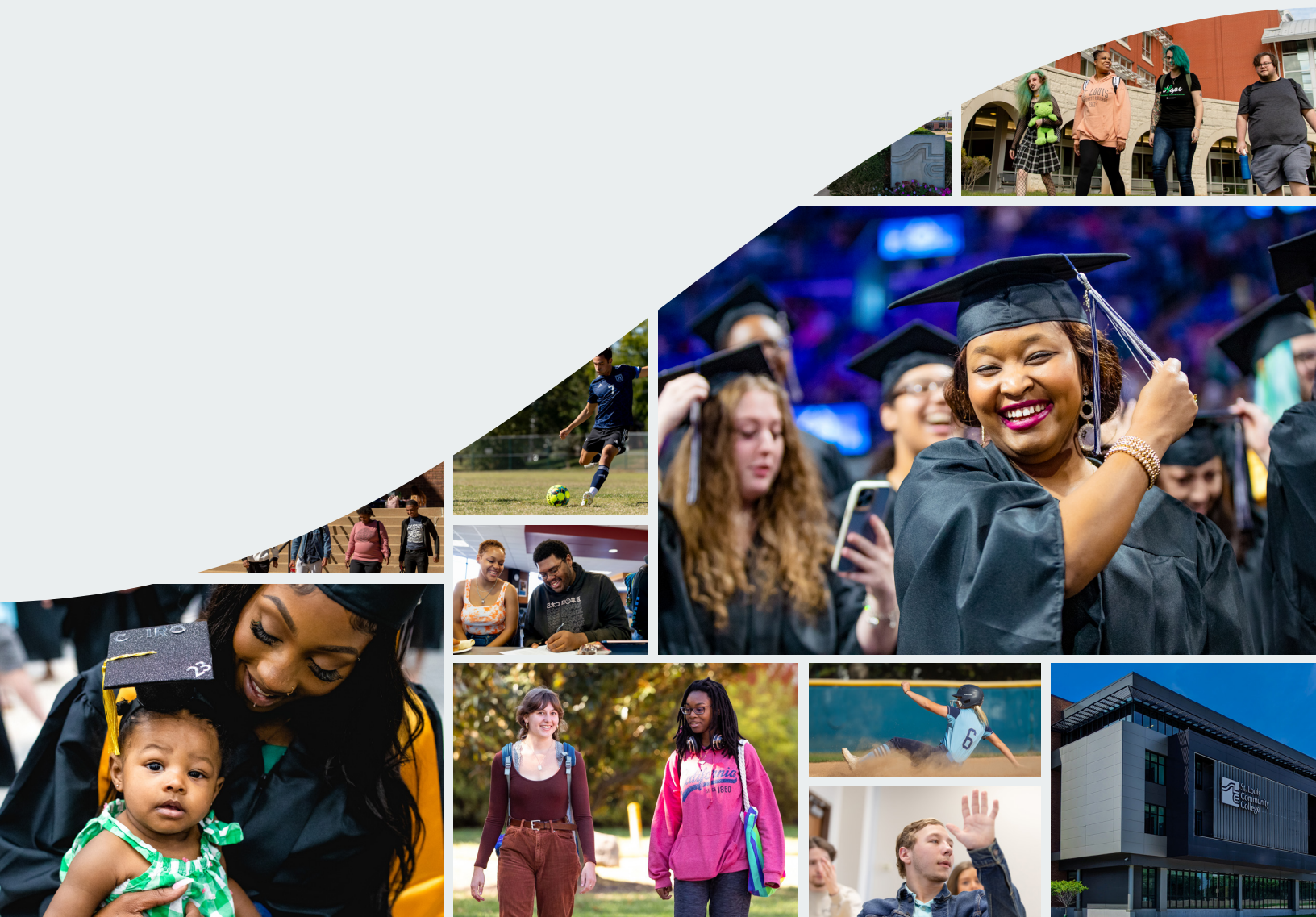




# STLCC

## Visual and Writing Style Guide

JANUARY 2024



# CONTENTS

# CONTENTS

<b>INTRODUCTION</b>	<b>5</b>	Degrees	38
<b>VISUAL GUIDE</b>	<b>6</b>	Departments	39
<b>Section 1: Logos</b>	<b>7</b>	Directional	39
STLCC Logos	7	Disabilities	40
Horizontal Logo with Tagline	8	Diversity Statement	40
Horizontal Logo without Tagline	9	Education Centers	40
Stacked Logo	10	E-Newsletter	40
Location, Program and Department Logos	11	Email	40
STLCC Icon	12	Esports	41
Logo Sizing and Clear Space	13	Farther, further	41
Common Mistakes	14	First come, first served	41
<b>Section 2: Color Types</b>	<b>15</b>	Health care	41
PMS Colors	15	Home page	41
CMYK or Process Colors	15	Inclusive Language	41
RGB Colors	15	Internet	42
HEX Colors	15	Internet Terminology	42
<b>Section 3: Color Palette</b>	<b>16</b>	Login/log in	42
Core Colors	16	Money	42
Secondary Colors	16	Months	43
Accent Colors	17	More, over	43
Black & White	17	Names and Titles	43
Tints	18	Non-Discrimination Statement	44
Contrast and Accessibility	19	Non-Discrimination/Accommodations	
<b>Section 4: Fonts and Typeface</b>	<b>20</b>	Statement for STLCC Events	44
Brand Typefaces	20	Numbers	45
Font Weight and Style Usage	21	Online	45
<b>Section 5: Accessibility</b>	<b>22</b>	Past/Last	45
<b>Section 6: Photography</b>	<b>23</b>	Percentage	45
<b>Section 7: Templates</b>	<b>24</b>	Pronouns	46
<b>Section 8: QR Codes</b>	<b>25</b>	Quotations	46
<b>WRITING GUIDE</b>	<b>26</b>	Rooms	47
Writing Guide: Copy and More	27	Saint Louis University	47
A, an, and	28	Saint Louis Public Schools	47
Acronyms	28	Scientific Technology	47
Addresses	30	Social Media	47
Ages	31	Sports	47
Alum/Alumni	31	States	48
Areas of Study	31	St. Louis Community College	49
Because, since	31	Student status	49
Board of Trustees	32	Super- or subscript	50
Campuses and Locations	32	Tagline	50
Capitalization	36	Telephone numbers	50
Center for Workforce Innovation	36	Temperature	50
Centers of Excellence	36	That, which	50
Chancellor's Name/Title	36	Titles	51
Class	37	URLs	51
Comma	37	United States	51
Corporate College	37	Website	51
Credentials	37	<b>MAC DEPARTMENT</b>	<b>52</b>
Date/Time	37	Marketing and Communications Department	53

# INTRODUCTION

# INTRODUCTION

St. Louis Community College's marketing and communications department created the Visual and Writing Style Guide to provide a consistent and easy-to-use reference guide for STLCC faculty and staff. Included in this guide is an overview of the visual elements of the STLCC brand. This guide encompasses the correct logos, fonts and colors that should be used. In addition, STLCC follows the Associated Press Stylebook (AP Style) for consistency in language, as well as establishes rules for STLCC writing. Ultimately it is the goal of the marketing and communications department to assist departments in establishing consistency. When the message is clear and consistent, then the communities of students, potential students, parents and greater St. Louis will clearly understand what STLCC is and what it stands for.

