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

An institution’s visual identity reflects on its character, strength and value. We wish to portray Stephen F. Austin State University 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 the Division of University Marketing Communications at (936) 468-2605 or umc@sfasu.edu.
OFFICIAL COLOR PALETTE

PRIMARY COLOR
Purple should be used as the main, dominant color at all times.
Pantone 267 C  
CMYK 77-97-0-0  
RGB 95-37-159  
HEX/Web #5f259f

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. However, it is always necessary to show the primary color more prominently.

Black 100%
CMYK 0-0-0-100  
RGB 44-42-41  
HEX/Web #060808

Black 80%
CMYK 0-0-0-80  
RGB 89-89-89  
HEX/Web #595959

Black 25%
CMYK 0-0-0-25  
RGB 177-179-179  
HEX/Web #b1b3b3

Purple 002
CMYK 53-68-0-0  
RGB 134-102-172  
HEX/Web #8666ac  
Pantone 265 C

Purple 003
CMYK 21-29-0-0  
RGB 197-179-215  
HEX/Web #c5b3d7  
Pantone 2635 C

Purple 004
CMYK 13-23-0-0  
RGB 216-196-224  
HEX/Web #d8c4e0  
Pantone 263 C
OFFICIAL COLOR PALETTE

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.

Sky Blue
CMYK 40-0-14-0
RGB 136-219-223
Web #88dbdf
Pantone 318 C

Teal
CMYK 100-2-60-14
RGB 0-134-117
Web #008675
Pantone 327 C

Light Yellow
CMYK 0-3-43-0
RGB 248-224-142
Web #f8e08e
Pantone 1205 C

Canary Yellow
CMYK 1-16-99-0
RGB 254-203-11
Web #fed109
Pantone 116 C

Light Green
CMYK 35-2-58-0
RGB 169-196-127
Web #a9c47f
Pantone 577 C

Medium Green
CMYK 54-5-94-24
RGB 120-157-74
Web #789d4a
Pantone 576 C

Forest Green
CMYK 92-18-94-61
RGB 33-87-50
Web #215732
Pantone 357 C

Deep Red
CMYK 7-100-82-26
RGB 166-25-46
Web #a6192e
Pantone 187 C

Wood Grain
CMYK 15-13-21-0
RGB 215-210-197
Web #d7d2c5
Pantone Warm Gray 1 C

UT System Navy Blue
CMYK 100-55-0-55
RGB 0-55-103
Web #003767
Pantone 540

UT System Orange
CMYK 0-60-95-0
RGB 244-122-32
Web #f47920
Pantone 158

UT System Accessible Orange
CMYK 15-83-100-5
RGB 202-75-12
Web #ca4b0c
Pantone 357 C
BRAND LOGO AND SEAL

ACADEMIC SPIRIT LOGO

The SFA logo is the primary graphic component of our academic identity system. Please use the logo carefully as it reflects directly on the university. In most instances, the height of the logo should not be less than one inch in any application. It also should be significantly larger in regard to size of publication, poster, etc. DO NOT ALTER OR ATTEMPT TO RECREATE. Download official logos at sfasu.edu/logos.

PURPLE AND WHITE

ONE-COLOR WHITE

Please note the white outline. Never remove the outline.

PRESIDENTIAL AND UNIVERSITY SEAL

Use of the official seal is limited to formal documents, such as diplomas and communications from the Office of the President. It is the university’s most formal mark. THE SEAL SHOULD NOT BE USED BY THE COLLEGES, DEPARTMENTS OR PROGRAMS. Instead, the academic logo and wordmark should be used. The seal may not be altered or recreated in any form.

The seal may only be used in certain colors: purple, black, bronze, gold or silver. UMC must review and approve any other color.

For use by the president only

For use by the president only
UNIVERSITY MARKS

PRIMARY MARKS

The three different marks are intended to tailor the primary mark for many possible uses and flexibility.

The logo and wordmark lockups SHOULD BE NO less than 50% of the width of printed publications. DO NOT ALTER OR ATTEMPT TO RECREATE. Marks may be placed on a photo as long as they are clearly distinguishable. Provide a clear space around marks; no distracting elements. Download official wordmarks at sfasu.edu/logos.

MARK WITHOUT NACOGDOCHES, TEXAS

ONLY use the mark without Nacogdoches if being used on a marketing materials that will be distributed or posted on campus or inside the Nacogdoches city limits.

PURPLE

PURPLE AND WHITE

ONE-COLOR WHITE
UNIVERSITY MARKS

PRIMARY MARKS

MARK WITH NACOGDOCHES, TEXAS

Use this version with the additional line of "Nacogdoches, Texas" for marketing outside of Nacogdoches. This includes any marketing materials with prospective students and educator supporters (family members) as the target audience.

PURPLE

PURPLE AND WHITE

ONE-COLOR WHITE
UNIVERSITY MARKS

STACKED OR CENTERED MARKS

MARK WITHOUT NACOGDOCHES, TEXAS

ONLY use the mark without Nacogdoches if being used on a marketing materials that will be distributed or posted on campus or inside the Nacogdoches city limits.

PURPLE

PURPLE AND WHITE

ONE-COLOR WHITE
UNIVERSITY MARKS

STACKED OR CENTERED MARKS

MARK WITH NACOGDOCHES, TEXAS

Use this version with the additional line of “Nacogdoches, Texas” for marketing outside of Nacogdoches. This includes any marketing materials with prospective students and educator supporters as the target audience.

PURPLE

PURPLE AND WHITE

STEVEN F. AUSTIN STATE UNIVERSITY
THE UNIVERSITY OF TEXAS SYSTEM
NACOGDOCHES, TEXAS

ONE-COLOR WHITE

STEVEN F. AUSTIN STATE UNIVERSITY
THE UNIVERSITY OF TEXAS SYSTEM
NACOGDOCHES, TEXAS
UNIVERSITY MARKS

ONE-LINE MARK

DO NOT ALTER OR ATTEMPT TO RECREATE.

PURPLE

ONE-COLOR WHITE
UT SYSTEM MARK

THE UNIVERSITY OF TEXAS SYSTEM MARK

Always use the UT System mark when using college, department, office, etc. wordmarks on marketing materials for prospective students, educator supporters (family members) and other external audiences. These marks SHOULD NOT be used close together with college, department, office, etc. marks. See example below on how to use. DO NOT ALTER OR ATTEMPT TO RECREATE.

PURPLE

THE UNIVERSITY OF TEXAS SYSTEM

ONE-COLOR WHITE

THE UNIVERSITY OF TEXAS SYSTEM

STEPHEN F. AUSTIN STATE UNIVERSITY
COLLEGE OF SCIENCES AND MATHEMATICS

EXPRESS YOURSELF.
INSPIRE OTHERS.

STEPHEN F. AUSTIN STATE UNIVERSITY
SCHOOL OF MUSIC

sfasu.edu/music
SECONDARY WORDMARKS

All academic and administrative college, departments and offices on campus are part of the university brand. Our secondary wordmarks are designed to create and maintain unity with consistently branded communications. Departments and offices should use the UMC-created wordmarks and are not permitted to create their own separate lockups or logos. Please see Page 12 for additional use of the UT System mark. Your relevant wordmark is available from University Marketing Communications. Should you need your college or department’s wordmark, please send your request through UMC’s ticket system at sfasu.edu/umc-request.

