WITH EACH LAYOUT, BROCHURE AND PICTURE YOU CHOOSE TO REPRESENT THE SFA BRAND, YOU CARRY OUT THE ROLE OF BRAND STEWARD.
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MESSAGE FROM THE PRESIDENT

The SFA Community:

Stephen F. Austin State University has a long, proud history as a highly regarded institution of higher education, but it is more than that to many people. The transformative educational experiences the campus offers are not limited to our students; SFA touches the lives of many in our other stakeholder groups, including our alumni and community members.

As we work to meet the goals that have been established by the state, it is important that the SFA brand is unified and strengthened in the minds of all of our constituent groups. Many indicators suggest that we are making progress toward that goal.

The university’s visual identity is an important element of the brand, our most important asset. Correct and consistent use of the SFA logo and wordmark serves as mental building blocks that establish positive perceptions in the minds of our constituents and prospective students. Simultaneously, it is important for colleges and other organizational units to be able to showcase their offerings and efforts, while still reinforcing the fact that each unit is a vibrant and vital part of the larger university.

In an effort to provide a brand architecture that is consistent but flexible, we have implemented an updated identity standards manual. These guidelines will help us maximize the effectiveness of the SFA brand by providing the guidelines required to present a consistent and integrated image in every project and task created in the name of the university.

Adherence to the brand standards is mandatory throughout campus, but implementation may be phased in as existing brochures and other printed materials are depleted. Therefore, there should be no additional costs associated with compliance to the standards.

While this manual may not cover every design question, it does establish an overall groundwork for design execution and strategy.

Please join me in working with our university marketing team to ensure that the SFA story is always well told. Thank you for all you do to help maintain our reputation for providing a high quality educational experience for our students.

Axe 'em, Jacks!

Baker Pattillo
President, Stephen F. Austin State University
SPIRIT LOGO

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 word marks are available online at sfasu.edu/pubaffairs or through University Marketing Communications.

SIZE

The height of the logo should not be less than one inch in any application, shown here in actual size. See Image 5. Should be significantly larger in regard to size of publication, poster, etc.

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. See Image 4.

LOGO AND BACKGROUNDS

You may use 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.

DOWNLOAD OFFICIAL LOGOS AT Sfasu.edu/logos
SFA SPIRIT LOGO BEST PRACTICES:

1. Use PURPLE logo on ALL color pieces. (See Image 1.)
   - Do not remove white outline around logo. (See Image 2.)
   - Black and white logos should ONLY be used in relation to black and white printing.

2. If you use the white logo, please place on purple background. (See Image 3.)

3. The SFA logo must be noticeably larger than other logos.

4. Logo should be at least one inch in height, never smaller. On larger marketing pieces, logo must be sized accordingly.

5. Logo may be placed on a background or photo as long as the logo is clearly distinguishable.

6. Provide a clear space around logo. No distracting elements. (See Image 4.)

7. The SFA logo should be used on EVERY print marketing material, preferably in use with the SFA word mark. (See Image 5.)

8. Do not alter or tilt logo. Always use the eps or jpg files provided.
SFA has three accepted word marks, shown on Page 7. They can be used either with or without the official SFA logo, although it is preferred.

Use each word mark correctly and consistently.

Do not alter or attempt to recreate it in any way. Do not stretch the word mark.

**SIZE**

**Image 1:** The height of the primary word mark should not be less than one inch in any application. [Shown in actual size.]

**Image 2:** The height of the secondary word mark should not be less than two inches in any application. [Shown in actual size.]

**Image 3:** Word mark should not be less than five inches wide. Preferred use of this word mark is on posters and other large-scale graphics. [Shown in actual size.]

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

**CLEAR SPACE AROUND WORD MARK**

As with the SFA logo, the word marks 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, but when doing so, please use the already created logos with word marks.

**WORD MARK AND BACKGROUNDS**

You may use photographs as a background to the word mark 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).

DOWNLOAD OFFICIAL WORD MARKS AT SFASU.EDU/LOGOS
SFA WORD MARKS BEST PRACTICES:

1. Use purple word marks on ALL color pieces. (See Images 1 and 2.)
   - Black word mark should ONLY be used in relation to black and white printing.
   - If you use the white word mark, please place on purple background.

2. Word mark should be at least three quarters of an inch in length, never smaller. On larger print pieces, word mark must be sized accordingly.

3. When possible, always use word mark with stroke line and Nacogdoches, Texas.

4. One-line word mark does not have the stroke line or Nacogdoches, Texas. (See Image 3.)

5. Preferred use of one-line word mark is on large marketing pieces.

6. Word mark may be placed on a photo as long as it is clearly distinguishable.

7. Provide a clear space around word mark. No distracting elements.

8. Do not alter or type out word mark. Always use the eps or jpg files provided.

Image 1 - Preferred primary logo and word mark

Image 2 - Secondary logo and word mark

Image 3

**Stephen F. Austin State University**
COLLEGE WORD MARKS

To maintain brand consistency, position all SFA college names as shown with the SFA word mark and logo.

Your relevant word mark is available from University Marketing Communications. Please send your request to johnsonrobin@sfasu.edu.

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.

IN CONJUNCTION WITH THE WORDMARK

The relevant college name takes the place of “Nacogdoches” in the official word mark. Longer names may be divided into two or three lines. See Page 9.

Do not use acronyms to refer to the colleges, schools or departments. On second reference, use the “college,” the “school” or other appropriate modifiers. If acronyms are used, always spell out the name on first reference.
Primary - College - one line

STEFEN F. AUSTIN
STATE UNIVERSITY
College of Fine Arts

Primary - College - two lines

STEFEN F. AUSTIN
STATE UNIVERSITY
James I. Perkins
College of Education

STEFEN F. AUSTIN
STATE UNIVERSITY
Arthur Temple College of
Forestry and Agriculture

Secondary - College - centered

STEFEN F. AUSTIN
STATE UNIVERSITY
College of Fine Arts

STEFEN F. AUSTIN
STATE UNIVERSITY
College of Sciences
and Mathematics

College - reverse marks

STEFEN F. AUSTIN
STATE UNIVERSITY
College of Fine Arts

STEFEN F. AUSTIN
STATE UNIVERSITY
College of Sciences
and Mathematics
To maintain brand consistency, position all SFA department and office names as shown with the SFA word mark and logo.

