, mementos
memorandum, memorandums
midnight
Do not put a 12 in front of it. It is part of the day that is ending, not the one that is beginning.

military titles
Capitalize a military rank when used as a formal title before an individual’s name. Spell out any title used before a name in a direct quotation.
On subsequent references, do not continue using the title before a name. When a title is substituted for a name, spell out and lowercase. For more information, see *The AP Stylebook*.

months
When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov., and Dec. Spell out when using alone, or with a year alone, or when the month is the first word of the sentence. See *dates*.

music
Capitalize, but do not use quotation marks for orchestral works: *Bach’s Suite No. 1 for Orchestra*. If the work has a special full title, all of it is quoted: “*Rhapsody in Blue,***
“*Symphonie Fantastique.***

nation
Use only in reference to a country when the subject deals with governmental or political matters, e.g., *The nation was founded in 1885* but *This country has three mountain ranges*.

nationwide
Nondiscrimination statement must be used in its entirety with no deletions. SFA (or Stephen F. Austin State University) does not discriminate on the basis of race, color, national or ethnic origin, age, sex, or disability.

noon, midnight
Do not put a 12 in front of them; they stand alone.

North American Free Trade Agreement
*NAFTA* is acceptable on second reference for the agreement that links the United States, Canada, and Mexico in the world’s largest free-trade zone.
numbers

In text, and in general, spell out numbers one through nine. Use numerals for 10 and above. Some exceptions are percentages, ratios, monetary amounts, temperature readings, ages, physical dimensions, and sports scores: 44 percent, 104 percent, $4 (not four dollars), 4°C or four degrees centigrade (not 4 degrees centigrade), They won the baseball game 4-2, She is 4 years old, The porch is 9 feet by 11 feet, etc.

However, writers should never create a barrier to the reader’s understanding. If following the rule causes confusion, do not follow the rule.

The academy is for students in eighth through twelfth grade. She taught four girls and eleven dogs.

LARGE NUMBERS: When large numbers must be spelled out, use a hyphen to connect a word ending in y to another word; do not use commas between other separate words that are part of one number: twenty, forty, twenty-one, forty-one, one hundred forty-four, one thousand four hundred forty-four, one million four hundred forty-four thousand four hundred forty-four.

SENTENCE START: Spell out a numeral at the beginning of a sentence. If necessary, rewrite the sentence to avoid this. The only exception to this rule is when a sentence is started with a number that identifies a calendar year:

Wrong: 444 first-year students entered SFA last year.
Right: Last year 444 first-year students entered SFA.
Right: 1989 was a very good year. (It is rare, however, that an effective sentence begins with a date.)

CASUAL USES: Spell out casual expressions: For the thousandth time, please clean the house. Thanks a million. She jogged a quarter of a mile.

PROPER NAMES: Use words or numerals according to an organization’s practice: 20th Century Fox, Twentieth Century Fund, etc.

FIGURES OR WORDS: Spell out first through ninth when they indicate sequence in time or location: first base, the First Amendment, he was first in line. Starting with 10th, use figures.

Use 1st, 2nd, 3rd, 4th, etc. when the sequence has been assigned in forming names. The principle examples are geographic, military, and political designations such as 1st Ward, 5th U.S. Circuit Court of Appeals, 7th fleet, 1st Sgt.

PLURAL NUMBERS: Add an “s” with no apostrophe to form plurals: She threw 6s and She remembers the 60s.

CENTURIES: The “10 and above” rule applies: Spell out centuries below 10; use numerals for 10 and above. Lowercase century: the 20th century, the fourth century, etc.

COMMAS: Include commas in all four-digit numbers, except when listing years and SAT scores, also tax forms, rules & regulations, and product model numbers: 1,458; 4,404; 9,999; etc. But, He scored 1100 on the SAT in 1993. Also, Form 1040A, Amendment 2401C, Ferrari 8000XT.

Don’t use commas around the year when it is written with a specific month: July 1990, not July, 1990. However, do set off the year with commas when a specific month and day are used: July 1, 1969, was a particularly hot day.

