

STLCC
VISUAL AND WRITING STYLE GUIDE
SEPTEMBER 2020

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INTRODUCTION

Introduction

St. Louis Community College's marketing and communications department presents 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 logos, fonts and colors that should be used in all STLCC communications. 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 College 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 who STLCC is and what we stand for.

VISUAL GUIDE

Section 1: Visual Guide: Logos, Colors, Fonts

STLCC Logos

The St. Louis Community College logo is never to be recreated. The logo consists of specially drawn elements that always appear in a fixed relationship. Also, the logo should never be distorted and must not be used with or as a part of any other symbol. The logo is always reproduced from the approved master electronic artwork files. Lastly, do not position the brand mark at an angle, and do not enclose it in a shape or distort it with drop shadows; these effects weaken the power and distinctiveness of our brand mark.

STLCC Primary Logo

Two Colors 654 Blue

Process Cyan Blue



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 tagline. In these instances, adhere to the following guidelines.

STLCC Primary Logo 2 One Color 654 Blue



STLCC Primary Logo 2
One Color
Black



STLCC Primary Logo 2
Reversed
White



Stacked Logo

The stacked logo is appropriate, and can be used when the horizontal logo doesn't work.

STLCC Stacked Logo One Color 654 Blue



STLCC Stacked Logo One Color Black



STLCC Stacked Logo
Reversed
White



Location Logos

There are two options of logos that are available for campuses and education centers. Again, the stacked logo with the location name can be used when a smaller logo is needed for space.

STLCC Location Logo One Color 654 Blue
Process Cyan Blue



STLCC Location Logo One Color 654 Blue



STLCC Location Logo
One Color
Black



STLCC Location Logo
Reversed
White



STLCC Icon

Since its creation in 1974, the STLCC icon remains unchanged, as it has become recognized with St. Louis Community College. The strong equity that has been established produces quality brand associations for the College. 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 the icon. Do not rotate or alter the icon and keep clear space around the logo.



Retired Logos and Designs

All other older versions of the STLCC logos and design templates should not be used. It is important for the St. Louis Community College brand to be consistent across all materials, whether they are intended for internal or external distribution.

Please do not use the following designs:



Section 2: STLCC Colors

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 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).

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.

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: STLCC Core and Secondary Colors

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, website, direct mail, videos, etc. Leveraging blue as the principal color in the system provides a highly

effective means of brand continuity and reinforcement.

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

PMS 306

CMYK 80, 80, 0, 0 RGB 0, 179, 227 Web/HEX #00B3E3

Cyan / From 100% to 5% Tint

CMYK Cyan 100% RGB 0, 174, 239 Web/HEX #00AEEF

CMYK Cyan 50% RGB 109, 207, 246 Web/HEX #6DCFF6

CMYK Cyan 10% RGB 225, 244, 253 Web/HEX #E1F4FD

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 online and PowerPoint applications. For most uses, selecting a color in the blue family of colors is appropriate.

PMS 655

CMYK 100, 90, 35, 35 RGB 0, 36, 83 Web/HEX #002453

PMS 305 CMYK 60, 0, 0, 0 RGB 87, 201, 231 Web/HEX #00CCFF

PMS 7545

CMYK 75, 60, 45, 25 RGB 43, 53, 63 Web/HEX #435363

Black / From 100% to 5% Tint

CMYK Black 100% RGB 0, 0, 0 Web/HEX #000000

CMYK Black 50% RGB 147, 149, 152 Web/HEX #939598

CMYK Black 10% RGB 230, 231, 232 Web/HEX #E6E7E8

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. There is no dedicated role assigned to any individual color in the accent color palette. Individual colors are not to be formally assigned to represent individual departments or specific services.

Although utilized in the past, colors are no longer designated for each campus. Using colors specific to a campus should be avoided. Using the STLCC core blue color will reinforce the message of One College.

PMS 368

CMYK 60, 0, 100, 0 RGB 119, 188, 31 Web/HEX #77BC1F

PMS 326

CMYK 85, 0, 40, 0 RGB 0, 175, 170 Web/HEX #00AFAA

PMS 144

CMYK 0, 60, 100, 0 RGB 243, 139, 0 WEB/HEX #F38B00

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

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

Section 4: Fonts and Typeface

Primary Typefaces

Optima and Source Sans Pro Typefaces

Optima Typeface is used in the logo and should be used in formal applications to represent St. Louis Community College. Source Sans Pro Typeface is a newer sans serif typeface for STLCC. It is a casual font that can be used in all communication materials. All caps should be used sparingly, but are appropriate for subtitles or for reference information.