Your relevant word mark is available from University Marketing Communications. Please send your request to johnsonrobin@sfasu.edu.

**IN CONJUNCTION WITH THE WORDMARK**

The relevant department and office name takes the place of “Nacogdoches” in the official word mark. Longer names may be divided into two. See below.

**Departments/Offices - one line**

STEVEN F. AUSTIN  
STATE UNIVERSITY  
Human Resources

**Departments/Offices - two lines**

STEVEN F. AUSTIN  
STATE UNIVERSITY  
Center for Career and  
Professional Development
GUIDELINES FOR COLLEGE, OFFICE, SCHOOL, DEPARTMENT AND 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 Channel 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, email 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.
Use of the university seal is limited to formal documents such as diplomas and communications from the Board of Regents and the Office of the President.

The seal SHOULD NOT be used by the colleges, departments or programs. Instead, the university logo and word mark should be used.

The seal may not be altered or recreated in any form.

COLORS

The seal may be reproduced in four-color process purple or these colors:
1) SFA CMYK purple or PMS 267 - Image 1
2) All black - Image 2
3) Gold (not shown) - used on diplomas

The seal may not be reversed in white, or any other lighter color, on a dark background. See Image 3.
OFFICIAL UNIVERSITY COLOR PALETTE

PRIMARY COLOR

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

PMS 267 C
4 Color/Process:
Cyan 77
Magenta 97
Yellow 97
Black 0
Web: #5F259F or #660099
RGB:
Red 95
Green 37
Blue 159

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.

SFA's secondary palette includes:

- Rich Black
- PMS Cool Gray 9
- PMS Cool Gray 5
- PMS 1205
- PMS 318
- PMS 327
- PMS 357
- PMS 576
- PMS 577
- PMS 187

ACCENT PALETTE

The accent palette is to be used as accent colors and should not be used without the Primary and Secondary Palettes prominently present. Should only be used sparingly.

SFA's accent palette includes:

- PMS 576
- PMS 577
- PMS 187

Primary Color

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

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.

Accent Palette

The accent palette is to be used as accent colors and should not be used without the Primary and Secondary Palettes prominently present. Should only be used sparingly.
All SFA vehicles that display a logo or other signage must conform to the university’s graphic standards. Vehicles include, but are not limited to, trucks, cars, vans, boats and motorized carts. The University Police Department and University Athletic Association are exempt from these standards. These standards apply to all newly acquired vehicles that display a logo.

Official university vehicles should carry the university signature mark in a consistent style and appropriate proportions. Athletic-related vehicles may use the athletic marks. The consistent use of the visual identity on university vehicles helps to identify and unify the university fleet. They also act as moving advertisements for the university. The university signature mark should appear on the front driver and passenger side doors. All graphics for vehicles must be ordered through university’s Physical Plant in order to ensure the integrity of the application.

The base color of vehicles purchased with SFA funds should be white, and SFA logos and wordmarks should be applied in a consistent manner on the doors or panels of all vehicles, including golf carts, utility vehicles and team buses. When appropriate, the department name and fleet vehicle number also should be included. Only official college or department names should be used.

Vehicles used to transport athletic teams and other spirit groups may be personalized to fit organizational needs as approved on a case-by-case basis by the university president.

To have the SFA logo and word mark signature installed on a vehicle, contact Physical Plant at (936) 468-5107. The exact location and configuration of the signature and unit name will be determined by Physical Plant based on vehicle type and style.
Communications that consistently use one or two families of typography establish a cohesive look.

The FRUTIGER and NEW BASKERVILLE type families have been chosen as the official university typefaces for their readability and flexibility.

New 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 New 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 New Baskerville, to recreate the university word mark.

**New Baskerville Regular**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**New Baskerville Italic**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
```

**New 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
```

**Purchase and download at:**

fonts.com/font/itc/itc-new-baskerville/roman

fonts.com/font/linotype/frutiger/55-roman
TYPOGRAPHY BEST PRACTICES

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. See the SFA Writing Stylebook on Page 34 for details.
Hyphen: -  En dash: –  Em dash: —

Underlining
Don’t underline. See the SFA Writing Stylebook for more information about quotation marks on Page 37.

Capitals
Very rarely (especially for serif type like Baskerville) use all capital letters. Text set in all caps is much harder to read. It is, however, appropriate to use all caps for paragraph headers.

Paragraphs
Either indent the first line of paragraphs or add extra space between them. Do not do 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 line spacing
Keep the line spacing 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.

Stroke lines on text
Resist using stroke lines on text. Outlining text with a stroke line can negatively affect readability.
**MOST COMMON TYPOGRAPHY ERRORS**

**SFA, not SFASU:** 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, lowercase: There are many fine universities in the state of Texas.

**Acronyms:** Avoid them. A few universally recognized abbreviations are necessary in some circumstances, but never use in place of college names like ATCOFA or COLAA.

**Advisor (not adviser)**

**a.m., p.m.:** Lowercase, with periods. Avoid redundant usage: 8 a.m. this morning.

**No 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.

**Axe ‘em, Jacks!**

**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.

**email:** Use in all instances for electronic mail. No hyphen. All lowercase.

**Faculty members or staff members**

noon, midnight: Do not put a 12 in front or write 12:00.

**Semesters:** Do not capitalize the names of semesters. Registration for fall 2006 semester begins today.

**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 the Baker Pattillo Student Center. Spell out all days of the week - Sunday, Monday, Tuesday, Wednesday, Thursday, Friday and Saturday.

**Professional Titles:** Titles are only capitalized if they are listed in front of the person’s name, not after. (President Baker Pattillo or Baker Pattillo, president)

No courtesy titles (Mrs. Ms. Mrs.)