COLLEGE-LEVEL
FLUSH LEFT MARK

STEPHEN F. AUSTIN STATE UNIVERSITY
MICKY ELLIOTT
COLLEGE OF FINE ARTS

COLLEGE-LEVEL STACKED
OR CENTERED MARK

STEPHEN F. AUSTIN STATE UNIVERSITY
NELSON RUSCHE
COLLEGE OF BUSINESS
BRAND ASSETS

DEPARTMENT- AND
OFFICE-LEVEL
FLUSH LEFT MARK

STEPHEN F. AUSTIN
STATE UNIVERSITY
Department of
Education Studies

DEPARTMENT- AND
OFFICE-LEVEL STACKED
OR CENTERED MARK

STEPHEN F. AUSTIN
STATE UNIVERSITY
Health and Wellness Hub
BRAND ASSETS

TYPEFACES AND FONTS

Communications that consistently use one or two families of typography establish a cohesive look. The Avenir and Minion Pro type families have been chosen as the official university typefaces for their readability and flexibility. Minion Pro is more readable and is best for large bodies of copy that are 9- or 10-points. Avenir is more legible and is best used for headline, subheads and body copy. Don’t have those typefaces on your computer? Minion Pro may be replaced with Times New Roman or Georgia, and Avenir may be replaced with Helvetica or Arial.

MINION PRO
A few variations

Minion Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Minion Pro Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Minion Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

If you do not have Minion Pro but have Adobe's Creative Cloud on your work computer, you should be able to download for free at:
fonts.adobe.com/fonts/minion

You are not obligated, but you may purchase and download a license at:
fonts.com/font/adobe/minion

Alternative options:
Georgia
Times New Roman

AVENIR
A few variations

Avenir Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Book Oblique (Italic)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

You are not obligated, but you may purchase and download a license at:
fonts.com/font/linotype/avenir

Alternative options:
Arial
Helvetica
BRAND ASSETS

GUIDELINES FOR ALL OTHER 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 guideline 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 SFA-TV2 are also 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 department/college graphic should be familiar with and adhere closely to these guidelines:

• The individual department/college graphic may not be used on any official stationery materials, including letterhead, envelopes and business cards.

• The individual department/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 as a case-by-case basis.

• Any letterhead-size (8-1/2 x 11” or 9 x 12”) sheet that utilizes the individual department/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 wordmark and/or logo must appear on official SFA websites (each site with an address ending in sfasu.edu). The department/college graphic may appear on the same webpages, but it may not be used in the banner.

• It is important that the juxtaposition and size of the department/college graphic and the Stephen F. Austin State University wordmark/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 webpage should come away with the misconception that the university is contained by, or is a part of, the department/college.

Careful collaboration with University Marketing Communications in the planning, development, crafting and use of a graphic 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

• 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.
USAGE GUIDELINES

SAFE ZONE AND SIZING

Designers will need to establish a safe zone of one-quarter the height of all marks and logos to ensure visibility and impact. This includes design elements, graphics or text. Background objects and other design elements will need to remain outside this boundary to avoid interfering with the marks. Distracting patterns or certain colors not usually associated with the university are not advisable.
USAGE GUIDELINES

SFA VEHICLE SIGNAGE

Official university vehicles should carry the university signature mark in a consistent style and appropriate proportions. 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 mark should appear on the front driver and passenger side doors or side panels. All graphics for vehicles must be ordered through the university's Physical Plant Department in order to ensure the integrity of the application.

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.

To have the SFA marks 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.

SFA VEHICLE COLOR

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 buses. When appropriate, the department name and fleet vehicle number also should be included. Only official college or department names should be used.

EXEMPTIONS

The University Police Department and Department of Athletics are exempt from these standards. Athletics-related vehicles may use athletic marks. 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.
USAGE GUIDELINES

GOLF CARTS ONLY

Please note number placement.

STEPHEN F. AUSTIN STATE UNIVERSITY
Student Affairs

Physical Plant 123
PHOTOGRAPHY AND VIDEO

Photography and video are integral parts of our visual style and crucial tools in telling our story. All visuals should embody our brand personality and capture the authentic SFA experience. Images should be expressive and compelling while communicating a sense of adventure both inside and outside the classroom to resonate with our adventurous, passionate and supportive community.

Looking for a photo? We have an extensive collection of images that will likely meet your needs. Contact UMC and we can help direct you to the right place.

DO’S AND DON’TS

When using imagery, 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, professional images (with good lighting and composition).
PUBLICATION AND DESIGN GUIDELINES

HOW TO USE THESE GUIDELINES

Every communication from SFA contributes to the university’s reputation, and the most basic component of a strong institutional image is a unified visual presentation. Our name and logo(s) stand as the symbols of the university’s many parts. UMC has been charged with developing and supporting the university’s graphic standards, and our staff members can provide approvals, resources and answers to any questions not specifically outlined in this manual. Our identity is designed to be versatile, scalable and interchangeable from digital to physical. The full range of assets provide flexibility and effective tools for specific challenges, like building signage, posters, brochures, websites, social media graphics, swag items, athletics equipment, environmental designs, architecture, wayfinding signage, etc.

REQUIRED DESIGN STANDARDS FOR PUBLICATIONS

1. The full university name and the UT System verbiage should be prominently identified on the front cover or panel of each publication with an official mark as identified in this guide, depending on what best suits the design of the piece.

2. To promote a consistent visual identity, SFA logos can vary in size but cannot otherwise be altered, modified or overprinted. Independently created logos conflict and compete with institutional identity and should not be used, except for rare situations where partnerships or contracts require additional marks.

3. The university seal should be used by the president’s office or the UT System Board of Regents for ceremonial or official documents and on certain items of distinction. It should not be used in marketing or promotional materials. UMC can help you determine if an item is appropriate for use of the seal.

4. In textual content, the full name Stephen F. Austin State University should be used on first reference, with SFA as second reference.

5. UMC reserves the right to disallow publications or other items that might meet the standards minimally but do not reflect the institution in a professional manner or are inconsistent with branding tenets. In such cases, we will work with units to assist in redesign. We encourage you to show us your designs as they progress so that last-minute delays do not occur.

DESIGN PROCESS

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

Here are the basic steps to begin the design process:

1. Establish the goals of the needed publication.
2. Narrow down your target audience.
3. Determine what the message is that you want to deliver.
4. Create a UMC graphic design job ticket at sfasu.edu/umc-request, including the info determined in steps one through three above.
5. Establish a budget and timeline with the help of UMC members. See next page for design timelines.
6. Work with UMC writers to write and/or edit text.

We cannot begin work with incomplete information, so design work will only begin when all materials have been submitted, including text, images, related graphics, etc.
PUBLICATION AND DESIGN GUIDELINES

DESIGN TIMELINE
Estimated timelines include design, proofing and approval process. Please note timelines do not include printing, so plan accordingly. Printers generally need at least two weeks to print projects.
- Advertisements: 2 weeks
- Posters: 2 weeks
- Brochures: 4 weeks
- Invitations: 2 to 4 weeks (depending on complication of design, printing)
- Booklets, annual reports, etc.: 8 to 16 weeks (depending on number of pages)

PROOFREADING AND APPROVAL PROCESS
Our strategic communications team 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, and all public-facing print and digital pieces produced by the university.

UMC’s strategic communications team proofs, edits and approves all ads and publications that go off campus. They can also assist with copywriting.

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 for external audiences must be approved by University Marketing Communications prior to printing according to university policy.

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. Employees are required to print important publications professionally on high-quality paper using appropriate equipment and one of the university’s preferred vendors. Contact UMC for more information about the university’s preferred printers.

LISTING FACULTY AND STAFF NAMES IN PUBLICATIONS
Due to recurring faculty and staff changes, we do not include specific names and email addresses on printed materials other than those intended to be for one-time use, like event flyers and invitations. For evergreen pieces, like brochures, we use a general email address, e.g. biology@sfasu.edu. If your department or program needs to request a general email address, follow these steps:
1. Log in to mySFA.
2. Select the Resources tab.
3. Click on The Help Desk link under Technical Services and Email Lists.
4. Click on “Click Here to Submit a Ticket” under Services.