When giving a date for an event, do not use on before the date: The Lumberjacks will play Navy Nov. 1 in Nacogdoches (not on Nov. 1).
off of
The *of* is unnecessary: *He fell off the stage,* not *He fell off of the stage.*

OK
Not *okay,* o’*kay,* or *O.K.*

on-campus, off-campus
Hyphenate only when used as a compound modifier. *She used the sources available from the on-campus libraries.* *He decided to live off campus.*

online
One word, no hyphen, no matter the usage when referring to computer networks and services available via modem, such as the Internet.

over
In most cases, try to use the phrase *more than:* *The course required more than eight hours of study each week.* While *over* is generally used for spatial relationships such as *The plane flew over the city,* it can be used with numerals at times: *She is over 30* and *The shortstop hit 30 home runs and had 30 stolen bases.*

overused words
Try to avoid overusing or trivializing descriptive words such as: *unique,* *excellent,* *excellence,* *really,* *very,* *state-of-the-art,* *acclaimed,* *nationally/internationally recognized,* *world-class,* *quality,* and *prestigious.*

page numbers
Use figures and capitalize page when used with a figure. When a letter is appended to the figure, capitalize it but do not use a hyphen: *Page 4,* *Page 44,* *Page 20A.*

parentheses
See entry in the punctuation section in *The AP Stylebook.*

part time vs. part-time
Apply the same rules as *full time* and *full-time.* In other words, hyphenate only when used as a compound modifier: *She works at the restaurant part time.* *She has a part-time job.*
percent
One word, no hyphen. Not per-cent. Always use figures with percents: 44 percent, 2 percent, etc.

pineywoods
Use Texas Forest Country, not pineywoods, unless name of organization or establishment. i.e. Piney Woods Conservation Center; Piney Woods Area Health Education Center.

possessives
See entry in AP Stylebook.

postsecondary

potato
Definitely no e. Ditto with tomato. Plural: potatoes, tomatoes.

pre
No hyphen unless word that follows begins with vowel or is a proper noun. Exception: preeminent

President’s Honor Roll
Capitalize in all uses.

press
Use only when referring specifically to the print medium. Otherwise, use news media (for both print and broadcast). In particular: news release.

principal vs. principle
Principal is a noun and adjective meaning someone or something first in authority, rank, importance or degree: She is the school principal. He was the principal player in the trade. Or a capital sum placed at interest, due as a debt, or used as a fund. A portion of the annual income payment is a tax-free return of principal.
Principle is a noun that means a fundamental truth, law, doctrine, or motivating force: They fought for the principle of self-determination.

professor
Never abbreviate and, as with other titles, capitalize only when it precedes a name: Professor of Journalism Bob Rogers praised the student for his excellent feature story, but Bob Rogers, professor of journalism, praised the student for his work.
However, capitalize the formal name of an endowed chair whether it is placed before or after the name: Mike Snyder, the Christopher and Kelly Rogers Professor of Political Science, gave the lecture.
quotation marks
See entry in the punctuation section in *The AP Stylebook.*

racket
Not *racquet*, when referring to the piece of sports equipment used in tennis, squash, badminton, etc.

ratios
For clarity and consistency, use figures and hyphens: the ratio was 4-to-1, a ratio of 4-to-1, a 4-1 ratio. As shown, the word *to* should be omitted when the numbers precede the word *ratio*. Always use the word *ratio* or a phrase such as a 2-1 majority to avoid confusion with actual figures.

religious references
A few basic guidelines:
- *deities*:
  Capitalize the proper names of monotheistic deities: *God, Allah, the Father, the Son, Jesus Christ, the Son of God, the Redeemer, the Holy Spirit*, etc.
  However, lowercase pronouns referring to the deity: *he, him, his, thee, thou, who, whose, thy, etc.*
  Lowercase gods in referring to the deities of polytheistic religions, but capitalize the proper names of pagan gods and goddesses: *Neptune, Thor, Venus*, etc.
  Lowercase such words and phrases as *god-awful, godlike, godliness, and godsend.*
- See the religious references entry in *The AP Stylebook* for more guidance on this topic.

religious titles
The first reference to a clergyman or clergywoman may include a capitalized title before the individual’s name. When using the title “reverend” always precede it with “the” and always abbreviate and capitalize Rev. *The Rev. Billy Graham spoke at the conference. The conference speakers were the Rev. Billy Graham and Howard Stern.*
- Do not use *the Rev. Dr.*

right hander
See baseball

Rio Grande
résumé

river bottom

ROM
An acronym for read only memory. Usually, it follows CD (compact disk), as in CD-ROM (no periods between any of the letters). It refers to a storage medium, such as a chip or disk, that cannot be changed by the computer’s user. Ideally, spell out or explain on first usage.

room numbers
When giving a location on campus, give the building first, then room number. Spell out the word Building, capitalize “Room” and separate with a comma. Austin Building, Room 307.