Full names on first reference, last name only on second reference. Dr. Baker Pattillo on first reference, Pattillo (not Dr. Pattillo or Baker or Mr. Pattillo) on second reference

No abbreviated degrees after someone’s name
Correct: Dr. Baker Pattillo
Incorrect: Baker Pattillo, Ed.D.

**College Degrees:** Use either the formal name of the degree Master of Science (capitalize) or informal master’s degree (not capitalized)

Never: Master of Science Degree (just Master of Science)
PHOTOGRAPHY AND IMAGERY

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 300 dpi.

2) For web documents, make sure images are at 72 dpi.

3) Do not stretch images in layouts; keep proportions correct.

4) Use quality, professionally shot images (with good lighting and composition).

SFA PHOTOGRAPHY ASSISTANCE

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

CONTACT DETAILS:

(936) 468-2257
hmeredith@sfasu.edu

If your image is not large enough to fit in the required space, use a rendition with higher resolution and crop to the right size. DO NOT stretch it.

Do not print images at 72 dpi. Pixilation will be visible (see image below).
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; however, the logo and word mark should always be used.

PROOFREADING AND APPROVAL PROCESS

Editorial Services is the primary link between the campus and local, state and national news media on programs and issues involving the SFA campus. University Marketing Communications produces hundreds of news releases, advisories and tip sheets annually. The office also edits the production of Sawdust, SFA’s official university magazine, a joint effort by the SFA administration and the SFA Alumni Association.

This office writes, proofs, edits and approves all ads and publications that go off campus.

ALLOW AT LEAST 10 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.

All publications must be approved by University Marketing Communications prior to printing according to university policy. (See University Publications policy on page 41 for more information.)

DESIGN TIMELINE

University Marketing Communications is happy to design for you; however, we cannot begin work on incomplete projects. Design work begins when all materials have been submitted. Estimated timelines include design, proofing and approval process. Please note timelines do not include printing, so plan accordingly.

- Brochures: 4 weeks
- Advertisements: 2 weeks
- Posters: 3 weeks
- Booklets, annual reports: 8 to 16 weeks (depends on number of pages)
- Invitations: 2 to 4 weeks (depends on complication of design, printing)
DON’T BE A ONE-HIT WONDER:

Don’t turn your prospects away in 90 seconds or less with bad print marketing materials. Instead create lasting happy relationships with your customers, by following these tips.

- **Paper/Appearance**: Is it glossy, thick and impressive, exuding class, character and quality, or is it flimsy, lame and cheap?

- **Color/Clothing**: Is the color scheme eye-catching? Does it make a statement, and stand out in the sea of masses, or is it bland, boring and dull?

- **Font/Style**: Are the fonts crisp, clean and easy to read? Do they have pizzazz and punch? Or are they tired and worn out, or cold and callous? Do you have to strain to read the message?

- **Messaging**: Is it personal and inviting? Does it give the prospect the impression the suitor knows something about him or her? Is it crisp and clear or desperate and long-winded?

- **Call to Action**: Is your call to action compelling? Does it convince the recipient to pick up the phone or visit your website? Does it offer a discount or free gift? Does it provide a deadline, encouraging the reader to act now? Or is it buried in a sea of clutter? Is it vague and lackluster? Or worse, sound like bait and switch?

- **Convenience/Contact Info**: Is it simple to reach you (did you provide you web address, phone number, social media, etc.)? Or does the reader have to hunt for the phone number or go online and search for the location or URL?

GRAPHIC DESIGN BEST PRACTICES:

1. Remember the fundamentals: color choices, fonts and layout.

2. Avoid using too many fonts, and use only fonts that work well together. No more than three fonts used. See Page 16.

3. The color selection should match the client’s branding, and the colors should complement each other. See Page 13.

4. Make sure the design is appropriate for the business and target audience.

5. Avoid including too much information. This is especially true in print marketing. The goals of brochures and postcards are to peak interest, persuade people to visit your website and/or pick up the phone. The goal is not to sell.

6. Keep your customer at the forefront of your design strategy. Just because the design appeals to you, does not mean that it will resonate with your customers.

7. Good design will add credibility to your brand and boost traffic.
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. See Page 20 for design timeline.

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)468-2617. 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.

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.

Printing services

All letterhead, envelopes and business cards must be printed by SFA’s Printing Services, the professional printing facility on University Drive across from the coliseum. 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.

University stationery (letterhead, business cards, envelopes and e-letterhead)

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. University Marketing Communications can provide electronic letterhead for departments who send official emails. First, you must contact Printing Services to create the official letterhead who will send a PDF directly to UMC. From there, UMC will create a Word document or JPG.

Please note: the letterhead will include the phrase “For electronic use only.”
The Electronic Accessibility Policy mandates that all webpages intended for the public meet and exceed accessibility and usability standards that have been set forth by both the state and federal government. This policy also includes email distribution.

Here are a few simple steps to ensure that all email content will be accessible to the recipient if the email contains an image.

1. Avoid sending emails that contain images with unique content not included elsewhere in the text (alternatively you could include “ALT Text” with the image that would work with a screen reader).

2. While we know the rule is not to include attachments in large distribution lists, it may also be helpful to check PDF files to ensure they are PDF-A and not just an image (which is often what is created when documents are scanned). If you can copy and paste text from the PDF, it should be accessible to most screen readers.

If you receive a request to distribute an email and you recognize it may not be accessible, please ask if the author could make those corrections and feel free to share this request with them. These are two simple checks you can make to enhance the accessibility of our emails especially to those sent out to large groups through various campus-wide distribution lists.

Thanks for your commitment to electronic accessibility on campus, and if you would like more information on electronic accessibility take a look at the Web Accessibility webpage at sfasu.edu/web-dev/85.asp. In particular, the Accessibility Checklist might be helpful at sfasu.edu/web-dev/100.asp.