# VISUAL GUIDE

## Section 1: Logos

### STLCC Logos

The St. Louis Community College logo is a visual representation of our institution and its values. It is a unique and recognizable symbol that embodies the College's mission of empowering students, expanding minds and changing lives. The logo should be used consistently and appropriately to maintain its integrity, and it must not be misused or mistreated. It should never be recreated, distorted or used with or as part of any other symbol. The logo must always be reproduced from approved provided electronic artwork files. It should never be positioned at an angle, enclosed in a shape or distorted with drop shadows. These effects weaken the power and distinctiveness of our brand mark.



St. Louis Community College  
Expanding Minds. Changing Lives.

STLCC Primary Logo

2 Color

654 Blue

Process Cyan Blue



*To acquire approved artwork files of STLCC's logos, visit [stlcc.edu/marketing](https://stlcc.edu/marketing)*

## Primary Logo - Horizontal Logo with Tagline

The horizontal logo for St. Louis Community College is the primary logo to be used for most applications.

It uses the classic STLCC icon in combination with the title and tagline.

STLCC Primary Logo  
One color  
654 Blue



STLCC Primary Logo  
One color  
Black



STLCC Primary Logo  
Reversed  
White





## Horizontal Logo without Tagline

There may be limited situations where the logo may be required to appear alone, unlocked from the tag line. In these instances, adhere to the following guidelines.

STLCC Primary Logo  
(no tagline)  
654 Blue



STLCC Primary Logo  
(no tagline)  
Black



STLCC Primary Logo  
(no tagline)  
Reversed  
White



## Secondary Logo - Stacked Logo

The stacked logo is an appropriate alternative to the horizontal logo, and can be used when the horizontal logo doesn't work due to size or legibility constraints.

STLCC Stacked Logo  
One color  
654 Blue



STLCC Stacked Logo  
One color  
Black



STLCC Stacked Logo  
Reversed  
White



## Location, Program and Department Logos

Logos are available for STLCC's campuses, education centers, programs and departments. These logos may be used in place of the primary logo on pertinent materials.

STLCC Location,  
Program and  
Department Logo  
Two Color



St. Louis Community College  
William J. Harrison  
Education Center

STLCC Location,  
Program and  
Department Logo  
One Color  
654 Blue



St. Louis Community College  
Criminal Justice

STLCC Location,  
Program and  
Department Logo  
One Color  
Black



St. Louis Community College  
South County

STLCC Location,  
Program and  
Department Logo  
Reversed  
White



St. Louis Community College  
Tech Academy



*All St. Louis Community College location, program and department logos are to be created by the marketing and communications department. All other logos are not permitted for use on official STLCC materials. To request a logo, visit [stlcc.edu/marketing](http://stlcc.edu/marketing).*

## STLCC Icon

Since its creation in 1975, the STLCC icon remains unchanged. It has become recognized with St. Louis Community College and it continues to produce quality brand associations for the College. Given the strong equity that it has produced, the icon can be used as a stand-alone element as long as the text “St. Louis Community College” is in close visual relationship to it. Do not rotate or alter the icon and keep clear space around the logo.



*The STLCC icon is an excellent graphic representation of our College. Please keep in mind that it is still a part of our logo, and must be treated with care.*

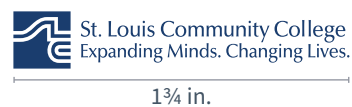
## Logo Sizing and Clear Space

Our logo is a visual representation of our College. It represents our identity, mission, values and the College as a whole. Therefore, it is important to use our logo respectfully.

Below are some guidelines for how to properly use our logo:

### Minimum Size

To maintain legibility, avoid shrinking our horizontal logo to smaller than 1¾ inches wide, and our stacked logo to smaller than 1 inch wide.



### Minimum Clear Space

To maintain our logo's distinction and prominence in a design, be sure to leave adequate clear space between it and other design elements, or the edges of the design. The minimum clear space given to our logo should be equal to the height of the capital "S" in "St. Louis".



## Common Mistakes

Avoid the following mistakes when using STLCC's logos:

- **DO NOT** stretch or squash our logo.
- **DO NOT** re-size or rearrange the elements of our logo.
- **DO NOT** re-color our logo to an unapproved color.
- **DO NOT** embellish our logo with added graphic effects such as drop shadows or outlines.
- **DO NOT** use some or all of our logo as part of another logo, graphic symbol or icon.



## Section 2: Color Types

### **PMS Colors**

Pantone Matching System (PMS) is referred to in the industry as spot or solid colors. Spot colors in the PMS system have a specific number or name associated with the color to ensure accuracy.

### **CMYK or Process Colors**

The most common method of achieving color in printing is referred to as CMYK, a four-color process. To reproduce a color image, a file is separated into four different colors: cyan (C), magenta (M), yellow (Y) and black (K). Files that are intended to be printed are often saved in CMYK colors.

### **RGB Colors**

Red (R), green (G) and blue (B) refers to a system for representing the colors to be used on a computer display. Red, green and blue can be combined in various proportions to obtain any color in the visible spectrum. Files that are intended for digital use are often saved in RGB colors.




### **HEX Colors**

Hex colors are also RGB colors but use a hash (#) followed by a six-digit hexadecimal number that is recognized in HTML coding used for websites.

## Section 3: Color Palette


### Core Colors

The core colors are the colors that should be used most often. These colors are essential in communicating the visual components of the STLCC brand. All communications should incorporate the STLCC core color palette, with an emphasis on PMS 654 as our marquee color. The core color palette should be used across all communications — including advertising, presentations, brochures, websites, direct mail, videos, etc. Leveraging blue as the principal color in the system provides a highly effective means of brand continuity and reinforcement.

		
Pantone: PMS 654 CMYK: 100, 85, 30, 15 RGB: 0, 58, 112 Web/HEX: #003A70	Pantone: Process Blue CMYK: 100, 25, 0, 0 RGB: 0, 130, 202 Web/HEX: #0082CA	Pantone: PMS 306 CMYK: 80, 80, 0, 0 RGB: 0, 179, 227 Web/HEX: #00B3E3

### Secondary Colors

Secondary colors support the core colors or replace the core colors in some instances. PMS 655 may be used instead of PMS 654 for web applications and presentations. For most uses, selecting a color in the blue family of colors is appropriate.