Optima Typeface

Regular (Do not use the Regular weight for white or reversed use)

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Source Sans Pro Typeface

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

File Types

JPEG

JPEG files are pixel-based which means they have a fixed size. They can be reduced and retain their resolution but will lose resolution, and become distorted if they are enlarged beyond 100% of size.

PNG

PNGs are similar to JPEGs in that they are a pixel-based format. However, they can be saved with a transparent background which makes them ideal for PowerPoint and applications where they can be placed on a color background.

ai

Adobe Illustrator (ai) are native files and are a vector format, which means they will retain their resolution regardless of size. The Adobe Illustrator software is very editable in colors, etc.

EPS

Encapsulated Postscript (eps) files can be pixel-based or vector and can be imported into most programs. If saved from a vector program, the file can be enlarged without losing resolution.

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 utilizes the AP Style for consistency in language. Since the AP Style is vast, a number of key rules and situations have been included in this guide. In addition, there are a number of items unique to STLCC that have been included. Again, the goal is to establish an easy-to-use list of rules and 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 Olive & Oak

Acronyms

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

AACC American Association of Community Colleges

AAMI African American Male Initiative

AAS Associate in Applied Science

AASHE Association for the Advancement of Sustainability in Higher Education

ABE Adult Basic Education

ABET Accreditation Board for Engineering and Technology

ACCT Association of Community College Trustees

ACF American Culinary Federation

ACT American College Test

ADA Americans with Disabilities Act

AFL-CIO American Federation of Labor and Congress of Industrial Organizations

AP Associated Press

APP Advanced Placement Program

ARRA American Recovery and Reinvestment Act

ASC Academic Support Center

ATD Achieving the Dream

ATE Advanced Technological Education

BOT Board of Trustees

BPI Building Performance Institute

BRDG Park Bio-Research and Development Growth Park

BTOP Broadband Technology Opportunities Program

CAC College Academic Council

CIAC College Institutional Affairs Council

CATIA Computer-Aided Three-Dimensional Interactive Application

CASE Council for the Advancement and Support of Education

CASS Cooperative Association of States for Scholarships

CCID Community Colleges for International Development

CCSSE Community College Survey of Student Engagement

CEAIT Center for Emerging and Advanced Information Technology

CHIPS Children's Health Insurance Programs

CLEP College Level Examination Program

CLT Campus Leadership Team

CMS Content Management System

CNHS Center for Nursing and Health Sciences

CNSS Committee on National Security Systems
CNSSI Committee on National Security Systems
Instructions
COCA Center of Creative Arts
CTL Center for Teaching and Learning
CWI Center for Workforce Innovation
CWSP College Work Study Program
DESE Missouri Department of Elementary and
Secondary Education
DFNP Drop for Non-Payment
EAP Employee Assistance Program
EHR Electronic Health Records
ESL English as a Second Language
GED General Education Development Test
GPA Grade Point Average
HEC Higher Education Channel
HEC William J. Harrison Education Center
HLC Higher Learning Commission
FIRST For Inspiration and Recognition of Science and
Technology
FOIA Freedom of Information Act
FP Forest Park
FTC FIRST Tech Challenge
FV Florissant Valley
FY Fiscal Year
HIT Health Information Technology
HITECH Health Information Technology for Economic
and Clinical Health
IDID Inquire, Discover, Interpret, Develop
IR Instructional Resources
IRP Institutional Research and Planning
IRT Information Reporting Technology
IT Information Technology
KPI Key Performance Indicators
LEED Leadership in Energy and Environmental
Design
LT Leadership Team
MBA Master of Business Administration
MC Meramec
MCCAMissouri Community College Association
MCCAC Midwest Community College Athletic
Conference
MET Center Metropolitan Employment and Training Center
MoHealthWINS Missouri Health Workforce Innovation
Networks
MoSTEMWINS Missouri Science, Technology, Engineering and
Math Workforce Innovation Networks