If you have any web or email accessibility questions or concerns, please feel free to contact us at accessibility@sfasu.edu.
OVERVIEW/INTRODUCTION

It is important for SFA stakeholders to be aware of social media, which provide instantaneous communication access to prospective and current students, their parents, faculty and staff members, alumni, news media and other audiences. Additionally, social media platforms allow the university to share information, raise awareness of our mission and values, build support and engage the university community. Social media shapes and influences the university’s public perception and can add value and strengthen SFA’s competitive edge. By incorporating social media as a part of our overall communication strategy, we can even more effectively tell the stories about our people, places and programs, and support the university’s mission to prepare for the challenges of living in a global community.

The rapid growth and pervasiveness of social media technologies combined with their ease of use make them attractive channels of communication. However, they also hold the possibility of a host of unintended consequences. SFA’s guidelines have been compiled to encourage appropriate, effective social media use and to help social media managers across campus identify and avoid potential issues. These guidelines will evolve as social media evolves.

Each college, school and unit — and individual faculty and staff members — at the university should evaluate what, if any, social media technologies are appropriate for their communication needs. The use of social media follows the same standards of professional practice and conduct associated with everything else we do; common sense and sound judgment help avoid the most vexing issues.

EXPECTATIONS

SFA employees, acting within the scope of their employment, are expected to adhere to the same standards of conduct online as they would in the workplace. Laws and policies respecting contracting and conflict of interest as well as applicable policies and guidelines for interacting with students, parents, alumni, donors, media and all other university constituents apply online and in the social media context just as they do in personal interactions. As with other forms of communication, employees are responsible for what they post to social media sites.

Do not post confidential or proprietary information about SFA, its students, alumni or employees. Follow all applicable state, federal, and university laws, faculty and staff handbooks, regulations and policies, such as FERPA, HIPAA and NCAA regulations. Any content and/or online activity created by a poster or site moderator that violates these ordinances, or contains/leads to the release of a student’s private personal information is strictly prohibited and must be removed.

An SFA employee who posts content to a social media site represents that he or she has all necessary rights to lawfully use that content or that the use of the content is permitted by fair use.

Do not violate the copyrights, trademarks, and/or intellectual property rights of SFA or third parties. Social media users should not post materials under copyright or comments or content containing confidential and/or legal information.

OFFICIAL UNIVERSITY SOCIAL MEDIA SITES

To help maintain and publicize university-affiliated social media sites, any department or office establishing
such a site should make University Marketing Communications aware of the site. Unofficial social media pages using the university name and/or logo are not allowed and may be reported to the appropriate social media site for removal.

SFA logos, guidelines and other resources can be found at sfasu.edu/pubaffairs. For information regarding other uses, contact University Marketing Communications.

**TERMS OF USE/SERVICE**

It is the responsibility of administrators to stay up to date on and in compliance with the terms of service for the sites they maintain. Administrators are responsible for monitoring and authorized to remove content that may violate university policies or the social media platform’s terms of service. Violations of university policy on official university pages may result in the closure or revocation of a social media account and also may expose an employee to corrective actions up to and including dismissal.

**SITE ADMINISTRATION**

Every social media account created on behalf of the university should have at least two people with administrative privileges. It is important to keep the number of administrative publishers to a minimum and to have rules in place for managing login credentials.

Each social media account needs a coordinator to manage the content and monitor engagement. This person should be able to create updates and respond to feedback/questions from users who seek to contact the university through that specific social media platform. University Marketing Communications is not responsible for maintaining the content of a profile or page, but will provide support and ensure continuity through any turnover in university personnel.

When an employee administrator of an account leaves the university or no longer wishes to be an account administrator, it is the academic or administrative department’s responsibility to designate another SFA employee to be an account administrator and remove the former employee’s administrative permissions to the site, changing passwords when necessary.

All SFA-managed social media sites should meet the university’s standards as established in the Computer and Network Security policy. Do not share login and password information for university-affiliated social media sites with unauthorized individuals.

Before launching an official social media presence for an SFA unit, consideration must be given to the messages that need to be communicated, the audience and goals, as well as strategies for staffing (including during vacations) and keeping information on social media sites up-to-date. Conversations already taking place in the social media sphere about SFA, the unit or the subject of interest should be taken into consideration. A content plan should be developed for the types of posts that will be created in the first few weeks or months after the site is launched. There is no “magic number” regarding the frequency of posts per week, and best practices vary depending on the social media environment in question. (Once or twice per week is a frequency often recommended.) Posting too frequently annoys fans; they will “hide” the account and future posts will not be viewed. It is unadvisable to create a page if there will be fewer than four posts per month. It reflects poorly upon the university to create an account only to allow it to remain dormant for weeks at a time.

Content posted to any social media site should add value and interest to public discourse; it should help people improve knowledge or skills, discover something interesting, solve problems, or better understand SFA.

**CONTENT SHOULD:**

**Inform:** Provide a venue for people to contact SFA directly to get helpful answers; frame conversations around topical and specific issues. Help people learn about the SFA community and all it has to offer. Highlight the headlines and give some of the background information that might drive people back to campus or to the SFA website. Use keywords and hashtags, when appropriate, so that readers become interested in the conversation, thread or topic.

**Influence:** Identify and follow key influencers in the target subject of interest and learn about what they find valuable in the social media realm.

**Persuade:** Encourage audiences to act on behalf of the university and an SFA unit, whether it’s for information sharing or relationship building or through their influence, time or money.

**Engage:** Develop creative ways to provide value to audiences through exclusive content, offers, advice, multimedia, etc.

Respond to comments, posts, mentions, and other interactions in a timely manner and with accurate information. Evaluate the effectiveness of social media efforts by monitoring predefined goals and objectives that are quantifiable.

**PROTECT THE INSTITUTIONAL VOICE**

Posts on social media sites should protect the university’s institutional voice by remaining professional in tone and in good taste. No individual department unit should construe its social media site as representing the university as a whole. This should be taken into consideration when naming pages or accounts, selecting profile pictures or icons, and selecting content to post. Names, profile images and posts should be clearly linked to the particular department or unit rather than to the institution as a whole.
Any messages that might be perceived as the “voice” or position of the university must be approved by University Marketing Communications. Any messages that might serve as the “voice” or position of a school/college/unit must be approved by the director or dean of the school/college/unit, or their designee.