		
Pantone: PMS 655 CMYK: 100, 90, 35, 35 RGB: 0, 36, 83 Web/HEX: #002453	Pantone: PMS 305 CMYK: 60, 0, 0, 0 RGB: 87, 201, 231 Web/HEX: #00CCFF	Pantone: PMS 7545 CMYK: 75, 60, 45, 25 RGB: 43, 53, 63 Web/HEX: #435363



## Accent Colors

Accent colors are used to complement the STLCC core colors. These colors work well with the core colors and also with each other.



Pantone: PMS 388  
CMYK: 60, 0, 100, 0  
RGB: 119, 188, 31  
Web/HEX: #77BC1F

Pantone: PMS 326  
CMYK: 85, 0, 40, 0  
RGB: 0, 175, 170  
Web/HEX: #00AFAA

Pantone: PMS 144  
CMYK: 0, 60, 100, 0  
RGB: 243, 139, 0  
Web/HEX: #F3B00



Pantone: PMS 7417  
CMYK: 5, 85, 85, 0  
RGB: 232, 75, 55  
Web/HEX: #E84B37

Pantone: PMS 7542  
CMYK: 35, 17, 18, 0  
RGB: 166, 187, 195  
Web/HEX: #A6BBC3

## Black and White

Black and white are always acceptable colors for use in STLCC materials. Small text should always be black when on a light background, and white when on a dark background.



Pantone: Pantone Black  
CMYK: 0, 0, 0, 100  
RGB: 0, 0, 0  
Web/HEX: #000000















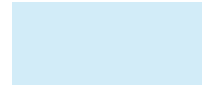








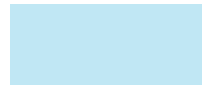
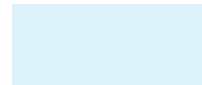




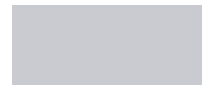
























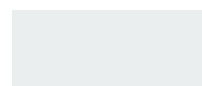
Pantone: Pantone White  
CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255  
Web/HEX: #FFFFFF



*When using STLCC's color palette, ensure that our primary and secondary colors are prominent. Our primary and secondary colors should account for approximately 80% of the color usage in any given piece, and our accent colors should account for roughly 20% of the color usage.*

## Tints

Lighter, tinted versions of all colors in STLCC's color palette are approved for use when needed. Tinted versions of our colors make excellent backgrounds, and add variety and depth to the application of our color palette. When tinting STLCC's colors, work in 20% increments.

				
PMS 654	80%	60%	40%	20%
				
Process Blue	80%	60%	40%	20%
				
PMS 306	80%	60%	40%	20%
				
PMS 655	80%	60%	40%	20%
				
PMS 305	80%	60%	40%	20%
				
PMS 7545	80%	60%	40%	20%
				
PMS 388	80%	60%	40%	20%
				
PMS 326	80%	60%	40%	20%
				
PMS 144	80%	60%	40%	20%
				
PMS 7417	80%	60%	40%	20%
				
PMS 7542	80%	60%	40%	20%

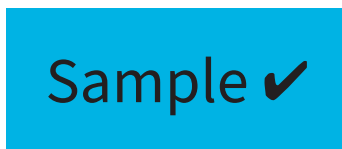
## Color Contrast and Accessibility

When layering colors from our palette on top of one another, especially in the case of placing colorful text on a colorful background, it is important to maintain a high degree of contrast. This ensures the information in our materials is legible and accessible for all.

Web Content Accessibility Guidelines (WCAG) suggest a 7:1 contrast ratio between text and its background for excellent accessibility. The following are our approved text/background color combinations:



White + PMS 654



Black + PMS 306



White + PMS 655



PMS 305 + PMS 655



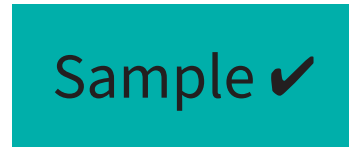
PMS 7542 + PMS 655



Black + PMS 305



Black + PMS 388



Black + PMS 326



Black + PMS 144



Black + PMS 7542



*The inverse of any of the above color combinations is also approved (e.g. PMS 654 text on a white background).*

## Section 4: Fonts and Typeface

### Brand Typefaces

#### Source Sans Pro and Optima Typefaces

STLCC's primary typeface is Source Sans Pro. It is a clear, yet casual font that can be used in all STLCC communication materials. The typeface Optima is used in the STLCC logo, and it should be used in more formal applications to represent our College.

#### Source Sans Pro Typeface

##### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

##### Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz 1234567890*

##### Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

##### Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

#### Optima Typeface

##### Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

##### Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**



*If you do not have access to Source Sans Pro or Optima, the fonts Helvetica and Arial are approved as suitable alternatives.*

## Font Weight and Style Usage

All body copy should be set in Source Sans Pro Regular or Source Sans Pro Semibold when white type is being reversed on a dark background. For short, prominent headlines, use Source Sans Pro Bold in all caps. Subheads, long headlines and intro paragraphs may be set in Source Sans Pro Bold or Semibold. Website URLs should always be bolder than the body text and set in blue whenever applicable.

Headlines, subheads and paragraphs should be separated by spaces. The first line of body paragraphs should not be indented.

Headline example	<b>STLCC MISSION</b>
Subhead example	<b>Empowering students. Expanding minds. Changing lives.</b>
Body copy example	<p>Since 1962, St. Louis Community College has held fast to the fundamental belief that education has the power to lift us up — as individuals, as communities and as a city.</p> <p>Through a changing economy and sharp increases in the price of higher education, STLCC has provided opportunity for all, accepting students exactly as they are while inspiring them to be anything they can imagine.</p> <p>More than 1.3 million students have experienced STLCC as a launchpad to new and better careers, four-year degrees and richer lives. As they pursue their own potential, our students have empowered their communities and strengthened our city. Learn</p>
URL	– more at <a href="http://stlcc.edu">stlcc.edu</a> .

## Section 5: Accessibility

### Accessibility in Design

Accessibility in design is the practice of creating products that can be used by everyone, regardless of their abilities or contexts. Accessibility benefits not only people with disabilities, but also other users who face other challenges. Accessibility is both a legal and ethical responsibility for St. Louis Community College.

Use the following best practices when creating STLCC print materials:

- STLCC's fonts include Optima and Source Sans Pro. Other ADA-friendly fonts include Calibri, Times new Roman, Verdana, Arial, Tahoma, and Helvetica.
- Body text should be at a minimum of 10-point font in copy and no smaller than 8-point font in footnotes and STLCC's accommodations/non-discrimination statement.
- Avoid all caps and italics in body copy. Complex fonts can make readability difficult. Also no more than 2-3 fonts per document should be used.
- Keep messages short and simple and avoid complex words and sentences.
- Avoid acronyms when possible. If you do use acronyms, spell out the name in the first use.
- Ensure all relevant information is included: day of the week, date, time and location.
- Ensure there is a distinct call to action (e.g. visit the website, register now, RSVP, etc.)
- Good use of clear space between text, pictures and other design elements allows information to be distinct and legible. In addition, ensure proper margins for printing.