PUBLIC ART GUIDELINES
Public art at SFA is considered to be permanent or long-term art in public spaces on campus, including all outdoor campus spaces and interior public spaces such as lobbies, social spaces, walls, etc. All proposed public art and its proposed site must be reviewed by UMC PRIOR to installation to ensure spelling and brand standards. This guideline does not address student or faculty art installations within the Micky Elliott College of Fine Arts.
LETTERHEAD, ENVELOPES AND BUSINESS CARDS

All letterhead, envelopes and business cards **MUST BE ORDERED VIA SFA’S GRAPHIC SHOP**, located in the Baker Pattillo Student Center. The Graphic Shop produces the official university stationery with the correct copy and layout design and keeps all stationery needs consistent in design. Do not create university stationery and print on low-grade paper or with normal desktop printers or office copiers.

**Business Card Example**

**STEPHEN F. AUSTIN STATE UNIVERSITY**

Robin Johnson  
Assistant Director for Publications and Design  
University Marketing Communications

P.O. Box 6100, SFA Station  
Nacogdoches, TX 75962

Office: (936) 468-2406  
Email: johnsonrobin@sfasu.edu  
Ferguson Building, Room G75

**The University of Texas System**

**Letterhead Example**

**STEPHEN F. AUSTIN STATE UNIVERSITY**  
THE UNIVERSITY OF TEXAS SYSTEM • NACOGDOCHES, TEXAS

Division of University Marketing Communications  
P.O. Box 6100, SFA Station • Nacogdoches, Texas 75962  
Phone (936) 468-2605 • Fax (936) 468-1732 • Email umc@sfasu.edu • Web sfasu.edu/umc

**Envelope Example**

**STEPHEN F. AUSTIN STATE UNIVERSITY**  
THE UNIVERSITY OF TEXAS SYSTEM • NACOGDOCHES, TEXAS

Division of University Marketing Communications  
P.O. Box 6100, SFA Station  
Nacogdoches, Texas 75962
ELECTRONIC LETTERHEAD

UMC can provide electronic letterhead for departments who send official emails. Please note: the electronic letterhead will include the phrase “For electronic use only.” This phrase cannot be removed. To request an electronic letterhead, fill out a request form at sfasu.edu/umc-request.

Electronic Letterhead Example

STEVEN F. AUSTIN STATE UNIVERSITY
THE UNIVERSITY OF TEXAS SYSTEM • NACOGDOCHES, TEXAS

Division of University Marketing Communications
P.O. Box 6100, SFA Station • Nacogdoches, Texas 75962
Phone (936) 468-2605 • Fax (936) 468-1732 • Email umc@sfasu.edu • Web sfasu.edu/umc

For electronic use only
EMAIL STANDARDS

UNIVERSITY, STATE AND FEDERAL POLICIES

The Accessibility for Persons with Disabilities Policy 01-302 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 all email content is accessible to the recipient if the email contains an image.

- 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).

- 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 highlight, 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 recognize it may not be accessible, ask whether the author can make those corrections.

Thanks for your commitment to electronic accessibility on campus. If you would like more information on electronic accessibility, visit https://www.access-board.gov/ict/#about-the-ict-accessibility-standards.

Learn how to create accessible digital products at section508.gov/create.

If you have web or email accessibility questions or concerns, contact us at umc@sfasu.edu or accessibility@sfasu.edu.
OVERVIEW
University websites should maintain a uniform and consistent appearance; therefore, all university websites should use the university's Identity Standards and Writing Style Manual. Individual faculty members designing personal websites, as well as 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.

AMERICANS WITH DISABILITIES ACT COMPLIANCE
Websites must be in compliance with accessibility requirements. See the state of Texas website rules and regulations for additional information on meeting requirements of the Americans with Disabilities Act.

STUDENT ORGANIZATIONS
SFA's web development team will link to a student organization's website if:
• the request comes from the faculty advisor
• and that faculty advisor agrees to be responsible for the content on the organization's website.

This responsibility includes (but isn't limited to):
• notifying us immediately if the site is hacked, becomes defunct or is no longer regularly maintained
• staying aware of the content and its accuracy
• and making sure content is current and that links work properly.
OVERVIEW
Social media is one of the quickest, easiest and cheapest ways to share news and engage with all university stakeholders, news media and other audiences. It has also quickly become one of the primary modes through which stakeholders seek information about the university; therefore, its use must uphold the university’s high standards for brand image.

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.

Each college, department and unit — and individual faculty and staff — at the university should evaluate what, if any, social media technologies are appropriate for their communication needs.

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.

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; and SFA’s Social Media Policy 05-704.

OFFICIAL UNIVERSITY SOCIAL MEDIA ACCOUNTS
To help maintain and publicize university-affiliated social media accounts, any department or office establishing such an account must make the Division of University Marketing Communications aware.

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

TERMS OF USE/SERVICE
See the Social Media Policy 05-704 for details.

SITE ADMINISTRATION
Every SFA-affiliated social media account should have at least two people with administrative privileges. The account should be created using a general department- or office-specific email, like umc@sfasu.edu or biology@sfasu.edu. A personal or work email should not be used so the account remains accessible in the event that employee leaves the university. Keep the number of administrative publishers to a minimum and have rules in place for managing login credentials. The account-holding office is responsible for handling changes to administrative permissions. Do not share login and password information for university-affiliated social media sites with unauthorized individuals.
ACCOUNT USE AND ENGAGEMENT

The account should be regularly monitored, and questions should be promptly answered. Posting should be consistent, but frequency is up to the office maintaining the account based on a number of factors. An account that posts less than once per month will be deemed dormant. A minimum of one post per week is advised.

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. Help drive people to the SFA website. Use keywords and hashtags when appropriate so 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

No individual unit should construe its social media accounts as representing the university as a whole. 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 prior to publication. 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 this 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 account that represents the university.
SOCIAL MEDIA GUIDELINES

BE RESPECTFUL

SFA does not seek to censor any social media page. Content posted to a social media site can result in inflammatory comments, and responses should display good sportsmanship; do not malign your rivals. Your reputation and SFA’s are best served when you remain above the fray.

Transparency helps build credibility, so posts that are critical of the university but not offensive should not be removed. Although these comments are upsetting, administrators should take time to cool down before deciding whether or not to respond. 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.

STRIVE FOR ACCURACY

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 retraction 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

Images housed in University Marketing Communications’ data asset management system are the property of the university and may be used on SFA-affiliated social media accounts for the purpose of promotion. Consider posting images at 72 dpi and approximately 800x600 pixel 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 university-related photos or video for use on social media, clearly state that the photos are intended for use on an SFA-related social media account, giving the department or office account name when possible. Allow anyone not wishing to be in the photo or video to step out before it’s taken. 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 the decision of each individual you wish to tag. Prior written permission is required for photos that will be used for commercial/advertising purposes.

For permission forms and additional information, contact University Marketing Communications or visit sfasu.edu/umc.
GUIDELINES AT A GLANCE

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

ATHLETICS IDENTITY STANDARDS

The following guidelines will help you apply visual elements to ensure consistency within the SFA Athletics brand. The secondary and tertiary logos as well as the Ladyjack and Lumberjack wordmarks are to be used by Athletics only. Academic and administration offices, departments and areas are to use the primary logo only.

PRIMARY LOGO
The SFA primary logo, also known as the Spirit Logo, is the primary mark to represent the SFA Athletics brand. The logo should be used in strict adherence with the identity guidelines in this manual.

SECONDARY LOGO
The secondary logo should be used as a substitute for the primary logo. Approved colors of the logo are shown. The white logo should not have a white background, and the black logo should not have a black background.

TERTIARY LOGOS
The tertiary logos should be used as the focal object on a plain background with a clear space around the logo.