Representation of personal opinions as being endorsed by the university or any of its organizations is strictly prohibited. SFA’s name or marks may not be used to endorse any opinion, product, private business, cause or political candidate, including endorsements that may be implied by “liking,” retweeting or pinning posts created by others.

**Honor the Brand**

One of the ways SFA’s brand – the image of the university in the minds of constituents — is strengthened is through the consistent use of the identity standards manual and other tools provided by University Marketing Communications. Pertinent information about SFA and a link to the SFA website should be included on each social media site that represents the university, in addition to this required Terms of Use and Deletion Policy:

*Stephen F. Austin State University-managed online communities are intended to inform users of SFA-related news and events, and to foster discussion and a sense of community among users. We encourage you to share your opinions and comment freely about the topics we post, but ask that you provide comments that are respectful and professional. If we become aware of posts that are in violation of the terms of service of the social media site, or that are off-topic, represent advertisements or spam, promote or endorse political campaigns or candidates, violate the law, constitute or encourage illegal activity, violate an intellectual property right, infringe upon someone’s rights, or contain obscenities or threats, we reserve the right to remove them. Our social media sites exist to serve those affiliated with Stephen F. Austin State University.*

If space limitations prohibit posting the full Terms of Use and Deletion Policy, include “Subject to sfasu.edu/smp” instead.

**Be Respectful**

Civil discourse can be a byproduct of social media; as a university, it is our mission to promote the healthy discussion of ideas and opposing viewpoints. SFA does not seek to censor any social media page. Content posted to a social media site can result in inflammatory comments. Display good sportsmanship; do not malign your rivals. Treat others as you would like to be treated. Your reputation and SFA’s are best served when you remain above the fray.

Because transparency helps build credibility in social media, posts that are critical of the university, but not offensive, should not be removed. User comments and responses that are in violation of the Terms of Use and Deletion Policy or violate the Use of Electronic Information Resources policy should be removed by an administrator of the account. Other user dialogue, even if untrue and unflattering of the university, should not be deleted by site administrators. Although these comments are upsetting, administrators should take time to cool down before deciding whether or not to respond. Responses should be considered carefully in light of how they reflect on the poster and the university and its reputation. In many cases, other users will come to the university’s defense, and their comments, as third-party supporters, will most likely carry more weight than an official university response. Administrators should discuss with their supervisor the circumstances in which a direct response is allowed and when approval is required.

Administrators are allowed to, when possible, adjust settings so that comments can be reviewed and approved before they appear on the webpage. This provides an opportunity for account managers to respond in a timely way to comments, to delete spam or inappropriate comments, and to block any individuals who repeatedly post offensive or frivolous comments.

**Strive for Accuracy**

Be careful to maintain correct grammar, punctuation and spelling; have someone proofread your work before posting, when possible. Citing and linking to your sources establishes credibility. If facts are used from a website not affiliated with the university, it is especially important to provide the link for accountability. It’s better to verify information with a source first than to have to post a correction or retractions later.

When an error is made, do not hesitate to admit it. Followers are more forgiving when corrections are made quickly and openly.

**Use Photography**

University Marketing Communications can provide guidance and assistance with the creation of images for social media platforms. Photographs posted on social media sites can be appropriated easily by visitors. Consider adding a watermark and/or posting images at 72 dpi and approximately 800x600 resolution to protect the university’s intellectual property. Images at that size are sufficient for viewing on the web, but not suitable for printing.

Individuals in public places do not have an expectation of privacy, so in most cases, it is acceptable to post photos of groups of people on social media websites. When taking photos of students specifically for use in university publications or on social networking sites, it is preferable to obtain written permission for this use. Similarly, written permission should be obtained to use a photo of an SFA faculty or staff member for university publications or social media sites.
GUIDELINES AT A GLANCE

1. Make University Marketing Communications aware of the site.
2. Use the official university logo as your profile image.
3. Place a high-quality university image elsewhere on site, if needed.
4. Always use SFA at the beginning of any site name; ex. SFA College of Liberal and Applied Arts, SFA Printmaking, SFA Soccer, SFA Admissions.
5. Every social media account created on behalf of the university should have at least two people with administrative privileges.
6. Post often and keep site up-to-date, once or twice per week is a frequency often recommended.
7. Respond to comments, posts, mentions and other interactions in a timely manner and with accurate information.
8. Representation of personal opinions as being endorsed by the university or any of its organizations is strictly prohibited.
9. Add the Terms of Use and Deletion Policy.

For permission forms and additional information, contact University Marketing Communications.

SEEK SUPPORT

Contact the SFA University Marketing Communication office for information regarding ways to build relationships with colleagues who can help you get the most from your social media efforts.

member taken when the individual would have an expectation of privacy. Photos must not be used in a manner that is defamatory to the individuals appearing in the photo, and tagging individuals in a photo should be left to each individual who appears in a photo. Prior written permission is required for photos that will be used for commercial purposes.

Photos must not be used in a manner that is defamatory to the individuals appearing in the photo, and tagging individuals in a photo should be left to each individual who appears in a photo. Prior written permission is required for photos that will be used for commercial purposes.
abbreviations
Do not use abbreviations, except in special publications and sports schedules that call for abbreviated months/dates. See addresses, months and states 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 apostrophe 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. Do not use for college or department names.
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.
Stephen F. Austin State University
University Marketing Communications
P.O. Box 6100, SFA Station
Nacogdoches, TX 75962-6100
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.
Stephen F. Austin State University must go on top line in all return addresses.

advisor

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. Never alright.

alma mater

also
Always use before the verb. The mascot also travels to games.

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. or 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 relationships of
three or more items considered one pair at a time. Negotiations on a debate format are underway between the network and the Ford, Carter, and McCarthy committees.

ampersand
In general, not a substitute for the word and. Never use in college names. Liberal and Applied Arts. 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.”

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

No apostrophe for a word ending in “s” being used primarily in a descriptive way: a Reds infielder, a teachers college, a writers guide. Memory aid: The apostrophe usually isn’t used if “for” or “by” would be in the longer form: a college for teachers, a trade by the Reds.