## Section 6: Photography

### Photography Guidelines

Photography is an important part of all print marketing as relevant and quality photography sets the tone for the brand. Photography can also help a consumer form a connection with a brand, especially when the consumer sees themselves represented in the photography.

When selecting photography for a project, it is important to represent the diversity of our student body, faculty, staff and the greater St. Louis area, in order to help the viewer form a connection with STLCC. When possible, use photography that appears natural, with subjects photographed in the act of learning and attending STLCC. Avoid photography that appears unnaturally staged or poorly lit.

The marketing and communications department owns tens of thousands of photos of our facilities and students, taken by professional photographers. STLCC obtains written permission of those photographed to use their photos in promotion of the College at the time photos are taken. When the College's photos simply won't convey the message, the MAC department has a budget to legally purchase and use stock photography.

Photography is considered creative work, and copyright laws protect both the physical and digital files. Therefore, we as a College should never use photography copied from the internet or taken by someone else without permission. In addition, the use of artificial intelligence (AI) generated imagery is strongly discouraged.



*If you need a photo for a project, please submit a request at [stlcc.edu/marketing](https://stlcc.edu/marketing).*

## Section 7: Templates

### **STLCC Branded Templates**

The use of STLCC approved branded templates helps to continue to support the brand in the marketplace. Visit [stlcc.edu/marketing](https://stlcc.edu/marketing) to view the latest templates, including a newly-created PowerPoint template.



## Section 8: QR Codes

### QR Codes

QR codes are a useful technology that simplify the process of navigating to a webpage or other digital location. At STLCC, we are using QR codes in conjunction with a shortened URL to ensure all audiences can easily access the information. Here are a few things to keep in mind:

- The QR code should be placed in an area that has plenty of white space around the code and short URL.
- Include a call-to-action (CTA) with the code: scan to learn more, scan to register, download now, scan to read full article, etc. Share with your audience what you want them to do.
- Use a reputable QR code generator. Many free QR code generators have limitations on length of use and some will redirect to another website unbeknownst to the original creator.
- Use only one QR code per document.
- Always test QR codes before and after print.
- Most emails are viewed on mobile devices, so adding a QR code to a social media post or email is not recommended.
- QR codes can be inserted in presentations, but don't forget to include the link as well.

# WRITING GUIDE

# WRITING GUIDE: COPY AND MORE

The visual aspect of STLCC and the writing aspect of STLCC work hand-in-hand to fully convey the message. STLCC uses the Associated Press Stylebook (AP Style) for consistency in language. Since the AP Style is vast, several key rules and situations have been included in this guide. In addition, there are items unique to several STLCC that have been included. Again, the goal is to establish an easy-to-use list of rules to serve as a reference guide for STLCC writing.

## **The STLCC brand voice and tone is:**

- An approachable, inclusive, student-centric teacher who values and embraces diversity.
- A genuine and honest higher education expert who is committed to the continuous improvement of students' lives through education.
- An invested education partner who values practicality and helps every student establish and work toward achievable goals.
- A trusted community leader who is invested in the betterment of St. Louis through education.
- A thought leader who is recognized for inspiring students and our community to live elevated lives.

## A, an, and

Use the article “a” before consonant sounds and “an” before vowel sounds. Avoid using the ampersand (&) except in specific business names.

*Examples: A horse*

*An honor*

## Acronyms

Avoid using acronyms unless using the long formal name multiple times. Write out the full name at first reference and use the acronym after.

<b>AACC</b> .....	American Association of Community Colleges
<b>AASHE</b> .....	Association for the Advancement of Sustainability in Higher Education
<b>ABE</b> .....	Adult Basic Education
<b>ABET</b> .....	Accreditation Board for Engineering and Technology
<b>ACCT</b> .....	Association of Community College Trustees
<b>ACF</b> .....	American Culinary Federation
<b>ACT</b> .....	American College Test
<b>ADA</b> .....	Americans with Disabilities Act
<b>AFL-CIO</b> .....	American Federation of Labor and Congress of Industrial Organizations
<b>ATE</b> .....	Advanced Technological Education
<b>BOT</b> .....	Board of Trustees
<b>BRDG Park</b> .....	Bio Research and Development Growth Park
<b>CASE</b> .....	Council for the Advancement and Support of Education
<b>CCID</b> .....	Community Colleges for International Development
<b>CCSSE</b> .....	Community College Survey of Student Engagement
<b>CEAIT</b> .....	Center for Emerging and Advanced Information Technology
<b>CLEP</b> .....	College Level Examination Program
<b>CLT</b> .....	Campus Leadership Team
<b>CMS</b> .....	Content Management System
<b>CNHS</b> .....	Center for Nursing and Health Sciences

<b>CNSS</b>	Committee on National Security Systems
<b>COCA</b>	Center of Creative Arts
<b>CPL</b>	Credit for Prior Learning
<b>CTL</b>	Center for Teaching and Learning
<b>CWI</b>	Center for Workforce Innovation
<b>CWSP</b>	College Work Study Program
<b>DE/DC</b>	Dual Enrollment/Dual Credit
<b>DESE</b>	Missouri Department of Elementary and Secondary Education
<b>DFNP</b>	Drop for Non-Payment
<b>EAP</b>	Employee Assistance Program
<b>EHR</b>	Electronic Health Records
<b>ESL</b>	English as a Second Language
<b>GED</b>	General Education Development Test
<b>GPA</b>	Grade Point Average
<b>HEC</b>	William J. Harrison Education Center
<b>HLC</b>	Higher Learning Commission
<b>FIRST</b>	For Inspiration and Recognition of Science and Technology
<b>FOIA</b>	Freedom of Information Act
<b>FP</b>	Forest Park
<b>FTC</b>	FIRST Tech Challenge
<b>FV</b>	Florissant Valley (not Flo Valley)
<b>FY</b>	Fiscal Year
<b>HIT</b>	Health Information Technology
<b>HITECH</b>	Health Information Technology for Economic and Clinical Health
<b>IDID</b>	Inquire, Discover, Interpret, Develop
<b>IR</b>	Institutional Research
<b>IRT</b>	Information Reporting Technology
<b>IT</b>	Information Technology
<b>KPI</b>	Key Performance Indicators
<b>LEED</b>	Leadership in Energy and Environmental Design
<b>LT</b>	Leadership Team
<b>MBA</b>	Master of Business Administration
<b>MC</b>	Meramec

MCCA.....	Missouri Community College Association
MCCAC.....	Midwest Community College Athletic Conference
NCA .....	North Central Association
NEA.....	National Education Association
NJCAA .....	National Junior College Athletic Association
PAS .....	Personal Assistance Services
PTK.....	Phi Theta Kappa
SAP .....	Student Assistance Program
SGA.....	Student Government Association
SLATE .....	St. Louis Agency on Training and Employment
SSO.....	Single Sign-On
STEM .....	Science, Technology, Engineering and Mathematics
STLCC .....	St. Louis Community College
VA .....	Veterans Administration
WIB.....	Workforce Investment Board
WSG.....	Workforce Solutions Group
WW .....	Wildwood

## Addresses

Do not spell out numbers less than 10.