LADYJACK WORDMARK
The Ladyjack wordmark should be used with the following sports: beach volleyball, volleyball, women's basketball, women's golf and women's tennis. Approved colors of the logo are shown. White logos should not have a white background, and black logos should not have a black background. The best practice is to use the Ladyjack wordmark with headers, banners, etc.

LUMBERJACK WORDMARK
The Lumberjack wordmark should be used with men's sports and when referencing SFA Athletics as a whole regardless of gender. Approved colors of the logo are shown. A white logo should not have a white background, and a black logo should not have a black background. The best practice is to use the Lumberjack wordmark for headers, banners, etc.
ATHLETICS BRAND

FONTS*

Approved fonts are Graduate Black and Apex Bold Extended. The Graduate font should be used as header text. Apex Bold Extended should be used as a subheader and body text.

*Approved athletic fonts are to be used for athletics-related marketing and affiliated materials only. Fonts approved for general university use may be found on Page 12.

OFFICIAL ATHLETICS COLOR PALETTE

<table>
<thead>
<tr>
<th>COLOR</th>
<th>RGB</th>
<th>4 Color/Process</th>
</tr>
</thead>
<tbody>
<tr>
<td>PURPLE</td>
<td>Red 95, Green 37, Blue 159</td>
<td>Cyan 77, Magenta 97, Yellow 0, Black 0</td>
</tr>
<tr>
<td>GRAY</td>
<td>Red 177, Green 177, Blue 179</td>
<td>Cyan 13, Magenta 9, Yellow 10, Black 27</td>
</tr>
<tr>
<td>BLACK</td>
<td>Red 0, Green 0, Blue 0</td>
<td>Cyan 0, Magenta 0, Yellow 0, Black 0</td>
</tr>
<tr>
<td>WHITE</td>
<td>Red 255, Green 255, Blue 255</td>
<td>Cyan 0, Magenta 0, Yellow 0, Black 0</td>
</tr>
</tbody>
</table>
abbreviations
Do not use abbreviations the reader would not quickly recognize, except in special publications and sports schedules that call for abbreviated months/dates. A few universally recognized abbreviations are required in some circumstances; but in general, avoid alphabet soup. 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.
Capitalize degree name in specific uses, with emphasis areas lowercased unless a proper noun: He has a Bachelor of Arts in journalism, or They have a Master of Arts in English.
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.
When referencing degree acronyms, do not use periods. She received a BA and MBA.

academic majors, programs
Lowercase academic majors and programs except proper nouns: history, English, aviation sciences program, Bachelor of Arts in psychology.

academic titles
See titles.

accessible language
Use language like accessible rather than handicap, handicapped or disabled. Use accessible parking rather than handicap parking.

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, Texas 75962
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.

Do not use ZIP +4 numbers for SFA Station addresses.
Also see Zip codes.

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
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. SFA avoids gendered nouns unless necessary.

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 (&)
Use the ampersand when it is part of a company’s formal name or composition title: House & Garden, Procter & Gamble, Wheeling & Lake Erie Railway.
The ampersand should not otherwise be used in place of and. Always spell out in narrative copy.

any more, anymore
When used as two words, any more refers to quantity: I don’t want any more cake.
When used as one word, the adverb anymore refers to time: I don’t feel like going to the party anymore.
apposition
If clause is restrictive, meaning that it is necessary to understand the meaning of the sentence, then commas are omitted. Computer scientist Margaret Dunham wants to know how an individual can effectively use a laptop to retrieve data. Put commas around an identification (appositive) that follows a name: R. Gerald Turner, president of the university, spoke to the group of underclassmen; or His wife, Gail, had lunch with an alumni group. But John and his daughter Christine went to the mall together; restrictive clause because John has more than one daughter.

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

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.

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” and the space before Jacks.

baccalaureate
Never baccalaureate degree.

barbeque
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
Capitalize when referring to The University of Texas System Board of Regents. Shorten to UT System Board of Regents or Board of Regents in all subsequent uses. Never UT Board of Regents.

Regent is capitalized when used before a name: Regent Robert P. Gauntt.

In some documents, “Board” or “Regent” will be capitalized even when they stand alone. For example, in an official program for a ceremonial event such as a Santa Rita Award dinner, capitalize the words “Board” and “Regent” when they stand alone. But do not capitalize them in a news release or less formal documents.

book titles
See Composition Titles (The AP Stylebook).

Brightspace by D2L.

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
Agricultural Mechanics Shop
Agriculture Building
Agriculture Greenhouse
Biology Greenhouse
Boynton Building
Bush Mathematical Sciences Building
Cole STEM Building
Cole Student Success Center
Construction Management Building
DeWitt School of Nursing Complex
Dugas Liberal Arts North
Education Annex
Ferguson Building
Forestry Building
Forestry Greenhouse
Forestry Laboratories
Forestry Weather Station
Human Sciences Building North
Human Sciences Building South
Human Services Building
Janice A. Pattillo Early Childhood Research Center
Early Childhood Laboratory (SR: ECHL)
SFA Charter School
Kennedy Auditorium
Lehmann Chemistry Building
McGee Business Building
McKibben Education Building
Military Science Building
Miller Science Building
Gibson Entomarium
Norton HPE Complex
Science Research Center
Social Work Building
Soil, Plant and Water Analysis Laboratory
Steen Library
Todd Agricultural Research Center
    Beef Center
    Broiler Research Center
    Equine Center
    Poultry Research Center
    Sheep and Goat Center
    Swine Center
Wildlife Habitat and Silviculture Laboratory

Athletics Facilities
Athletic Ticket Office
Field House
    Field House Champions Room
Garner Track
Homer Bryce Stadium
Intramural Fields
Jaycees Field
Jimmy W. Murphy Field (football)
Johnson Coliseum
Lawton Ready Room
Lowery Court
Murphy Wellness Center
Naymola Basketball Performance Center
Press Box
Schlief Tennis Complex
Shelton Gym
Sports Medicine and Academic Center
Soccer Field
Softball Field

Fine Arts Buildings and Venues
Art Building
Art Studio
Art Studio Annex
Black Box Theatre
Cole Concert Hall
Dance Performance Studio
Flex Theatre
Griffith Fine Arts Building
    Adams Gallery
    Arscott Sound Stage
    Fine Arts Box Office
McKinney Fine Arts Annex
Music Prep House
Music Recital Hall
SFA Theatre (Scene Shop)
The Cole Art Center @ The Old Opera House
Turner Auditorium
Upstage Theatre
Wright Music Building

Other
1st Lt. Kile G. West Memorial Obstacle Course
Advancement Annex
Aikman Parking Garage
Austin Building
Baker Pattillo Student Center (SR: student center, never BPSC)
Baker Pattillo Student Center Theater
Barnes & Noble Bookstore
Birdwell Plaza
Eatery on East
Food Hall 1923
Grounds and Transportation
Jacks/Teach Center
Juanita Curry Boynton House (SR: Boynton House or president's house)
Parking Services
Pearman Alumni Center
Physical Plant
Pinney Woods Conservation Center
Pinney Woods Area Health Education Center
Purchasing and Central Stores
Raguet Plaza
Regents’ Suite (A, B, etc.)
Residence Life Operations
Rusk Building
Safety Office
Sesquicentennial Plaza (informally, Surfin’ Steve Plaza)
Stone Fort Museum
Student Center Parking Garage
Student Recreation Center
Technical Support Center
Tucker Building
University Police Department
Village Parking Garage
Visitor Booth
Wilson Parking Garage

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

SFA Gardens
Brundrett Conservation Education Building
Gayla Mize Garden
Kingham Children’s Garden
Hinds Park
Mast Arboretum
Pineywoods Native Plant Center
Ruby M. Mize Azalea Garden
Tucker House
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.

Center for Career and Professional Development (SR: CCPD)

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

Use the nongendered 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.