Aramark
Do not use all caps.

areas of study
See majors entry.

assure
See the ensure, insure, assure entry.

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

Axe ‘em, Jacks!
Please note the direction of the apostrophe before “em.”

baccalaureate
Never baccalaureate degree.

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.)

Battle of the Piney Woods
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 The AP Stylebook.)

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 (The AP Stylebook).

brunette, brown-haired
Use brunette as a noun for females. Use brown-haired for males.

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

Academic Buildings
Agriculture Building
Agriculture Greenhouse
Agriculture Mechanics Shop
Biology Greenhouse
Boynton Building
Cole STEM Building
DeWitt School of Nursing Complex
Education Annex
Ferguson Building
Forestry Building
Forestry Greenhouse
Forestry Laboratories
Forestry Weather Station
HPE Complex
Human Sciences Building North
Human Sciences Building South
Human Services Building
Janice A. Pattullo Early Childhood Research Center
Early Childhood Laboratory
SFA Charter School
Kennedy Auditorium
Lehmann Chemistry Building
Math Building
McGee Business Building
Other
Gardens
Fine Arts Buildings and Venues
Athletics Facilities
Residence Halls
Gardens
Other

McKibben Education Building
Military Science Building
Miller Science Building
Science Research Center
Shelton Gym
Social Work Building
Soil, Plant and Water Analysis Laboratory
Steen Library
Dugas Liberal Arts North
Todd Agricultural Research Center
Beef Center
Broiler Research Center
Equine Center
Poultry Research Center
Sheep and Goat Center
Swine Center

Columbia Regional Geospatial Service Center
East College Dining Hall
Grounds and Transportation Parking Garage 2
Parking Garage 3
Parking Garage 4
Pearman Alumni Center
Permits and Citations
Physical Plant
Piney Woods Conservation Center
Piney Woods Area Health Education Center
President’s Residence
Purchasing and Central Stores
Regents’ Suite (A, B, etc.)
Printing Services/Residence Life Operations
Rusk Building
Safety Office
Stone Fort Museum
Student Center Parking Garage
Student Recreation Center
Student Technical Support Shack
Tucker Health Services Building
Tucker House
University Police Department
Visitor Information Center

Griffith Hall
Hall 10
Hall 14
Hall 16
Hall 20
Kerr Hall
Lumberjack Landing
Lumberjack Lodge
Lumberjack Village
Mays Hall
North Hall
South Hall
Steen Hall
STEM Apartments
Wisely Hall

Gayla Mize Garden
Kingham Children’s Garden
Hinds Park
Mast Arboretum
Pineywoods Native Plant Center
Ruby M. Mize Azalea Garden

Austin Building
Baker Pattillo Student Center
Baker Pattillo Student Center Theater
Barnes & Noble Bookstore
Birdwell Plaza
Brundrett Conservation Education Building

CD
Abbreviation for compact disk. Acceptable in all references.

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, 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/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 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.

Center for Career and Professional Development
century
Lowercase, spelling out numbers less than 10: the first century, the 21st century. For proper names, follow the organization’s practice: 21st 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
See states.
city
Lowercase “city of” phrases: the city of Nacogdoches. Also lowercase “county of” and “state of” phrases: the state of Texas.

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.

colleges
Use the full college name on first reference, unless specified below. The names of the six colleges at SFA are:

1. Arthur Temple College of Forestry and Agriculture
2. College of Fine Arts
3. College of Liberal and Applied Arts
4. College of Sciences and Mathematics
5. James I. Perkins College of Education
6. Rusche College of Business

On second reference: the Perkins College of Education or the education college; the 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.

SFA should be listed before college name on first reference.

colleget 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 and faculty, family, group, herd, jury, orchestra and team.

Do not use a hyphen in other combinations: coed, coeducation, coequal, coexist, cooperate, cooperative and coordinate.

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.

comparable vs. complimentary

comparable means to contain, to include. 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.

Compliment 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 zoo comprises 1,000 animals. 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...

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Compliment 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.

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comprehensive 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 zoo comprises 1,000 animals. 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...

connection
Use Arabic numerals and capitalize words of fewer than four letters if it is the first or last word in a title.

connotate vs. denote
Connotate 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, councilor, 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.

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 titles.

dean’s list
Lowercase 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.
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.

WITH SPACES. Put a space on both sides of a dash in all uses except the start of a paragraph and sports agate summaries.

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, McElvany 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.

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.

faculty, faculty members
Generally, use faculty and staff members.
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 members 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 farther 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.
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).

GPA
Acceptable in all references.

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 SEU.

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.

home page
Two words.

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, 15th 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. Followed by a comma.

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
LowerCase.

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.

J

Jacks
Not Jacks.

judgment
Not judgement.

junior, senior
Abbreviate as Jr. and Sr. only with the full names of persons or animals. Do not precede by 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.

K

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

Knapp
No hyphen, no space, lowercase m.

Ladyjack or Ladyjacks

LaNana Creek Press

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

laptop
One word.

laser disc
Two words.

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 The AP Stylebook.

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 lowercase 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:
  • form 1106
  • non-refundable $35 fee (Payment must be cashier’s check or money order.)
  • 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:
  • Check your manual.
  • 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.

  • Sign all necessary forms.
  • Seal the document.
  • Mail it to SFA.

- When there is no introductory phrase and items do not form complete sentences, start each item with a lower case letter (unless it is a proper noun). Do not use a period at the end of the list.

magazine names
Capitalize the initial letters of the name, but do not place it in quotes. Lowercase magazine unless it is part of the publication’s formal title. Check the masthead if in doubt.

majors
Lowercase names of majors when used in copy or bulleted list forms. She received a bachelor’s degree in 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 50 votes for another would constitute a plurality.

Maymester

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

mid-semester

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.”

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 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: 21st 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 sixes 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 21st century, the fourth century, etc.