Use city name, state (two letter all caps) zip code.

*Example: 1 Main Street  
St. Louis, MO 63101*

Always use numerals for specific addresses and use abbreviated Ave., Blvd., St.

*Example: 5600 Oakland Ave.*

Abbreviate directional street names (north, south).

*Example: 1005 N. Warson Road*

Capitalize and spell numbered street names under 10.

*Example: 116 N. Sixth St.*

If mentioning a general road, then you write out the entire street name.

*Example: Stop by some of the delicious international restaurants  
located on Grand Boulevard.*

## Ages

Hyphenate when using a modifier.

*Examples: Sally wants to attend a four-year college.*

*We were surprised to learn the cat was actually 16 years old.*

## Alum/Alumni

An alum of STLCC is anyone who has completed a class with the College and is no longer enrolled.

When referring to a single person, use gender-neutral alum.

*Examples: She is an alum of STLCC.*

*Alumnus (emeritus) is singular male.*

*Alumna (emerita) is singular female.*

*Alumni (emeriti) is plural male or plural male and female.*

When referring to a group, use alumni.

*Examples: A group of STLCC alumni started the effort.*

*Alumnae (emeritae) is plural female.*

Use full year for “class of” and “‘00” for reference.

*Examples: Joe Smith, class of 2016 and Joe Smith, '16*

For more on distinguishing students and alumni, see Student Status.

## Areas of Study

Capitalize in titles and listings.

Capitalize when used in the full degree or certificate name.

*Example: When you earn an Associate in Applied Sciences in Nursing*

In body copy, do not capitalize unless it is a proper noun.

*Examples: She decided to study respiratory therapy in fall 2024.*

*He came to STLCC to study English.*

## Because, since

Use “because” to denote a specific cause-effect relationship.

Use “since” in casual senses when the first event in a sequence leads logically to the second, but wasn’t its direct cause.

*Examples: We ate because we were hungry.*

*Since we were in the cafeteria, we ate lunch.*

## Board of Trustees

Use capitalization when referring to the board as a whole.

*Example: The Board of Trustees*

Use “the board” on second mention.

*Example: The board cast votes for leadership roles within the organization.*

Capitalize title when preceding the name.

*Example: Trustee Joe Smith attended the conference.*

Capitalize when following name.

*Example: Joe Smith, Trustee, attended the conference.*

On first reference or when included in printed programs or brochures, include a trustee’s middle initial when it’s preferred by the trustee.

*Example: Joe M. Smith*

## Campuses and Locations

On first mention, refer to it as our (campus name) campus.

*Example: Our Wildwood campus focuses on general transfer.*

In titles and listings, use STLCC-(campus).

*Example: STLCC-Meramec*

Then on subsequent mentions, either refer to it as (campus name) or the campus.

*Examples: Meet STLCC-Florissant Valley.*

*The campus is located in the rolling hills of north St. Louis County.*

*Florissant Valley is home to our College radio station.*

### Main Campuses

St. Louis Community College at Florissant Valley

(STLCC-Florissant Valley second mention or limited space, Flo Valley is not an approved mention)

St. Louis Community College at Forest Park

(STLCC-Forest Park second mention or limited space)

St. Louis Community College at Meramec

(STLCC-Meramec second mention or limited space)

St. Louis Community College at Wildwood

(STLCC-Wildwood second mention or limited space)



### **Education Centers**

William J. Harrison Education Center (HEC second mention or limited space)  
South County (STLCC-South County second mention or limited space)

### **Workforce Training Centers**

Center for Workforce Innovation  
Corporate College

### **Center for Excellence**

Center for Emerging and Advanced Information Technology at  
STLCC-Forest Park  
Digital Arts and Technology Alliance at STLCC-Meramec  
Emerson Center for Engineering and Manufacturing at STLCC-Florissant Valley  
St. Louis Community College Center for Plant and Life Sciences at the  
Bio Research & Development Growth (BRDG) Park, on the campus of the  
Danforth Plant Science Center (Second or short mention: Center for Plant  
and Life Sciences at BRDG Park)

### **Campus Buildings**

Use the proper name for the campus theaters on first reference. For subsequent references, the word theater/theatre is appropriate.

*Examples: Terry M. Fischer Theatre; Florissant Valley theater; the theater  
Mildred E. Bastian Center for the Performing Arts; the theater  
Meramec Theatre; the theater*

Specific buildings for each campus are as listed below. References should be made to the Humanities building, the Engineering building, etc., with building lower case.

For buildings with proper names, spell out full name on first mention, then either refer to it by the namesake or the (building, hall, theater).

*Examples: Clark Hall  
The hall*

Each campus possess the buildings on its campus.

*Example: Meramec's student center*

Use the correct and full name of buildings, offices, departments, divisions, intercampus locations and services within buildings.

Do not use office of or department of.

*Example: Correct: Admissions office*

*Incorrect: Office of Admissions*

### **Florissant Valley**

Administration

Advanced Manufacturing Center (opening in 2025)

Business

Child Development Center

Communications

Nursing and Health Sciences Center (opening in 2025)

Center for Workforce Innovation

Emerson Center for Engineering and Manufacturing

Engineering

Humanities

Instructional Resources (Library)

Physical Education

Science and Math

Service Building

Social Science

Student Center

Terry M. Fischer Theatre

Training Center

### **Forest Park**

Art Annex

Nursing and Health Sciences Center

Child Development Laboratory Center

East Tower

Highland Park

Jack E. Miller Hospitality Studies Center

*Room within: Anheuser-Busch Dining Room*

Library

Mildred E. Bastian Center for the Performing Arts

Parking Garage

Physical Education

Student Center

Transportation Education Center (opening in 2025)

West Tower

**Meramec**

Administration/Clark Hall  
Applied Science  
Assessment Center  
Business Administration  
Emerging Technology Center (opening in 2025)  
Continuing Education  
Communications North  
Communications South  
Campus Police  
Financial Services Education Center (opening in 2025)  
Gers Greenhouse  
Humanities East  
Humanities West  
Lecture Hall  
Library  
Physical Education  
Physical Plant  
Power House  
Science South  
Science West  
Social Science  
Student Center  
Theatre

**Wildwood**

Health Sciences and Technology Center (opening in 2025)  
Current building rename TBD

**No additional buildings at this time:**

Center for Plant and Life Sciences at the Bio Research & Development Growth  
(BRDG) Park  
Center for Workforce Innovation  
Corporate College  
William J. Harrison Education Center

## Capitalization

Capitalize the following: proper nouns and names (and derivatives); first words in sentences; names of books, movies, plays, poems, songs, TV and radio programs, works of art, magazines; formal titles used before a name; and acronyms.