ROTC
Acceptable for all references to the Reserve Officers’ Training Corps, a nationwide program on many college campuses aimed at preparing young men and women to become officers in the U.S. armed services.

If reference to a specific service branch is necessary, use the following forms: Army ROTC or Air Force ROTC (no periods). Although SFA offers only the Army and Air Force versions (Air Force ROTC is offered through the University of North Texas, in conjunction with SFA), other colleges and universities also may offer Navy ROTC. (Navy ROTC includes those training for careers in both the Navy and the Marine Corps.) Do not use the abbreviations AROTC, AFROTC, or NROTC.

►s

school
In general, capitalize when used as part of a specific name: The School of the Arts attracts talented students and faculty members from around the world. Or: The School of Human Sciences has a variety of degree programs. The schools at SFA are working on interdisciplinary courses.

seasons
Lowercase all seasons and seasonal terms such as fall, spring, winter, wintertime, etc., unless they are part of a formal title: Springfest, Winter Olympics, Summer Olympics, Fall Festival, etc.

semesters
Do not capitalize the names of semesters. Registration for fall 2006 begins today.

service clubs
Capitalize the proper names: American Legion, Lions Club, Kiwanis Club, Rotary Club.

Also capitalize words describing membership, as well as the formal titles of officeholders when used before a name: He is a Rotarian, a Lion, a Kiwanian, Lion’s District Governor Clarke Keys.
shut out
See baseball.

state
Lowercase in state of constructions: He is licensed in the state of Texas. Also, do not capitalize when referring to a level of legal or political jurisdiction: state Sen. Bill Ratliff, state Rep. Pete Patterson, the state Transportation Department.
There is no need to specify Texas with Texas cities and towns, unless the name could be confused with another location (i.e. Paris, Canadian). There is no need to use state designations with these U.S. cities: Anchorage, Atlanta, Baltimore, Boise, Boston, Chicago, Cincinnati, Cleveland, Denver, Detroit, Honolulu, Indianapolis, Los Angeles, Miami, Minneapolis, New Orleans, New York, Oklahoma City, Philadelphia, Pittsburgh, St. Louis, Salt Lake City, San Diego, San Francisco, Seattle.
Never abbreviate Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas, and Utah.

subject
Lowercase subjects, unless a language or followed by a roman numeral. English, French, Algebra I.

TDP (time, date, place)
When listing the time, month, date, and place of an event in news copy or text, list in this order: The sports banquet will take place at 7 p.m. Saturday, July 1, in Johnson Coliseum. The lecture will be from 9 a.m. to 1 p.m. March 3 through 16 in Baker Pattillo Student Center. The bonfire will be held at 7 p.m. Wednesday, Nov. 23, on the athletic fields.
On invitations and programs, order may vary.

television
Spell out or use abbreviation TV. Not T.V. or tv.

that vs. which
In general, use that and which when referring to inanimate objects and to animals without a name. When choosing between the two, it often is necessary to determine whether the word will be used in an essential clause or in a nonessential clause.
Both types of clauses provide additional information about a word or a phrase in a sentence. The basic difference between the two lies in the fact that an essential clause cannot be taken out of the sentence without changing the sentence’s meaning. In other words, it is so essential to the phrase that its absence would lead to a substantially different interpretation of what the writer meant. That is the preferred pronoun to use when introducing essential clauses that refer to inanimate objects or animals without a name.
A nonessential clause, therefore, is a clause that can be taken out without changing the basic meaning of the sentence. Which is the only acceptable pronoun to introduce a nonessential
clause that refers to an inanimate object or an animal without a name.

Punctuation: An essential clause must not be set off from the rest of the sentence by commas, while a nonessential clause must be set off by commas.

Examples: The ruling that overturned the holiday schedule resulted in protests. The unpopular ruling, which was announced Tuesday, resulted in protests.

Theater vs. theatre

Use theater when making a generic reference: I am going to the theater.

When referring to SFA students, use theatre. Theatre students will direct the performance.

When used with a proper name, spell in accordance with the correct title of the facility: SFA Downstage Theatre, the Chicago Theatre, the Bob Hope Theatre.

times

Use figures with all times except for noon and midnight, which should stand alone.

When using times for events that occur at the start of the hour, do not include :00. For example: The meeting will begin at 11 a.m., and should last until 4 p.m. For times that must include both the hour and the minute, use a colon: 8:30 a.m., 4:44 p.m., 2 a.m.

Use lowercase a.m. and p.m., with periods between the letters. Do not use AM, A.M., PM, P.M.