Chartwells

SFA’s food service provider.

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

Capitalize city if part of a proper name, an integral part of an official name, or a regularly used nickname: Kansas City, New York City, Windy City, City of Light, Fun City.

Lowercase elsewhere: a Texas city; the city government; the city Board of Education; and all city of phrases: the city of Nacogdoches.

Capitalize when part of a formal title before a name: City Manager Francis McGrath. Lowercase when not part of the formal title: city Health Commissioner Frank Smith.

co-

Retain the hyphen when forming nouns, adjectives and verbs that indicate occupation or status: co-author, co-chair, co-defendant, co-host, co-owner, co-pilot, co-signer, co-star, co-worker, co-sponsor, co-chair and co-op.

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

collective nouns

Nouns that denote a unit take singular verbs and pronouns: class, committee, crowd, faculty, family, group, herd, jury, orchestra and team. For example: The committee is meeting to set its agenda. The faculty at SFA is one of the best in the nation. The jury has reached its verdict. A herd of cattle was taken to market. Central University Libraries seeks funds to expand its collection.

Team and musical group names, whether plural or singular, take plural nouns.

colleges

Use the full college name on first reference. For second reference preferences, see Page 54-56 The names of the six colleges at SFA in alpha order are:

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

When listing the academic areas within a college, name any schools first: the School of Human Sciences and the departments of education studies, human sciences, human services and educational leadership, and kinesiology and health science.

SFA should be listed before college name on first reference.

colons

See entry in the punctuation section in The AP Stylebook.

commas

Use commas to separate elements in a series, but do not put a comma before the conjunction in a simple series: The flag is red, white and blue. He would nominate Tom, Dick or Harry.

However, put a comma before the concluding conjunction in a series if an integral element of the series requires a conjunction. I had orange juice, toast, and ham and eggs for breakfast.

A comma is used before the concluding conjunction in a complex series of phrases: The main points to consider are whether the athletes are skillful enough to compete, whether they have the stamina to endure the training, and whether they have the appropriate mental attitude.
company names
Do not abbreviate except in special publications or when the company name is abbreviated in its own title: Texas Instruments Inc., Trammell Crow Company, IBM Corporation. Do not punctuate with a comma before Inc. SFA board member Kenneth James is chairman of Latrell Group Inc.

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

complementary vs. complimentary
The husband and wife have complementary careers, but They received complimentary tickets to the baseball game.

compose, comprise, constitute
Compose means to create or put together. It commonly is used in both the active and passive voices: She composed a song. The United States is composed of 50 states. The zoo is composed of many animals.
Comprise means to contain, to include all or embrace. It is best used only in the active voice, followed by a direct object: The United States comprises 50 states. The jury comprises five men and seven women. The zoo comprises many animals. In general, the whole comprises the parts. When the sentence starts with the larger item, use comprise. Never use: ...is comprised of...
Constitute, in the sense of form or make up, may be the best word if neither compose nor comprise seem to fit: Fifty states constitute the United States. Five men and seven women constitute the jury. A collection of animals can constitute a zoo.
Use include when what follows is only part of the total: The price includes breakfast. The zoo includes lions and tigers.

composition titles
Apply the guidelines listed here to titles of books, computer games, movies, operas, plays, poems, albums and songs, and television and radio programs, as well as lectures, speeches and works of art. The guidelines, followed by a block of examples:
- Do not use quotes or italics for magazine or newspaper titles.
- Capitalize the principal words, including prepositions and conjunctions of four or more letters.
- Capitalize an article – the, a, an – or words of fewer than four letters if it is the first or last word in a title.

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

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

continual vs. continuous
Continual means a steady repetition, over and over again: The merger has been a source of continual litigation.
Continuous means uninterrupted, steady, unbroken: All she saw ahead of her was a continuous stretch of road.

council, 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.

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

course numbers
Use Arabic numerals and capitalize the subject when used with a numeral: Philosophy 2306. Capitalize but do not use italics or quotation marks.

course titles
Put course titles in quotation marks if used in a story: Students in Management 2035 “Management and Productivity Systems” hosted a...

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, including when used in direct quotes. Exceptions are made on second reference in development publications, such as the Campaign Newsletter.

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

cyber security
In contrast to AP, cyber security is always two words when referring to the SFA program/degree.
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, 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. Jan. 2 was the coldest day of the month. He was born March 3, 1944, in Michigan. He was born Jan. 3, 1994, in Texas.
It is preferred that "on" not be used 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.

degrees
See academic degrees.

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.

department/offices/divisions/schools official names
See Pages 54-56

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 5 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
Do not use period after Dr in Dr Pepper.

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

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

editor-in-chief
Use hyphens. Capitalize when used before a name: Editor-in-Chief Suzie Smith.

effect
See the affect vs. effect entry.

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

either ... or, neither ... nor
The nouns that follow these words do not constitute a compound subject; they are alternate subjects and require a verb that agrees with the nearer subject: Neither they nor he is going. Neither he nor they are going.

eclipses
See entry in the punctuation section in the The AP Stylebook.
email
   No hyphen.

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

em and en dash
   Use an em dash for explanatory breaks in thought, Gould's lifework focuses on the concept of punctuated equilibrium — the idea that evolution is not a gradual process. The em dash (—), also known as the em rule, indicates a sudden break in thought — a parenthetical statement like this one — or an open range (such as "John Doe, 1987 —").

   The en dash (–), also known as the en rule, is one en in width: half the width of an em dash. The en dash is used to indicate a closed range, or a connection between two things of almost any kind: numbers, people, places, etc. Use an en dash for continuous numbers, 1974–1982.

   When you type a space and one or two hyphens between text, Microsoft Word automatically inserts an en dash (–). If you type two hyphens and do not include a space before the hyphens, then an em dash (—) is created.

   WITH SPACES: Put a space on both sides of an em 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, McElvaney Professor of Political Science Steven Evans is chair of the department.

enroll, register
   Enroll is the preferred word.

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

entitled vs. titled
   Entitled means a right to do or have something and should not be used to mean titled. Titled is used when naming an academic essay, presentation, etc.

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.

faculty, faculty members
   Only use members after faculty or staff if they are used alone. If both are used together, it is faculty and staff without members.

   A singular noun that 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, further
   Farther refers to physical distance: He walked farther into the woods.
   Further refers to an extension of time or degree: She will look further into the mystery.

fax
   As an adjective, noun and verb.

federal
   Capitalize only for corporate or governmental bodies that use the word as part of their formal names: Federal Express, the Federal Trade Commission.

   Lowercase when used as an adjective to distinguish something from state, county, city, town or private entities: federal assistance, federal court, the federal government, a federal judge.

   Also, federal District Court (U.S. District Court is preferred) and federal judge William Wayne Justice (U.S. District Judge William Wayne Justice is preferred).
first come, first served
Hyphenate when used as a compound modifier: They will be seated on a first-come, first-served basis.

firsthand
One word, no hyphen in all uses.

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

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

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

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

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

forward
Not forwards.

fractions
Spell out amounts less than one using hyphens between the words: two-thirds, three-fourths, four-fifths, etc. Use figures for precise amounts larger than one, converting to decimals whenever practical: 1 1/2, 3 3/4, 2 5/8, etc.

freshman vs. first-year student
In following The AP Stylebook’s preference for gender-neutral language, use first-year student in all references to a student in their first year of studies.

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

fundraising, fundraiser
One word in all cases.

government
In general, lowercase and never abbreviate: the federal government, the state government, the U.S. government. May be capitalized when used in an official name: SFA’s Department of 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 SFA.

gray
Not grey. But, greyhound for the animal, and Greyhound for the bus company.