*Example: Marketing Director John Smith*

## Center for Workforce Innovation

Refer to it by full name on first mention.

*Example: James studied at the Center for Workforce Innovation. He began taking classes at the center in 2011.*

Second mention, refer to it as the center.

## Centers of Excellence

Use full name for first mention.

Use second mention (marked in parentheses) if it remains clear to the average reader which it is referring back to.

For example, in a student story about one of the centers, it would be acceptable to call it the center on second mention, but if a story is talking about all three centers, it needs to be clear which is being referenced.

*Examples: Center for Emerging and Advanced Information Technology (the center)  
Digital Arts and Technology Alliance (the alliance)  
Emerson Center for Engineering and Manufacturing (the center)  
Center for Plant and Life Sciences at the Bio Research & Development Growth (BRDG) Park  
Nursing and Health Sciences Center (the center)*

## Chancellor's Name/Title

As a signature on letterhead: Jeff L. Pittman, PhD, chancellor (second mention and beyond: Dr. Pittman).

As a signature:

Jeff L. Pittman, PhD

Chancellor

St. Louis Community College

In paragraph form: Jeff L. Pittman, PhD, chancellor, St. Louis Community College. On second reference, use Pittman or chancellor.

## Class

Refer to the semester a student graduated as semester, year.

*Example: Amelia Wang (Spring 2024)*

## Comma

Use a comma before “which” and not before “that.”

Red, blue and green

*Example: I ate my sandwich, which was delicious.*

*I ate the sandwich that my husband made for me.*

For simple and short lists, do not use an Oxford comma.

*Example: Don't forget your flashlight, hat and backpack.*

## Corporate College

Refers to the College's administrative office and training center in Bridgeton.

Use the name on all references or the training center.

*Example: Corporate College gives the College the chance to partner with local business.*

## Credentials

STLCC style allows for no periods in credentials:

*Example: MBA, EdD, PhD*

## Date/Time

Always list as date, time, location

*Example: July 3 at 4 p.m. at STLCC-Florissant Valley*

Use day of the week when it helps orient the date for the reader (deadlines, events, etc.), do not abbreviate and use commas after day of the week and date.

*Example: Commencement will take place Saturday, May 20, at the Chaifetz Arena.*

Do not use days of the week for events that happen far in the future or for events that have happened in the past.

*Example: She received the news on July 27 that she would not be attending school in the fall.*

When listing just month and year, omit comma and always spell out the full month.

*Example: Beginning January 2017*

Abbreviate months with six or more letters when used with a date.

*Example: Jan., Feb., March, April, May, June, July, Aug., Sept., Oct., Nov., Dec.*

Do not abbreviate if listing month to month.

*Example: September to December 2019*

Use periods in a.m. and p.m. in body copy, but not in listings (such as our Calendar page).

*Examples: 11 a.m., 11:11 a.m.  
from 8 - 11 a.m.  
10 a.m. - 1 p.m.*

Use numerals, spaces and lowercase letters for time. If interval of time takes place in afternoon or morning, don't repeat a.m./p.m.

*Example: 7 a.m., 2 - 3:30 p.m., 10 a.m. - 2:30 p.m.*

Use noon or midnight, instead of 12 a.m. or 12 p.m.

*Example: 10:30 a.m. - noon*

Use a hyphen to indicate a period of time.

*Example: The festival takes place July 3-6 in Forest Park.*

Do not abbreviate days of the week unless needed in tabular formats.

Do not use nd, st, or th for dates except holidays.

*Example: July 4<sup>th</sup>*

Only use the year when talking about years outside of the current year.

*Example: The tuition change will begin Jan. 15, 2024.*

## Degrees

Use academic degree credentials (BA, MA, EdD, PhD, MBA) only at first mention after full name, without courtesy title.

*Example: Jeff L. Pittman, PhD*

## Departments

Academic, Career, and Transfer Advising  
Academic Affairs  
Academic Success & Tutoring  
Access & Disability Services  
Athletics  
Auxiliary Services  
Business Office  
Campus Life  
Campus Stores  
Counseling  
Engineering & Design  
Enrollment Services  
Facilities  
Finance and Administration  
Human Resources  
Information Technology  
Institutional Research  
Instructional Resources  
Legal Counsel  
Marketing and Communications  
Office of the Chancellor  
Office of the Registrar  
Online Education  
Public Safety and Emergency Management or STLCC Police Department  
Student Affairs  
Student Advocacy & Resource Center  
Testing Centers  
Veteran Services  
Workforce Solutions Group

## Directional

Do not use towards, forwards, upwards or backwards.  
Use toward, forward, upward, backward.

## Disabilities

Use inclusive language.  
 Use "person-first language" when possible.  
 Do not use "disabled" or "handicapped."  
 Use "accessible" as general best practice term.

*Examples: persons with disabilities  
 A person with autism.  
 accessible building*

## Diversity Statement

St. Louis Community College will foster an atmosphere of appreciation for all people, regardless of race, color, creed, religion, sex, sexual orientation, gender identity and expression, national origin, ancestry, age, disability, genetic information, veteran status or class.

## Education Centers

William J. Harrison Education Center (HEC second mention or limited space)  
 South County Education and University Center (STLCC-South County second mention or limited space)  
 Refer to by full name on first mention  
 Second mention refer to as the education center

*Example: Visit STLCC-South County. This education center offers students the ability to take classes.*

## E-newsletter

Hyphenate e-newsletter  
*Example: Subscribe to receive the alumni e-newsletter.*

## Email

No hyphen  
*Example: Check your email for invites.*  
 Always write out full email addresses and hyperlink them as well.  
 Use lowercase letters for email addresses.  
*Example: If you have any questions about the online style guide, contact Jane Doe at [jdoe@stlcc.edu](mailto:jdoe@stlcc.edu).*



## Esports

Esports is one word with no hyphens. Do not capitalize the s.

## Farther, further

Farther refers to physical distance.

*Example: He can throw the ball farther than anyone else on the team.*

Further refers to an extension of time or degree.

*Example: He came to STLCC to further his skills in pastry arts.*

*The stop is farther down the road.*

*We will discuss that further in time.*

## First come, first served

No hyphens should be used.