Also, avoid such redundancies as 4 a.m. in the morning, 8 p.m. at night, etc. If necessary, use 4 a.m. today or 8 p.m. Monday, etc.

titles

Titles before a name should be capitalized only if they denote a scope of authority or professional activity so specific that the designation becomes almost as much an integral part of an individual’s identity as a proper name itself: President George W. Bush. Because this rule is subject to interpretation, most titles should be written after the name, in which case they would always be lowercased. If this is not possible, use the following guidelines:

Capitalize and spell out formal titles such as professor, chancellor, chair, and dean when they precede a name. Dean James Standley, Professor of Anthropology Karol Chandler-Ezell.

Lowercase a title following a name if it is an endowed chair or title. Michael Fountain, Laurence C. Walker Distinguished Professor of Forestry, is the author.

When using dean, notation should read as the dean of; U. Narayan Bhat, dean of research and graduate studies.

Retired faculty who teach part-time are titled adjunct faculty members.

Do not add ABD to any title. Only note the last degree completed.

toward

Not towards.

T-shirt

Not Tshirt, T shirt, tee shirt, etc.
under way
Two words, unless referencing something that is occurring or used while in motion, i.e. underway fuel replenishing.

United States
Spell out when standing alone. Use the abbreviated form, U.S., only as an adjective. The United States is the best country in the world, but Kay Bailey Hutchison is a U.S. senator. My son is studying U.S. history. See also nation.

university
When referring to SFA use the following forms: Stephen F. Austin State University (first reference), SFA or the university (second reference). When referring to an institution in general, use lowercase: There are many fine universities in the state of Texas.

universitywide

vice
Use two words, with no hyphen: vice president, vice chair.

videocamera
One word.

videoconference, videoconferencing
One word.

voicemail
One word.

Washington
Never abbreviate when referring to the U.S. capital.
When you need to distinguish between the state and the federal district, use state of Washington or Washington state and Washington, D.C., or District of Columbia. (Note the comma after Washington.)
Web

website
If a website or e-mail address comes at the end of sentence, punctuate accordingly. For more information, please visit our website at www.sfasu.edu.
See the Web Design Guide for detailed information about SFA webpages.

who vs. whom
Use who and whom when referring to human beings and to animals with a name.
Who is the word when someone is the subject of a sentence: The player who hit the home run is circling the bases, or Who is it?
Whom is the word when someone is the object of a verb or a preposition: The player to whom the home run was credited is circling the bases, or With whom do you wish to speak?

World Wide Web
Capitalize each word of this formal name for the system that links computer users worldwide.

worldwide

XYZ

Xerox
A trademark for a photocopy machine – do not use generically, or as a verb.

X-ray
Use in all cases, as a noun, verb, and adjective. Not x-ray.

years
Use figures without commas: 1991, 2005, etc. When referring to decades or centuries, use an s without an apostrophe: the 1890s, the 1920s, the 1960s, etc.
Years are the lone exception to the general rule that numbers should not be used to start a sentence: 1989 was an extraordinary year. But try to avoid this construction.

zero, zeros
No e in either case.

ZIP code
ZIP is an acronym for Zone Improvement Program. Don’t use periods between each letter.
► Redundant Expressions

Avoid combinations of words that together make for a redundancy. Here are just a few:

old antique
completely unanimous
visible to the eye

from whence
capitol building
courthouse building
fellow colleague
habitual custom
doctorate degree

ascend upward
passing fad

descend downward
basic fundamental

hoist up
free gift

assemble together
past history

blend together
new innovation

coalesce together
advance planning

congregate together
chief, leading, or main protagonist

connect together
original prototype

fuse together
new recruit

gather together
temporary reprieve

join together
pointed barb

merge together
first beginning/first began

collaborate together or jointly

bisect in two
consensus of opinion

endorse (a check) on the back

shuttle back and forth

continue to persist

recur again or repeatedly

knots per hour

big in size

few in number

large in size

short in length or height

small in size
tall in height

collaborate together or jointly

► Technology Terms

CD-ROM
Internet
data (plural)
Online
data base
RAM

courthouse building

email

ROM

capitol building

home page
University Logo/Seal (D-38)

Original Implementation: Unpublished
Last Revision: April 19, 2011

Requests for the use of university logos such as the university’s official mark, or other emblems and marks, including the university name and associated verbiages, should be directed to the Department of Intercollegiate Athletics, where they will be forwarded to the university’s contracted licensing agent. The university retains all rights to the use of its name and its emblems and marks. Licensing revenue is dedicated to support the university athletic department.