COMMAS: Include commas in all four-digit numbers, except when listing years and SAT scores, also tax forms, rules and 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).

nursing degrees
Master of Science in Nursing
Bachelor of Science in Nursing
These are permissible because “Nursing” is part of the degree acronym M.S.N. and B.S.N.

off
The of is unnecessary: He fell off the stage, not He fell off of the stage.

OK
Not okay, o’keay 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 over 30 home runs and had over 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 The 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

pre-physician assistant

prerequisite
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 light bat used in tennis and badminton.

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, she, her, 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 etc.

See the religious references entry in The AP Stylebook for more guidance on this topic.

religious titles
The first reference to a clergyman or clergymen 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. Use the Rev. Dr. only if the individual has an earned doctoral degree (doctor of divinity degrees frequently are honorary) and reference to the degree is relevant.

resume
right hand (n.) right-hander (n.) right-handed (adj.)

Rio Grande

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 AROT C, AFROTC or NROTC.

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. Maymester is capitalized. Registration for fall 2006 semester 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 (v.) shutout (n.)

states
The names of the 50 U.S. states should be spelled out when used in the body of the story, whether standing alone or in conjunction with a city, town, village or military base.
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, Milwaukee, Minneapolis, New Orleans, New York, Oklahoma City, Philadelphia, Pittsburgh, St. Louis, Salt Lake City, San Diego, San Francisco, Seattle, Washington.

student-athlete

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
When in reference to SFA’s School of Theatre, always use theatre.
Use theater when making a generic reference: I am going to the theater.
When used with a proper name, spell in accordance with the correct title of the facility. Bob Hope Theatre, Margo Jones Theatre, Greer Garson Theatre, but Hughes-Trigg Theater. Also in reference to Meadows – Division of Theatre, Theatre Studies.

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.
Uppercase a title following a name if it is an endowed chair or title. Michael Fountain, Lawrence 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 members 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.

underway
One word.

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.

Redundant Expressions Avoid combinations of words that together make for a redundancy.

old antique
from whence
ascend upward
descend downward
hoist up
assemble together
blend together
coaalesce together
congregate together
connect together
fuse together
gather together
join together
merge together
collaborate together or jointly
bisect in two

endorse (a check) on the back
shuttle back and forth
continue to persist
recur again or repeatedly
big in size
few in number
large in size
short in length or height
small in size
tall in height
completely unanimous
visible to the eye
capitol building
courthouse building
fellow colleague
habitual custom
doctorate degree
passing fad
basic fundamental
free gift
past history
new innovation
advance planning
chief, leading or main protagonist
original prototype
new recruit
temporary reprieve
pointed barb
first beginning/first began
consensus of opinion
knots per hour

Technology Terms
CD-ROM
data (plural)
database
email

home page
internet
online
RAM

ROM
web
web browser
web page

webcast
webmaster
website
News Releases (Policy 15.3)

Original Implementation: 1950
Last Revision: April 12, 2016

Departments and individuals seeking media coverage concerning university activities should request assistance from University Marketing Communications, which will work collaboratively with the requesting party to evaluate the newsworthiness of the activity. When an activity is determined to be newsworthy, University Marketing Communications will prepare and market a release of information to the news media. As a general guideline, requests for media coverage should be made a minimum of 10 days before the scheduled event.

Departments and individuals should not contact the news media without the assistance of University Marketing Communications. News media receive numerous requests for coverage from a wide range of organizations and individuals. Uncoordinated coverage requests and/or requests for coverage of activities that may have little or no news value have the potential to diminish the effectiveness of University Marketing Communications when it makes requests for coverage of newsworthy activities. University Marketing Communications may grant exceptions to select university divisions regarding this aspect of this policy.

Upon occasion, news media may directly contact university faculty or staff members seeking interviews or comments that may be published or broadcast. Faculty and staff members are encouraged, as time permits, to share their insights on topics within their areas of scholarly study or professional expertise. Such participation has the potential to highlight the quality of university personnel, bring positive visibility to the university and provide a valuable community service. The faculty or staff member contacted by the media should notify University Marketing Communications of the interview request. University Marketing Communications can assist both sides in facilitating the interview and monitor the media outlet for publication or broadcast of the interview.

Cross Reference: None
Responsible for Implementation: Vice President for University Advancement
Contact for Revision: Executive Director of University Marketing Communications
Forms: None
Board Committee Assignment: Academic and Student Affairs

University Letterhead (Policy 15.5)

Original Implementation: May 9, 1985
Last Revision: April 12, 2016

University departments are required to use letterhead as designated by the president and produced by University Printing Services. Ordinarily, sub-units of departments use the letterhead of the parent department, especially if the unit’s correspondence is primarily with students. However, if the sub-unit is of a permanent or semi-permanent nature and has a majority of its correspondence with off-campus agencies or individuals, it can be identified under the name of the parent unit on the letterhead. If a unit is independent of any department and is of a permanent or semi-permanent nature, it may have its own letterhead, consistent with the university design. Any deviation from the university letterhead design must be approved by the president.
Information in the stationery heading includes the university name; the name of the unit or department; post office box and telephone number; and city, state, and zip code.

In exceptional cases, requests to deviate from the standard letterhead design may be granted. Such requests should be directed, in writing, to the executive director of University Marketing Communications for approval.

Cross Reference: None
Responsible for Implementation: Vice President for University Advancement
Contact for Revision: Executive Director of University Marketing Communications
Forms: None
Board Committee Assignment: Academic and Student Affairs

University Logo/Seal (Policy 15.6)

Original Implementation: Unpublished
Last Revision: July 29, 2014

Stephen F. Austin State University retains all rights to the use of its name and associated verbiages, as well as the university’s official seal, logo and other marks. Requests for the use of university logos and emblems on promotional items should be directed to the Department of Intercolligate Athletics, where the request will be forwarded to the university’s contracted licensing agent. Licensing revenue is dedicated to support the university athletic department.

The official seal of Stephen F. Austin State University 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 used primarily on ceremonial and academic documents, such as commencement programs and diplomas.

The official university logo is the “spirit” logo with the letters SFA stacked diagonally across a graphic of the state of Texas. A star representing Nacogdoches is incorporated to the right of the letters.