*Example: Prizes will be distributed on a first come, first served basis.*

## Health care

AP style is two words, health care. While there is debate, please use two words in all uses, including as a modifier.

*Example: Health care costs are rising.*

## Home page

Home page is two words and is the front page of a website.

*Example: Links are found on our home page.*

## Inclusive Language

Avoid using gendered pronouns when referring to men and women together.  
Avoid using gendered pronouns when referring to titles and distinctions within STLCC.

*Examples: Everyone should bring their notebooks.*

*Board Chair Joe Smith*

## Internet

The word internet is not capitalized unless it is the start of a sentence.

### Internet Terminology

email

e-newsletter

home page

internet

login (noun) log in (verb)

online

webcam

webinar

website

Main URL: [stlcc.edu](http://stlcc.edu)

### Login/log in

Login is a noun.

*Example: Enter your username on the home page login.*

Log in is a verb.

*Example: After you've created your username, log in from the home page.*

## Money

Always use numerals and use a dollar sign for dollars and spell out cents.

*Example: STLCC leads the area in low-cost education, charging only \$106 per credit hour.*

*The tax increased the price by 7 cents.*

Do not use extra zeroes.

*Example: \$5, 4 cents  
(incorrect: \$4.00 or four dollars)*

## Months

Capitalize the names of months in all uses. 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.

*Example: January 2016 was a cold month.*

When a phrase lists only a month and a year, do not separate the year with commas.

*Example: January 2023 was the coldest month on record.  
The fall semester starts in August 2024.*

When a phrase refers to a month, day and year, set off the year with commas.

*Example: Feb. 14, 2021, was the target date. She testified that it was  
Friday, Dec. 3, when the crash occurred.*

## More, over

Use more when describing numbers.

*Example: More than 500 students participate in commencement.*

Use over for spatial distances/amounts.

*Example: We drove over 600 miles to get to our destination.*

## Names and Titles

Students: Use first and last name on first mention, followed by last name.

*Example: Rashonda Daniels won the Danforth Scholarship. Daniels  
competed with students across St. Louis.*

Faculty: Use first and last name on first mention, followed by last name.

*Example: Eiko Saito Shepherd earned the rank of eighth-degree  
black belt, but Shepherd considers helping her students to be a  
bigger accomplishment.*

Guests: Use first and last name on first mention, followed by courtesy title and last name.

*Example: This year's speaker is Joe Smith, PhD. Dr. Smith will speak on the  
American Dream and its relevance today.*

Leadership/board: Use first and last name on first mention, followed by courtesy title and last name.

*Example: Jeff L. Pittman, PhD, is the chancellor of STLCC. Dr. Pittman  
stepped into this role in July 2015.*

Use capitalization for titles before name.

*Example: Chancellor Jeff L. Pittman, PhD*

Use comma and lowercase for titles after name.

*Example: Dr. Jeff Pittman, chancellor of St. Louis Community College*

Use full names on first reference; use only last name after that.

## **Non-Discrimination Statement**

St. Louis Community College is committed to creating inclusive, welcoming, and respectful learning and working environments focused on the needs of our diverse communities. The College does not discriminate on the basis of race, color, national origin, ancestry, religion, sex, pregnancy, sexual orientation, gender identity, gender expression, age, disability, protected veteran status, and any other status protected by applicable state or federal law. The College's nondiscrimination policies apply to any phase of its employment process, any phase of its admission, or financial aid programs, and all of its educational programs or activities.

For information or concerns related to discrimination or sexual harassment, contact Shannon Nicholson, MS, LPC, director for Community Standards/Title IX Coordinator at [snicholson29@stlcc.edu](mailto:snicholson29@stlcc.edu) or 314-539-5345.

## **Non-Discrimination/Accommodations Statement for STLCC Events**

St. Louis Community College is committed to creating inclusive, welcoming, and respectful learning and working environments focused on the needs of our diverse communities. The College does not discriminate on the basis of race, color, national origin, ancestry, religion, sex, pregnancy, sexual orientation, gender identity, gender expression, age, disability, protected veteran status, and any other status protected by applicable state or federal law. The College's nondiscrimination policies apply to any phase of its employment process, any phase of its admission, or financial aid programs, and all of its educational programs or activities.

For information or concerns related to discrimination or sexual harassment, contact Shannon Nicholson, MS, LPC, director for Community Standards/Title IX Coordinator at [snicholson29@stlcc.edu](mailto:snicholson29@stlcc.edu) or 314-539-5345.

If you have accommodation needs, please contact [PERSON/DEPARTMENT] at [PHONE NUMBER] at least two working days prior to the event date.

## Numbers

For one through nine, spell out words.

*Example: I have three apples.*

For 10 or more, use numerals.

*Example: There were 26 students.*

Use commas for numerals over 999.

*Example: More than 2,500*

For general references, use words.

*Example: Thousands came to walk*

Spell out million and billion

*Example: 1.3 million students*

Try to avoid starting out sentences with numbers, but if it can't be avoided, spell out numbers that begin sentences, except for years.

*Example: Fifteen days ago; 1961 was the year.*

Use % in text and graphics.

## Online

The word online is not hyphenated.

## Past/Last

Use past to describe events that happened previously in time.

*Example: This past spring, we expanded*

Use last to describe the final event.

*Example: The last day to enroll in the spring semester is...*

## Percentage

Always use numerals and use the symbol for percent.

*Example: 52%*

## Pronouns

They/them/their is acceptable in singular or gender-neutral pronouns when the person in reference is unknown.

*Example: Whoever the driver was that night, they must have been in a hurry.*

Clarity is always a top priority. If there is a case when the rephrasing becomes awkward or clumsy, rewording is usually possible and always preferred.

*Example: Do: The suspect will be released into family custody.*

*Don't: The suspect will be released into their family's custody.*

They can be used in place of he/she when the subject asks not to be gendered, but only in cases when the name becomes repetitive. You must explain that the subject prefers a gender-neutral pronoun.

*Example: Phoenix, who identifies as gender neutral, spent their summer studying in Montreal.*

When using gender-neutral pronouns, revise for conciseness whenever possible to avoid confusion or repetitiveness.

*Example: Felix is honored to be considered.*

*Incorrect: Felix said they are honored to be considered.*

Employees may include their preferred pronouns on business cards and in email signatures, lowercase, separated by slashes

*Example: Jane Doe  
she/her/hers*

## Quotations

Use quotation marks around composition titles except newspapers and magazines.

*Example: His favorite book is "Of Mice and Men." He was reading the Wall Street Journal when we met.*

When a sentence quotation is followed by an attribute, place a comma between them, unless the quote is a question.

If the quote is a phrase, do not set off with a comma.