The university’s official seal is reserved for use by the Office of the President and may be used by other SFA departments only with the permission of the Office of the President. It is the official seal of Stephen F. Austin State University, used primarily on ceremonial and academic documents, such as commencement programs and diplomas.

The official logo of SFA is the “spirit” logo with the letters SFA stacked diagonally across a graphic of the state of Texas and a star representing Nacogdoches. Guidelines regarding its use are available in the Identity Standards manual, available on University Marketing Communications website. The official logo of the university may not be changed solely by modification of the Identity Standards manual.

This policy does not apply to the logos of student organizations.


Responsible for Implementation: General Counsel, Executive Director of Marketing

Contact for Revision: Athletic Director; University Marketing Communications

Forms: SFA Art Approval Form

Board Committee Assignment: Academic and Student Affairs

University Publications (D-39)

Original Implementation: March 15, 1977
Last Revision: April 2013

To assure that communication to the general public contains accurate and current information and presents, through both content and appearance, a professional image that properly reflects the character, integrity, and accreditation status of the institution, official university publications and non-broadcast video presentations intended for off-campus distribution, or on-campus distribution to non-university individuals or groups (those not employed by or enrolled in the university), must be approved by University Marketing Communications prior to printing or electronic distribution. Communication intended solely for students and/or university employees is not subject to this approval policy.

Examples of communication that must be submitted for approval are: academic bulletins, brochures, fliers, pamphlets, handbooks, newsletters, program announcements, advertising (newspaper, magazine, radio, television, online, billboards, posters, etc.) and publications for intercollegiate athletics (media guides, programs, newsletters, etc.).
This approval policy applies to publications printed by on-campus or off-campus printers, and departments using desktop publishing or video equipment. Review may include any or all of the following: writing, editing, assisting with layout and graphic design, videotaping, video editing, assessing visual and audio content, scheduling the purchase of advertising placements, preparing specifications required for competitive bidding, and coordinating production schedules and delivery with outside vendors.

Without written approval of the materials from University Marketing Communications, university procurement will not authorize payment for advertising or off-campus printing services.

Prior to submission to University Marketing Communications for approval, a publication or advertisement should be reviewed and approved in writing (use “Approval for Printing” form available from University Printing Services) by the appropriate authorities within the department and division.

Allow at least ten working days for University Marketing Communications to review materials, but submissions are strongly encouraged to be made well in advance of publication or printing deadlines, as revisions may be required.

Upon approval by University Marketing Communications, the head of the originating department or his designee will work directly with University Printing Services or the Procurement and Property Services Department to initiate the printing process. If an off-campus printer is used and competitive bidding is required, the Procurement and Property Services Department will develop specifications and secure bids as required by the Best Value Procurement Policy (C-7). University Marketing Communications may be of assistance in the negotiation for and placement of advertising.

Materials submitted to University Printing Services or the Procurement and Property Services Department without proper approval will be returned to the originating department. If a department uses its own equipment to print a publication or produce radio and television advertisements or video presentations, University Marketing Communications must authorize printing or distribution.

The president or executive director of marketing may authorize individual exemptions to the university publications policy. Such a request must be made in writing to the executive director of marketing.

All university publications must clearly reflect the date the publication is produced or initially distributed. The date must be in a conspicuous location at or near the beginning of the publication. For purposes of complying with this paragraph, a publication means printed material produced in multiple copies by the university or at the total or partial expense of the university. This includes publications sponsored by or purchased for distribution by the university or released by research firms, consulting firms or other private institutions under contract with the university. This does not include correspondence, memos or other routine forms.

Cross Reference: None

Responsible for Implementation: President

Contact for Revision: Executive Director of Marketing

Forms: Approval for Printing (available from University Printing Services)

Board Committee Assignment: Academic and Student Affairs
University Website (D-45)

Original Implementation: August 1, 2000
Last Revision: April 2014

The university website is an important communication tool for the university and the source of vital information for prospective and current students, as well as faculty and staff, among other audiences. The quality of the university is evaluated in part by its online content.

University Marketing Communications provides online practice guidelines, which are updated from time to time. Current guidelines may be found on the university website.