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

groundbreaking
One word as an adjective and noun.

he, she, they
In following The AP Stylebook’s preference for gender-neutral language, avoid using he or she as a generic term. Replace with a specific singular or plural noun when possible; otherwise, use they/their. The campus always seems strange to a first-year student. The students will prepare for their exams. If the student cannot attend, they must schedule a new date.

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. 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.
Capitalize shortened references that delete the words of Representatives: the U.S. House, the Texas House, etc.

hyphen
See the hyphen (-) entry in The AP Stylebook for details. Hyphens are joiners. Use them to avoid ambiguity or to form a single idea from two or more words. Use them to form a compound modifier if it’s needed to make the meaning clear and avoid unintended meanings: small-business owner is the owner of a small business, whereas small business owner indicates the owner of that business is small in stature. Normally, close words with the prefixes re, pre, non, post unless the 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, assure entry.

internet
Lowercase.

intranet
Lowercase.

it’s vs. its
It 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 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. Do not precede by a comma: John F. Kennedy Jr. The notation II or 2nd also may be used if it is the individual’s preference. Note, however, that II and 2nd are not necessarily the equivalent of junior – they often are used by a grandchild or a nephew/niece. 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.

Ladyjack or Ladyjacks

Lanana Creek
When referring to the Nacogdoches body of water.

LaNana Creek Press

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

laptop
One word.

lay vs. lie
The action word is lay. (If the word “put” can be substituted, lay is the proper word.) It takes a direct object. Laid is the form for its past tense and its past participle. Its present participle is laying.
Lie indicates a state of reclining along a horizontal plane. It does not take a direct object. Its past tense is lay. Its past participle is lain. Its present participle is lying.
When lie means to make an untrue statement, the verb forms are lie, lied, lying. Examples: I will lay the book on the table. The prosecutor tried to lay the blame on him. He lies (not lays) on the beach all day. He is lying on the beach. He lay on the beach (past tense of lie).

laypersons
Not laypeople.

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

left-hander, left-handed
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, CONGRESSWOMAN: Rep. and U.S. Rep. are the preferred first-reference forms when a formal title is used before the name of a U.S. House member.
In stand-alone references, the terms U.S. House representative, representative, member of Congress are preferred. Congressman and congresswoman are acceptable. Do not use congressperson. Congressman and congresswoman should appear as capitalized formal titles before a name only in direct quotation.

liaison

lifestyle
Not life style or life-style.

likable
Not likeable.

lists, bulleted lists
Bulleted lists can be categorized according to the introductory phrase.
When a phrase introduces a list and each line needs the phrase to make a complete sentence:
• end the introductory phrase with a colon
• start each line with a lowercase letter, unless it is a proper noun
• add and or or before the last line
• and use a period only at the end of the last line in the list.
Do not use a comma or semicolon at the end of each line as the bullet replaces these. If there are complete sentences inside any line, enclose sentence(s) in parentheses.

All employees must complete:
• form 1106
• nonrefundable $35 fee (Payment must be cashier’s check or money order.)
• and credit questionnaire.

When a phrase introduces a list but each line does not need the phrase to make complete sentences, end the introductory phrase with a colon. Start each line with an uppercase letter, and end each line with a period.

If you need further information:
• Check your manual.
• Contact your client.

When there is no introductory phrase and each line forms at least one complete sentence, start each line with an uppercase letter, and end each line with a period.
• Sign all necessary forms.
• Seal the document.
• Mail it to SFA.

Whether there is or is not an introductory phrase, if lines do not form complete sentences, start each line with an uppercase letter. Do not use a period at the end of the list.
Possible careers you can have with an anthropology, geography and sociology degree include:
• Cartographer
• Criminologist
• Geography teacher

logo
The university logo is the purple and white Texas outline with a star in the location of Nacogdoches and the letters SFA diagonally stacked. The university seal, a circle with a star and the likeness of Stephen F. Austin in the center, is for use only on official documents, such as diplomas, and at the discretion of the president and board of regents.
The university logo should appear in a prominent location on all university documents.

Lumberjack or Lumberjacks

-ly
Do not use a hyphen between adverbs ending in -ly and adjectives they modify: an easily remembered rule, a badly damaged ship, a fully informed person. (See Chicago Manual of Style, 15th edition.)

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. They earned a Bachelor of Arts in history.

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

makerspace
For the library location: SFA Makerspace (SR: the makerspace).

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-stem

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’s military titles entry.

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.”

named after/named for
Use “after” when the occasion occurs when the person named is deceased; use “for” when the occasion occurs when the person is still living. SFA is named after the Father of Texas. The Naymola Basketball Performance Center is named for businessman Loddie Naymola.

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

nationwide

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

noon, midnight
Do not put a 12 in front of it.

numbers
In text, and in general, spell out numbers one through nine. Use numerals for 10 and above. Some exceptions are percentages, ratios, monetary amounts, temperature readings, ages, physical dimensions and sports scores: 44.4%, 104%, $4 (not four dollars), 4°C or four degrees centigrade (not 4 degrees centigrade). They won the baseball game 4-2, She is 4 years old, The porch is 9 feet by 11 feet, etc.

However, writers should never create a barrier to the reader’s understanding. If following the rule causes confusion, do not follow the rule. The academy is for students in eighth through twelfth grade.

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

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

Wrong: 444 first-year students entered SFA last year.
Correct: Last year, 444 first-year students entered SFA.
Correct: 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 6s and She remembers the 60s.

CENTURIES: The “10 and above” rule applies. Spell out centuries below 10; use numerals for 10 and above. Lowercase century: the 21st century, the fourth century, etc.

COMMAS: Include commas in all four-digit numbers except when listing years, SAT scores, 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.

It is preferred that “on” not be used before dates: The Lumberjacks will play Navy Nov. 1 in Nacogdoches.

nursing degrees
Master of Science in Nursing
Bachelor of Science in Nursing
These are permissible because “Nursing” is part of the degree acronym MSN and BSN.

off
The of is unnecessary: He fell off the stage, not He fell off of the stage.
OK
Not okay, o’kay or O.K.

Ol’ Cotton

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.

Orientation
Always capitalize when referring to SFA’s official Orientation events. Also named Lumberjack Orientation or Virtual Orientation.

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.

percent
Use the % sign when paired with a number, with no space, in most cases (a change in 2019): Average hourly pay rose 3.1% from a year ago; her mortgage rate is 4.75%; about 60% of Americans agreed; he won 56.2% of the vote. Use figures: 1%, 4 percentage points.

For amounts less than 1%, precede the decimal with a zero: The cost of living rose 0.6%.

In casual uses, use words rather than figures and numbers: She said he has a zero percent chance of winning.

At the start of a sentence: Try to avoid this construction. If it’s necessary to start a sentence with a percentage, spell out both: Eighty-nine percent of sentences don’t have to begin with a number.

phone numbers
When referring to a phone number in text or on a poster, brochure, flyer, etc., use parentheses and a dash: (936) 468-2605
Always use dots for web: 936.468.2605

piney woods
Texas Forest Country is preferred over piney woods, unless in name of organization or establishment, i.e. Piney Woods Conservation Center; Piney Woods Area Health Education Center. Two words unless used as single word in proper name, Pineywoods Native Plant Center.

possessives
See entry in The AP Stylebook.

postsecondary

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

pre
Follow Webster’s New World College Dictionary. Hyphenate if not listed there. A 2019 change: In recognition of common usage and dictionary preferences, do not hyphenate double-e combinations with pre- and re-. Examples: preeclampsia, preelection, preeminent, preempt, preestablished, preexisting and those listed in re-. Other rules in prefixes apply.

pre-physician assistant
Not physician’s

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.
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.

Mike Snyder, the Christopher and Kelly Rogers Professor of Political Science, gave the lecture.

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From entry in the Punctuation section in The AP Stylebook.

Not racquet, when referring to the light bat used in tennis and badminton.