The official logo of the university may be changed only by an official vote of the SFA Board of Regents. Guidelines regarding the use of SFA logos and wordmarks are available in the Identity Standards manual on the University Marketing Communications website.

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

Responsible for Implementation: Vice President for University Advancement
Contact for Revision: Athletic Director, Executive Director of University Marketing Communications
Forms: SFA Art Approval Form
Board Committee Assignment: Academic and Student Affairs

University Publications (Policy 15.8)

Original Implementation: March 15, 1977
Last Revision: April 12, 2016

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 include 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, layout and graphic design, videotaping, video editing, and assessing visual and audio content. Assistance with scheduling and purchasing advertising placements, preparing specifications required for competitive bidding, and coordinating production schedules and delivery with outside vendors also may be provided.

Without approval of the materials from University Marketing Communications, university procurement will not issue a purchase order 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 on the University
Marketing Communications website) by the appropriate authorities within the department and division.

Allow at least 10 working days for University Marketing Communications to review materials, but it is strongly encouraged that materials be submitted 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 a designee will work directly with University Printing Services or Procurement and Property Services to initiate the printing process. If an off-campus printer is used and competitive bidding is required, Procurement and Property Services will develop specifications and secure bids as required by the Best Value Procurement Policy (17.1).

Materials submitted to University Printing Services or Procurement and Property Services 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 may authorize individual exemptions to the university publications policy. Such a request must be made in writing to the executive director of University Marketing Communications.

All university publications should clearly reflect the date the publication is produced or initially distributed. 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: Vice President for University Advancement
Contact for Revision: Executive Director of University Marketing Communications
Forms: Approval for Printing (available from University Printing Services)
Board Committee Assignment: Academic and Student Affairs

University Website (Policy 15.10)

Original Implementation: August 1, 2000
Last Revision: April 15, 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 at http://www.sfasu.edu/web-dev/.

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. Every organizational unit head shall designate an individual(s) to serve the following functions: website editor, and, if applicable, server administrator. (The same person may serve in both 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.

d. 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 website editors 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.

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’ website. Individual faculty members designing personal websites 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 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
Responsibility for accuracy of website content is the responsibility of everyone in the university, especially the deans, directors, managers and their designees:

a. Faculty web pages must be approved by the relevant dean or designee.

b. Unit web pages must be approved by the relevant director/manager or designee.

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

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

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

f. Links on the university homepage and index pages to material that is considered obsolete will be removed by University Marketing Communications.

VI. E-commerce Activity
a. The university offers a secure method to support e-commerce activities. 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 or permission.

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. Websites must be in compliance with accessibility requirements. Additional information is available on the university website (http://www.sfasu.edu/web-dev/). 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 (16.9)

Responsible for Implementation: Vice President for University Advancement

Contact for Revision: Executive Director of University Marketing Communications

Forms: None

Board Committee Assignment: Academic and Student Affairs
Social Media (Policy 15.11)

Original Implementation: July 28, 2015
Last Revision: None

Social media include the various Internet-based applications and activities that integrate technology, social interaction, and content creation. Examples include but are not limited to blogs, Facebook, Flickr, Google +, Instagram, LinkedIn, Twitter, wikis and YouTube. These platforms are an important communication tool for the university and can provide vital information and engagement opportunities to prospective and current students, alumni and other stakeholders.

All employees acting within the scope of their employment are expected to adhere to the same standards of conduct online as they would in the workplace. Social media usage is governed by the same policies that govern other electronic communications, as well as applicable state and federal laws, and NCAA rules and regulations. Any content and/or online activity created by a poster or site moderator that violates these laws and regulations is strictly prohibited and will be removed in accordance with this policy.

All official Stephen F. Austin State University accounts on social media platforms must publish and consistently enforce the Terms of Use and Deletion policy shown below. For example, Facebook accounts should include this information in the “general information” section of the “Page Info” area; YouTube accounts should post the policy in the “about” section.

Terms of Use and Deletion Policy

Stephen F. Austin State University-managed online communities are intended to inform users of SFA-related news and events, and to foster discussion and a sense of community among users. We encourage you to share your opinions and comment freely about the topics we post, but ask that you provide comments that are respectful and professional. If we become aware of posts that are in violation of the terms of service of the social media site, or that are off-topic, represent advertisements or spam, promote or endorse political campaigns or candidates, violate the law, constitute or encourage illegal activity, violate an intellectual property right, infringe upon someone’s rights, or contain obscenities or threats, we reserve the right to remove them. Our social pages exist to serve those affiliated with Stephen F. Austin State University.

All social media accounts affiliated with the university must adhere to guidelines available in the Identity Standards manual, developed by University Marketing Communications (UMC) and available on the UMC website. The Identity Standards manual is approved by, and may be modified by, the university president.

Records Retention

Communications (messages, posts, photographs, videos and other formats) submitted or received using social media tools are considered public records and are subject to the Texas State Records Retention Schedule requirements. Social media communications are included as the record series titled “Social Networking Communications” in the SFA Records Retention Schedule.

Suspension of Records Disposition (Legal Holds): A state record may not be destroyed if any litigation, claim, negotiation, audit, open records request, administrative review, or other action involving the record is initiated before the expiration of a retention period for the record set by the Texas State Library and Archives Commission, or in the approved records retention schedule of the agency, until the completion of the action and the resolution of all issues that arise from the action, or until the expiration of the retention period, whichever is later (Texas Government Code Section 441.187).

Social media content that is not a duplicate record, transitory, or retained elsewhere must be captured by the administrator and maintained for the full retention period of the appropriate record series. The program area will be responsible for selecting the method of record archiving and purging, subject to the approval of the appropriate records management coordinator.

Cross Reference: Tex. Gov’t Code § 441.187; Identity Standards Manual; Records Retention Schedule

Responsible for Implementation: Vice President for University Advancement

Contact for Revision: Executive Director of University Marketing Communications

Forms: None

Board Committee Assignment: Academic and Student Affairs