I. Responsibility

a. Management of the website, led by University Marketing Communications, strives to ensure that information is accurate and easily accessible, while recognizing the contributions of university colleges, schools, departments and programs.

b. The administrative head of each campus organizational unit maintaining a website is responsible for seeing that the site adheres to this and other university policies.

c. The Office of Information Technology Services manages the university website server(s).

d. Every organizational unit head shall designate an individual(s) to serve the following functions: pagemaster, webmaster, and, if applicable, server administrator. (The same person may serve in one or more of these capacities.) To ensure continuity of service, these individuals must be regular (non-student) university employees. However, the organizational unit head is responsible for the unit’s website and its adherence to university Web policy and practices provided by University Marketing Communications. Careful thought must be given to the collection of site content and the ongoing responsibility of site maintenance.

e. Each organizational unit head will keep University Marketing Communications apprised of the current designees and will assist University Marketing Communications in ensuring that all of the designees’ responsibilities have been fulfilled.

II. Technical Requirements

a. Duplication. To facilitate revisions and prevent contradictory information from appearing on the university website, unit webmasters should not duplicate information already on the university website, but rather should link to information on the site of the office primarily responsible for the function or activity. Information should be entered into the university’s content management system and used from the system when available.

b. Identification. Each website associated with Stephen F. Austin State University must be clearly identified. The name of the organizational unit should be on every page it creates. The unit webmaster or pagemaster’s e-mail address must be displayed on the unit’s main page. To preserve anonymity, generic e-mail addresses may be used.

c. Required page links. Documents should be designed to minimize users’ reliance on navigational aids in browsers. Links must be provided on each page back to the homepage for that document or collection, and for the homepage, back to the sponsoring department or unit. Each department or unit homepage must include a link back to the university homepage. Other links may be required for different websites as directed by University Marketing Communications.
III. Style and Format

a. University websites should maintain a uniform and consistent appearance and therefore all university websites shall use the university’s Identity Standards that are posted on University Marketing Communications Web page. Individual faculty members designing personal Web pages and websites designed, hosted, and published pursuant to a properly executed written agreement with a third-party vendor that has been signed by the president are excluded from this provision.

b. The university seal is reserved for use by the Office of the President and may be used by other departments with the permission of the Office of the President. The university “spirit” logo is to be used on university websites as per the university’s Identity Standards manual.

c. The Identity Standards manual shall be developed by University Marketing Communications and approved by the president. It may be modified upon approval of the president.

IV. Outsourcing

a. An organizational unit that is considering contracting outside the university for Web development, paid or volunteer, should contact University Marketing Communications first. University Marketing Communications will work with units and their Web consultants to help ensure that the final product of outsourcing efforts complies with university policy and that the final site supports the mission and goals of the unit and the university effectively.

V. Content

a. Responsibility for accuracy of Web content is the responsibility of everyone in the university, especially the deans, directors, managers and their designees:

b. Faculty Web pages must be approved by the relevant dean or designee.

c. Unit Web pages must be approved by the relevant director/manager or designee.

d. The university home page and top-level pages must be approved by University Marketing Communications.

e. Administrative material, e.g. policies and minutes of meetings, are to be approved through appropriate administrative channels prior to posting.

f. Obsolete or out-of-date material must be removed as soon as practical.

g. University Marketing Communications will remove links on the university home page and index pages to material that is considered obsolete.

VI. E-commerce Activity

a. The university offers a secure method to support e-commerce activities, such as online payments for university courses and auxiliary programs like informal courses and summer camps. Contact marketplace@sfasu.edu for more information about establishing e-commerce service on a university website.
VII. Copyright and Privacy

a. Copyright laws and university copyright policy must be followed. Information created by a government agency is largely considered to be in the public domain. “Found” graphics or outside information must not be used on websites without proper attribution.

VIII. Commercial Activity

a. Commercial activity for personal gain is not permitted on any site operated with university resources, nor may readers be automatically re-directed from a university website to an external website that may result in personal financial income for any university employee.

IX. ADA Compliance

a. Pages must be accessible to persons with disabilities. Text files must be available for sound files containing substantive spoken content. Images and other visual files must include an ALT attribute and appropriate text. See the state of Texas website Rules and Regulations for additional information on meeting requirements of the Americans with Disabilities Act (ADA).

X. Exceptions

a. All requests for exemptions from these standards must be submitted in writing to University Marketing Communications prior to a website launch.

Cross Reference: 1 Tex. Admin. Code §§ 206.1-.2, .70-.75; Web Accessibility Page (http://www.sfasu.edu/web-dev/85.asp); Electronic Accessibility (F-44)

Responsible for Implementation: President

Contact for Revision: Executive Director of Marketing

Forms: None

Board Committee Assignment: Academic and Student Affairs