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.

Capitalize the proper names of monotheistic deities: God, Allah, the Father, the Son, Jesus Christ, the Son of God, the Redeemer, the Holy Spirit, etc. However, lowercase pronouns referring to the deity: he, him, his, thee, thou, who, whose, thy, etc.

Lowercase gods in referring to the deities of polytheistic religions, but capitalize the proper names of pagan gods and goddesses: Neptune, Thor, Venus, etc.

Lowercase such words and phrases as god-awful, godlike, godliness and godsend.

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

The first reference to a clergyman or clergywoman may include a capitalized title before the individual’s name. When using the title “reverend,” always precede it with “the” and always abbreviate and capitalize Rev. The Rev. Billy Graham spoke at the conference. The conference speakers were the Rev. Billy Graham and Howard Stern.

Do not use the Rev. Dr. 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.

First reference add “in Bryan” after the word “Alliance.”
staff, staff members
See faculty, faculty members entry.

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, Jacksonville, Moscow). 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.

STEM
Acceptable on first reference for science, technology, engineering and mathematics. The full phrase must be spelled out shortly thereafter if directed at a non-STEM audience, including prospective students and their families.

Stephen F. Austin State University
SR: SFA. Never abbreviate using SFASU.

Stephen F. Austin statue
May also use Surfin’ Steve informally.

Stone Fort Museum

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 3-16 in the Baker Pattillo Student Center. The bonfire will be held at 7 p.m. Wednesday, Nov. 23, on the Intramural Fields.
On invitations and programs, order may vary.
Technology Terms

CD-ROM
data (plural)
database
e-mail
home page
internet
online
RAM

ROM
web
web browser
webpage
webcast
webmaster
website

telephone number
See phone number entry.

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

that, which (pronouns)
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 and Dance, 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 Theatre. Also in reference to Meadows – Division of Theatre, Theatre Studies.

The University of Texas System
Second reference: UT System or the UT System

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.

titled vs. entitled
See entitled vs. titled entry.

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.

Other examples:
• Dr. Mikhail Kouliavtsev, chair of the economics and finance department
• Dr. Mikhail Kouliavtsev, chair of the Department of Economics and Finance
• Department of Economics and Finance Chair Dr. Mikhail Kouliavtsev

Uppercase a title following a name if it is an endowed chair or title.

Michael Fountain, Laurence C. Walker Distinguished Professor of Forestry, is the author.

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

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

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

When using a title in a quote, use a verb-subject arrangement.

Instead of Dr. Lorenzo Smith, provost and executive vice president for the Division of Academic Affairs, said …, use said Dr. Lorenzo Smith, provost and executive vice president for Division of Academic Affairs.

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.

University of Texas System, The
See The University of Texas System entry.

universitywide

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

videocamera
One word.

videoconference, videoconferencing
One word.

voicemail
One word.

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

web

website
Do not use “http://” or any variant. Do not use “www:” unless necessary, i.e. if the website does not work without it or if it is unclear that it is a website.

If a website or email address comes at the end of sentence, punctuate accordingly. For more information, visit our website at sfasu.edu.

who vs. whom
Use who when referring to human beings and to animals with a name.

Who is the word when someone is the subject of a sentence: The player who hit the home run is circling the bases or Who is it?

Whom is the word when someone is the object of a verb or a preposition: The player to whom the home run was credited is circling the bases, or With whom do you wish to speak?

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

worldwide

Xerox
A trademark for a photocopy machine. Do not use generically or as a verb.

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

years
Do not shorten standalone year or decade on first use — Correct: 1960. Incorrect: ’60. One exception to this rule is when referencing alumni graduation years, an apostrophe and the last two digits are to be used directly after the name (Robin Johnson ’99 & ’19), but only in pieces directed at an alumni audience, like Sawdust magazine. If the structure of the reference makes this format difficult, use the full year shortly thereafter.

Hyphenate year ranges and shorten the ending year to the last two digits: 1990-98. The only exception to this rule is if the date range straddles two centuries: 1998-2001.

Use figures without commas: 1991, 2005, etc. When referring to decades or centuries, use an “s” without an apostrophe: the 1890s, the 1920s, the 1960s, etc.

Years are the lone exception to the general rule that numbers should not be used to start a sentence: 1989 was an extraordinary year. But try to avoid this construction.

The current year should not be used in most instances. Exceptions to this rule include pieces that could serve historical or commemorative purposes, including posters, tickets, formal invitations and major annual publications. Examples include:

• Orientation booklets
• Viewbook
• Road piece
• Nelson Rusche Distinguished Lecture Series and Archie McDonald Speaker Series
  ▪ Invite, poster, ticket and program only
• Gala
  ▪ Invite and program only
UMC will consider other requested exceptions on a case-by-case basis. Email umc@sfasu.edu to inquire about exceptions.

zero, zeros
No “e” in either case.

ZIP code
ZIP is an acronym for Zone Improvement Program. Don’t use periods between each letter.
Zip codes should only be used in mailing addresses. They are not needed when referencing a physical location or address for wayfinding purposes.
Shorten Texas to “TX” in mailing addresses only. Texas should be spelled out in all other uses.
Names of Departments/Offices Divisions/Schools/Centers

Below is the list of official names for SFA offices, departments, divisions, programs, schools and colleges. Unless otherwise noted, lowercase any version of a name below used in a print or digital piece if it does not match exactly. The preferred version for second reference (SR) use is in parenthesis.

Refer to the most recent Undergraduate and Graduate Bulletins for further clarification (catalog.sfasu.edu).

Department of Audit Services (SR: Audit Services)

Division of Academic Affairs
A. Office of the Provost and Executive Vice President for Academic Affairs (SR: Office of the Provost)
   i. Academic Partnerships
   ii. Center for Teaching and Learning (SR: CTL)
   iii. Center for Applied Research and Rural Innovation (SR: CARRI)
   iv. Lumberjack Learning Commons (SR: the Commons; LLC to be used sparingly)
      a. Academic Assistance and Resource Center (SR: AARC)
      b. Professional and Continuing Education Center
      c. Center for Teaching and Learning (SR: CTL)
      d. Office of International Programs (SR: OIP)
   e. SFA Makerspace (SR: the makerspace)
   f. Student Success Center (SR: SSC)
      i. Generation Jacks (SR: GenJacks)
      ii. New Lumberjack Experience - SFAS 1101
   III. Smith-Hutson Scholarship Program
   IV. Student Success Center Peer Mentor Program
   V. Texas Success Initiative (SR: TSI)
   VI. Undeclared/exploratory advising
   v. Office of Institutional Effectiveness
   vi. Office of Strategic Analytics and Institutional Research
   vii. Office of International Programs (SR: OIP)
   viii. Office of Research and Graduate Studies (SR: ORGS)
      a. Center for Student Research and Creative Discovery
      b. Graduate Studies or graduate school; NOT Graduate School
   c. Grants and Sponsored Programs
   ix. School of Honors
   x. Steen Library
      a. East Texas Research Center (SR: ETRC)
      b. Learning Lounge
   c. Library Services Desk
   xi. Student Success Center

Division of Finance and Administration
A. Office of the Vice President for Finance and Administration
   i. Budget Office
   ii. Human Resources (NOT Department of) (SR: HR)
   iii. Environmental Health, Safety and Risk Management Department (SR: Safety Department)
   iv. Office of Finance and Administrative Services
      a. Procurement and Business Services
         I. accounts payable
         II. interior design
   III. P-card/travel
   IV. property
   V. purchasing and contracting
   b. Payroll
   c. Programming
   v. Office of Financial Reporting
   vi. Physical Plant Department
   vii. Student Business Services
   viii. University Police Department (SR: UPD)
      a. Emergency Management
      b. Parking Services