*Examples: "Life of Pi"*

*St. Louis Post-Dispatch*

*"Are you there?" he said.*

*"I am," she replied.*

*It's time to get ready for a new school year.*

## Rooms

Use abbreviation and number, no space or hyphen.

*Example: SC125 (Student Center, Room 125)*

## Saint Louis University

Do not abbreviate Saint; second reference SLU.

## Saint Louis Public Schools

Do not abbreviate Saint; second reference SLPS.

## Scientific Technology

Use italics in reference to formal scientific nomenclature.

*Example: Homo sapien*

## Social Media

Facebook: [facebook.com/stlcc](https://facebook.com/stlcc) or @stlcc

Instagram: [instagram.com/stlccedu](https://instagram.com/stlccedu) or @stlccedu

Tiktok: [tiktok.com/stlccedu](https://tiktok.com/stlccedu) or @stlccedu

Youtube: [youtube.com/user/stlccofficial](https://youtube.com/user/stlccofficial) or @stlccofficial

STLCC hashtag - #STLCC

## Sports

Do not capitalize names of sports or competitive level.

*Example: varsity softball*

Use plural possessive for gender-specific sports.

*Example: men's and women's basketball*

When describing sports action, the school name is singular and the mascot name is plural.

*Example: STLCC scored, the Archers scored*

Use numerals for score and records, not points.

Use No. X and "x-place" to describe rankings.

*Example: No. 1*

## States

Spell out the state name on the website.

*Example: Sam is from Kirksville, Missouri.*

For writing, AP Style directs states to be abbreviated. The AP style is listed first followed by the U.S. Postal Service abbreviation for mail addresses:

Alabama: Ala. (AL)

Alaska: This state is not abbreviated in text (AK)

Arizona: Ariz. (AZ)

Arkansas: Ark. (AR)

California: Calif. (CA)

Colorado: Colo. (CO)

Connecticut: Conn. (CT)

Delaware: Del. (DE)

Florida: Fla. (FL)

Georgia: Ga. (GA)

Hawaii: This state is not abbreviated in text (HI)

Idaho: This state is not abbreviated in text (ID)

Illinois: Ill. (IL)

Indiana: Ind. (IN)

Iowa: This state is not abbreviated in text (IA)

Kansas: Kan. (KS)

Kentucky: Ky. (KY)

Louisiana: La. (LA)

Maine: This state is not abbreviated in text (ME)

Maryland: Md. (MD)

Massachusetts: Mass. (MA)

Michigan: Mich. (MI)

Minnesota: Minn. (MN)

Mississippi: Miss. (MS)

Missouri: Mo. (MO)

Montana: Mont. (MT)

Nebraska: Neb. (NE)

Nevada: Nev. (NV)

New Hampshire: N.H. (NH)

New Jersey: N.J. (NJ)

New Mexico: N.M. (NM)

New York: N.Y. (NY)

North Carolina: N.C. (NC)



North Dakota: N.D. (ND)  
Ohio: This state is not abbreviated in text (OH)  
Oklahoma: Okla. (OK)  
Oregon: Ore. (OR)  
Pennsylvania: Pa. (PA)  
Rhode Island: R.I. (RI)  
South Carolina: S.C. (SC)  
South Dakota: S.D. (SD)  
Tennessee: Tenn. (TN)  
Texas: This state is not abbreviated in text (TX)  
Utah: This state is not abbreviated in text (UT)  
Vermont: Vt. (VT)  
Virginia: Va. (VA)  
Washington: Wash. (WA)  
West Virginia: W. Va. (WV)  
Wisconsin: Wis. (WI)  
Wyoming: Wyo. (WY)

## St. Louis Community College

Never spell out the word Saint in St. Louis Community College (Second mention and beyond: STLCC). Always capitalize the c in College when referring to our College in any way. When referring to another college or colleges in general, do not capitalize. When referring to the proper name of a fellow college, capitalize if the word college is part of the proper name. Use first person when appropriate.

*Example: At STLCC, our goal is to make education affordable.*

STLCC is possessive of all campuses, education centers, centers of excellence and other buildings

*Example: STLCC's Forest Park campus*

## Student status

Use students for students actively enrolled in STLCC and alum for anyone who has taken a class at STLCC, transferred or earned a degree or certificate.

*Examples: Brandon is a student at our Meramec campus. Jordan, an STLCC alum, is the mastermind behind tech startup, PowerSurge.*

## Super- or subscript

Do not use superscript or subscript.

*Example: During the 36th year of business.*

## Tagline

Expanding minds. Changing lives.

## Telephone Numbers

Use hyphens only.

Always include the area code.

Do not use parentheses or periods.

*Example: 888-888-0000*

## Temperature

Use numerals for all except zero. Spell out measurements of temperature. Spell out below to indicate temperatures below zero.

*Examples: 60 degrees*

*Classes were canceled, as temperatures dipped 9 below zero.*

## That, which

Use *that* and *which* in referring to inanimate objects or animals without names.

Use *that* for essential clauses, important to the meaning of the sentence.

Use *which* for nonessential clauses, where the pronoun is less necessary, and use commas.

*Examples: That bear, which ball?*

*This is the book that we will need.*

*This is the book, which I bought last year, that we will need.*

## Titles

Capitalize formal titles before names. Lowercase formal titles after name.

*Examples: Campus President and Chief Academic Officer Sally Smith, EdD  
Sally Smith, EdD, campus president and chief academic officer*

Use quotation marks for books, articles and songs.

Do not use quotation marks for newspaper, magazines and journal names.

Freshman, sophomore, junior and senior are lowercase unless at the start of a sentence.

*Examples: To the Honorable Lacy Clay  
“Life of Pi”  
St. Louis Magazine  
Director Tom Jones  
Tom Jones, director*

## URLs

Avoid full URL. Only write out full links only when they are simple.

*Example: Visit our admissions page, [stlcc.edu/admissions](http://stlcc.edu/admissions)*

## United States

United States is a noun and U.S. is an adjective.

U.S. passport

## Website

[stlcc.edu](http://stlcc.edu)

Always keep the website in the same font size and style as the rest of the text it is in conjunction with, bolded and dark blue when applicable.

Do not include www. before the web address.

# MAC DEPARTMENT

# Marketing and Communications

## **Questions about logos, colors and fonts:**

Jennifer Reed, MBA  
Director of Marketing  
636-422-2201  
jreed275@stlcc.edu


## **Questions about writing and the AP Style Guide:**

Bill Raack  
Communications Manager  
314-539-5083  
wraack@stlcc.edu


## **Questions about the STLCC website:**


Keely Bailey  
Website Manager  
314-984-7132  
kbailey76@stlcc.edu

**stlcc.edu**

 [askus@stlcc.edu](mailto:askus@stlcc.edu)

 [@stlcc](#)

 [@stlccedu](#)

 [@stlccedu](#)

 [@stlccofficial](#)