MoManufacturingWINS Missouri Manufacturing Workforce Innovation
Networks
MoPIRG Missouri Public Interest Research Group
MOWIT Missouri Women in Trades
NCA North Central Association
NCCBC National Community College Benchmarking
Project
NEA National Education Association
NISOD National Institute for Staff and Organization Development
NJCAA National Junior College Athletic Association
NSTISSI National Security Telecommunications and
Information Systems Security Instructions
OAT Online Applicant Tracking
PAS Personal Assistance Services
ROTC Reserve Officers' Training Corps
SAP Student Assistance Program
SAT Scholastic Aptitude Test
SEED Scholarship for Education and Economic
Development
SGA Student Government Association
SLATE St. Louis Agency on Training and Employment
SMACNA Sheet Metal and Air Conditioning Contractors
National Association
SSO Single Sign-On
SSS Student Success Services
STEM Science, Technology, Engineering and
Mathematics
STLCC St. Louis Community College
USDOL United States Department of Labor
USGBC United States Green Building Council
VA Veterans Administration
VOC Volatile Organic Compound
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: 300 S. Broadway

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: The six-year-old boy threw the ball.

IAe were surprised to learn the cat was actually 16years 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. Joe Smith, class of 2016 and Joe Smith, ‘16

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

Apostrophes

Use correctly to show possession.

Do not use apostrophes to make acronyms or numbers plural.

Use apostrophes when listing grading marks.

Examples: teacher’s, teachers’ class’

ABCs, 1980s Five A’s and two B’s

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 2015.

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.

Use lowercase 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, Ed.D.

Campuses and Locations

On first mention, refer to 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 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)

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

Center for Plant and Life Sciences [Bio-Research Development and Growth Park (BRDG Park second mention or limited space)]

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.

Use lower case to refer to buildings unless they have a proper name.

Example: The humanities building is located on the north corner.

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.

Florissant Valley

Administration

Business

Child Development Center

Communications

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 C Tower D Tower E Tower F Tower G Tower

Center for Nursing and Health Sciences 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

Meramec

Administration/Clark Hall Applied Science Assessment Center Business Administration

Continuing Education Communications North Communications South Campus Police

Gers Greenhouse Humanities East Humanities West Lecture Hall Library

Physical Education Physical Plant Power House Science South Science West

Social Science Student Center Theatre

No additional buildings at this time:

Center for Plant and Life Sciences (BRDG Park)

Center for Workforce Innovation Corporate College Wildwood

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 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 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 (the center)

Center for Nursing and Health Sciences (the center)

Chancellor's Name/Title

As a signature on letterhead: Jeff L. Pittman, Ph.D., Chancellor (second mention and beyond: Dr. Pittman).

As a signature without letterhead:

Jeff L. Pittman, Ph.D.

Chancellor

St. Louis Community College

In paragraph form: Jeff L. Pittman, Ph.D., 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 2015)

College Name

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.

Comma

Always use comma at the end of a list of three or more.

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.

For lists longer than three, or a complex list or series, use an Oxford comma.

Examples: Don't forget your flashlight, hat, compass, boots, and backpack.

Don't forget to keep your flashlight close at hand, turn right after you pass the third oak tree, and do not ever look behind you.

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.

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 in listings (such as our Calendar page).

Examples: 11 a.m., 11:11 a.m.

from 8 to 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 from 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 4th

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

Example: The tuition change will begin Jan. 15, 2021.

Degrees

Use academic degree credentials (B.A., M.A., Ed.D., Ph.D., MBA) only at first mention after full name, without courtesy title.

Use courtesy titles for guests and College leadership.

Examples: Associate in Arts, associate degree or A.A.

Associate of Applied Science A.A.S.

Associate of Applied Science, associate degree Bachelor of Arts, bachelor's degree or B.A.

Master of Arts, master's degree or M.A.

Doctor of Philosophy, doctoral degree or Ph.D.

Doctorate of Education Ed.D.

Jeff L. Pittman, Ph.D.

Departments

Do not capitalize unless it's a proper noun.

Examples: Students in the business department...

Students in the English department...

Academic Advising

Academic Affairs

Academic Success and Tutoring
Admissions and Enrollment Services Office
Athletics
Auxiliary Services Bookstores Business Office Campus Life Career Development
Counseling
Engineering and Design Facilities
Finance and Administration
Financial Aid Office Human Resources Information Technology Institutional Research
and Planning 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 Testing Centers Workforce Solutions Group

Directional

Do not use towards, forwards, upwards, or backwards.