Division of University Marketing Communications (SR: UMC)
A. Publications and Design
B. Strategic Communications
C. Visual Media
D. Web Services

Division of Student Affairs
A. Office of the Vice President of Student Affairs
B. Dean of Students Office (SR: DSO)
   i. Behavioral Assessment Team (SR: BAT)
   ii. Campus Recreation (SR: Campus Rec)
      a. Aquatics and Safety
      b. Fitness and Wellness
      c. Intramural Sports
      d. Outdoor Pursuits
      e. Sport Clubs
   iii. Health and Wellness Hub (SR: The Hub)
      a. Counseling Services
      b. Health Services
      c. Lumberjack Food Pantry
      d. Student Outreach and Support (SR: SOS)
      e. Student Wellness
   iv. Student Conduct Office
   C. Student Life
   i. Center for Career and Professional Development (SR: CCPD)
   ii. Divisional Assessment
   iii. Orientation and Transition Programs
      a. Family Weekend
      b. Weeks of Welcome (SR: WoW)
   iv. Student Engagement
      a. Student Organizations Activities
         I. AXExperience
            • Holler @ Homer
            • Jacks Charge
         II. Student Activities Association (SR: SAA)
    b. Fraternity and Sorority Life
    c. Homecoming
    d. Jack Camp
    e. Leadership and Service
      I. The Big Event
   v. Student Government Association (SR: SGA)
vi. Department of Student Publications  
   a. Stone Fort yearbook  
   b. The Pine Log  

D. Campus Living, Dining and Auxiliary Enterprises  
   i. Residence Life (SR: Res Life)  
   ii. Contracts  
      a. Accent Vending  
      b. Barnes & Noble Bookstore  
      c. Chartwells  
   iii. Dining Services  
   iv. Baker Pattillo Student Center  
      a. Graphics Shop/ID Card Services  
      b. SFA Post Office  
   v. Testing Services  

Division of University Advancement  
A. Office of the Vice President for University Advancement  
   i. Office of Alumni Relations  
      a. Alumni Association (SR: the association)  
      b. The Big Dip  
   ii. Office of Development  
      a. SFASU Foundation  
      b. SFA Real Estate Foundation  

Enrollment Management  
A. Office of Admissions  
B. Office of Financial Aid and Scholarships (SR: financial aid)  
C. Office of the Registrar (SR: the registrar, registrar’s office)  
D. SFA One Stop (university one-stop call center: Financial Aid and Scholarships, Student Business Services, registrar’s office, Residence Life and admissions)  

Office of Diversity, Equity and Inclusion (SR: ODEI)  
A. Disability Services  
B. Office of Multicultural Affairs (SR: OMA)  
   i. Aspire Program  
   ii. AXcel Mentoring Program  
C. Office of Title IX (SR: Title IX)  
D. Veterans Resource Center (SR: VRC)  

Office of the General Counsel (SR: General Counsel)  

Information Technology Services  
A. Classroom Support  
B. Enterprise Application Development  
C. Enterprise Architecture  
D. Enterprise Systems  
E. Information Security  
F. Project Management Office  
G. Technical Support  
H. SFA Help Desk (SR: help desk)  
   i. Lumberjack Learning Labs  
      a. Lumberjack Learning Lab 1  
      b. Lumberjack Learning Lab 2  
      c. Lumberjack Learning Lab 3  
      d. Lumberjack Learning Lab 4  

Intercollegiate Athletics  
A. Department of Athletics or SFA Athletics  
B. Cheer and Dance Teams  

Colleges  

A. Office of the Provost and Executive Vice President for Academic Affairs  

B. Rusche College of Business (SR: College of Business)  
   i. Schlief School of Accountancy  
   ii. Department of Business Communication and Legal Studies  
   iii. Department of Economics and Finance  
   iv. Department of Management and Marketing  
   v. Other  
      a. Arnold Center for Entrepreneurship (SR: ACE)  
         i. Small Business Resource Hub (SR: SBRH)  
      b. Berry Dean’s Suite  
      c. Business and Community Services (SR: BCS)  
      d. Center for Business and Economic Research (SR: CBER)  
      e. Chadwick Student Financial Advisors  
      f. Hopkins Lobby  
      g. Layton Lobby  
      h. Mast Student Investment Roundtable  
      i. Mattress Firm Commons  
      j. Naymola Innovation Hub  
      k. Office of Student Services  
      l. Richardson Classroom Schlief Lobby  

C. James I. Perkins College of Education (SR: Perkins College of Education or PCOE)  
   i. Early Childhood Laboratory (SR: ECHL)  
   ii. SFA Charter School  
   iii. Office of Assessment and Accountability  
   iv. Office of Student Services and Advising  
   v. Department of Education Studies  
      a. American Sign Language Media Development Laboratory  
   vi. School of Human Sciences  
      a. Center for Economic Education  
    vii. Department of Human Services and Educational Leadership  
      a. Autism Clinic  
      b. Cole Audiology Lab  
      c. Counseling Clinic  
      d. George Independent Living Skills Model Apartment  
      e. Human Neuroscience Laboratory  
      f. Rehabilitation Services Career Planning Laboratory  
      g. Research Advancing Identities and Student Experiences Center (SR: RAISE Center)  
      h. School Psychology Assessment Center  
      i. Stanley Center for Speech and Language Disorders  
    viii. Department of Kinesiology and Health Science  
        a. Human Performance Lab  

D. Micky Elliott College of Fine Arts (SR: Elliott College of Fine Arts or ECFA)  
   i. Arts Information Office  
   ii. Fine Arts Box Office  
   iii. School of Art  
   iv. School of Music
a. Music Preparatory Division  
v. School of Theatre and Dance

E. Arthur Temple College of Forestry and Agriculture  
(SR: College of Forestry and Agriculture or ATCOFA)  
i. Forestry and Spatial Science  
ii. Division of Environmental Science  
iii. Department of Agriculture  
a. Todd Agricultural Research Center  
   I. Beef Center  
   II. Broiler Research Center  
   III. Equine Center  
   IV. Poultry Research Center  
   V. Sheep and Goat Center  
   VI. Swine Center  

F. College of Liberal and Applied Arts  
i. Department of Anthropology, Geography and Sociology  
a. Anthropology and Archaeology Laboratory and Repository  
ii. Department of English and Creative Writing  
a. Compton Technical Writing Lab  
b. Corley Writing Lab  
iii. Department of Government  
iv. Department of History  
a. Center for East Texas Studies  
b. East Texas Historical Association  
c. Heritage Research Center  
v. Department of Languages, Cultures and Communication  
a. Language Resource Center  
ii. Department of Mass Communication  
iii. Department of Military Science  
a. 1st Lt. Kile G. West Memorial Obstacle Course  
b. ROTC  
vi. Department of Psychology  
vii. Division of Multidisciplinary Programs  
viii. School of Social Work  
a. Center for Rural Social Work Research and Development

b. Child Welfare Professional Development Project

G. College of Sciences and Mathematics  
i. Department of Biology  
a. Gibson Entomarium  
ii. Department of Chemistry and Biochemistry  
iii. Department of Computer Science  
iv. Department of Earth Sciences and Geologic Resources  
v. Department of Mathematics and Statistics  
vi. DeWitt School of Nursing (SR: School of Nursing)  
a. Cole Simulation Laboratory  
b. Birch Foundation Computer Classroom  
c. The Friendship Room  
vii. Department of Physics, Engineering and Astronomy  
a. Downing Engineering Resource Commons  
b. Downing Physics Resource Commons  
c. SFA Observatory  
d. SFA Planetarium  
viii. JacksTeach  
xii. Other  
a. Engelhardt Laboratory  
b. Nelson Atrium  
ix. Pre-Health Professions Programs  
xi. STEM Research and Learning Center