Use toward, forward, upward, backward.

Disabilities

Use inclusive language.

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 (all lowercase) and hyperlink them as well.

Use lowercase letters for email addresses. lowercase@stlcc.edu email, not e-mail

Example: If you have any questions about the online style guide, contact Jane Doe
atjdoe@stlcc.edu.

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.

Files and Links

Use all caps for proper file format names.

Use “.format” in reference to a downloadable file.

PDF

.doc

Always use hyperlinks in the sentence and do not spell out the entire URL.

Example: Enrolling is easy with these six, simple steps. Visit our admissions page for more information.

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

No capitalization

internet Terminology

email

e-newsletter

Facebook page, Twitter handle, Instagram account

home page

internet

login (noun) log in (verb)

online

webcam

webinar

website

Main URL: stlcc.edu

Page URL: stlcc.edu/welcome

Folder or file URL: remove http://

Latin Suffixes

Alumnus/alumna/alumni/alumnae

Emeritus/emerita/emeriti/emeritae

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.

Measurement

Use numerals for all concrete measurements, even those under 10.

Example: The arch observation deck sits 630-feet above the ground and offers great views of the city through windows that are 7-by-27 inches.

Hyphenate measurements as modifiers.

Example: The 6-foot-10-inch center easily got the rebound.

Always use figures and spell out units of measurement (miles, inches, foot).

Example: She ran 6 miles every day to train.

Abbreviate miles per hour, miles per gallon.

Example: 35 mph, 23 mpg

Use references to make measurements relatable whenever possible.

Example: A whale shark can be as long as 40 feet, nearly the length of a school bus.

Mission, Vision and Core Values Mission

Empowering students. Expanding minds. Changing lives.

Vision

St. Louis Community College will be a national leader and model institution for inclusive and transformative education that strengthens the communities we serve through the success of our students.

Core Values

Students First: Everything we do supports student success and removes barriers.

Respect for All: We promote equitable treatment and respectful discourse in all interactions with students, each other, and the community.

Integrity: We act with honesty, trustworthiness, and ethical behavior.

Collaboration: Working collectively, we achieve more than working individually or within separate groups.

Data Informed: We make decisions in the best interests of students and the institution based on reliable data.

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: Jan. 2 was the coldest day of the month.

His birthday is May 8.

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, Ph.D. 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. Pitman, Ph.D., is the chancellor of STLCC. Dr. Pittman stepped into this role in July 2015.

Use capitalization for titles before name.

Example: Chancellor Dr. Jeff L. Pittman 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 Mary Zabriskie, district director for equity compliance, 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 Mary Zabriskie, district director for equity compliance, 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: 1.2 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.

Quotations

Use quotation marks around composition titles except newspapers and magazines.

Example: Elis 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.

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: *Eiomo sapien*

Social Media

Facebook: facebook.com/stlcc Twitter: twitter.com/stlcc Instagram: @stlccedu

Snapchat: stlccedu Youtube: youtube.com/user/stlcc STLCC hashtag: #STLCC

Sports

Do not capitalize names of sports or competitive level.

Example: varsity softball

Use plural possessive for gender-specific sports.

Example: mens’ 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

Spell out the full name on first mention. Then use STLCC or the College Never spell out Saint in St. Louis 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.

Example: Campus President and Chief Academic Officer Sally Smith, Ed.D. Lowercase formal titles after name.

Example: Brian Rogers, Ph.D., vice chancellor of academic affairs Use quotation marks for books, articles, 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

Don't use full URL whenever possible, only write out full links only when they are simple.

Example: Visit our admissions page, stlcc.edu/admissions

United States

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

U.S. passport

Website

stlcc.edu

Always keep the website in the same format and style as the rest of the text it is in conjunction with.

Do not include www. before the web address.

MAC DEPARTMENT

Marketing and Communications Department

Questions about logos, colors and fonts:

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

Questions about writing and the AP Style Guide:

Nez Savala, APR Communications Manager 314-984-7434 nsavala1@stlcc.edu

Questions about the STLCC website:

Ben Shasserre

Digital Strategies Manager

314-984-7132

bshasserre2@stlcc.edu



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