

COLLEGE *of* CENTRAL FLORIDA

Marketing and Public

Relations Department

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BRAND & STYLE

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GUIDE

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# Table of Contents

<b>Section 1: Introduction .....</b>	<b>2</b>	<b>Section 5: Style Guidelines.....</b>	<b>14</b>
Sharing the College of Central Florida Story .....	2	Abbreviations .....	14
Marketing and Public Relations at CF .....	2	Common Abbreviations and Acronyms .....	14
<b>Section 2: Brand Framework .....</b>	<b>4</b>	Ampersand.....	15
Vision .....	4	Bullets .....	15
Mission.....	4	Capitalization .....	15
Core Values .....	4	Commas.....	16
Accreditation.....	4	Composition Titles .....	16
Avoiding Misrepresentation.....	4	Dashes and Hyphens.....	16
Statement of Nondiscrimination.....	4	Ellipsis (...) .....	16
Spanish Language Translation.....	5	Numbers.....	16
<b>Section 3: Brand Usage, Identity and Assets .....</b>	<b>6</b>	Quotation Marks .....	16
Logos .....	6	Quick Reference.....	17
Color Palette .....	8	<b>Section 6: Proofreading.....</b>	<b>23</b>
College Seal.....	8	Review by Marketing and Public Relations .....	23
Typography .....	8	Working with an Outside Designer .....	23
Photography.....	9	Resources .....	23
Email Signature .....	11	<b>Section 7: Media Relations .....</b>	<b>26</b>
Stationery, Name Badges and Business Cards.....	11	News Releases.....	26
Flyer Templates .....	11	Working with the Media.....	27
<b>Section 4: CF Website .....</b>	<b>13</b>	Interviews.....	27
Purpose.....	13	<b>Section 8: College Locations.....</b>	<b>29</b>
Ownership.....	13	Addresses and Telephone Numbers .....	29
Publishing Permissions .....	13	Websites .....	29
ADA Compliance.....	13	Names of College Buildings .....	29
Training.....	13		

# Section 1: Introduction

## Sharing the College of Central Florida Story

The College of Central Florida's brand identity is a tangible expression of all that we represent. Our students, employees and community experience the CF brand through our deeds, as well as through the verbal and visual messages we send. Our brand is more than a logo. Our brand is everything we say and do and how we say and do it.

Each member of the CF family has a role in sharing the college story. We are all ambassadors for the CF brand that is conveyed through publications, signs, the website, billboards and more. That brand is more valuable than the lines and curves that form our logo — it is the impression that is created when an individual sees the logo or hears the college name.

A carefully managed, consistently applied, and well-implemented brand identity system helps carry our brand message to our audiences and elevate the value of our brand. We are all keepers of the brand and it is our collective responsibility to use these guidelines to help share and strengthen our CF story.

This document serves as a guide for sharing our story at CF. Inside you will find information on how CF Marketing and Public Relations can assist with your projects, style guidelines, logo use, website updates, working with the media, signature standards and more.

To keep this guide as a valuable reference tool, we invite your feedback. Please direct corrections or suggestions for improvements to the Department of Marketing and Public Relations at [pr@cf.edu](mailto:pr@cf.edu).

## Marketing and Public Relations at CF

The Marketing and Public Relations office provides marketing and public relations services, as needed, for all CF campuses, centers, departments and entities. Whether you want to promote a student performance or print T-shirts for a college event, MPR should be your first stop. We are located in the Ewers Century Center, Room 102, at the Ocala Campus. To request services from Marketing and Public Relations, please visit [www.CF.edu/MPRservices](http://www.CF.edu/MPRservices). Submit basic details and a member of the MPR team will contact you if additional details are required.

Our team includes.

- Lois Brauckmuller, Director of Marketing, Public and Community Relations, 352-854-2322, ext. 1374, [brauckmuller@cf.edu](mailto:brauckmuller@cf.edu)
- Tina Banner, Manager of Marketing and Public Relations, ext. 1565, [bannert@cf.edu](mailto:bannert@cf.edu)
- Susan Bensch, Marketing and Public Relations Specialist, ext. 1372, [benschs@cf.edu](mailto:benschs@cf.edu)
- Rachel Cote, Manager of Web Communications and New Media, ext. 1373, [coter@cf.edu](mailto:coter@cf.edu)
- Berry Davis, Audio-Visual Specialist, Videographer, ext. 1328, [davisb@cf.edu](mailto:davisb@cf.edu)
- Sarah Eshleman, Coordinator of Graphic Design, Web, Public Relations, ext. 1536, [eshlemas@cf.edu](mailto:eshlemas@cf.edu)
- Shena Grant, Communications Center Specialist, ext. 1587, [grants@cf.edu](mailto:grants@cf.edu)
- Jolene Smith, Communications Center Assistant, ext. 1208, [smithjol@cf.edu](mailto:smithjol@cf.edu)

## Advertising

MPR creates and coordinates placement of all college advertising, including newspaper and magazine, online, radio and other media to support enrollment and promote college events. The college has negotiated special rates to ensure the best use of college funds. All advertising should be coordinated through the MPR department.

## Communications Center

The Communications Center is located in the lobby of the Ocala Campus Ewers Century Center and can be reached at [CFinfo@cf.edu](mailto:CFinfo@cf.edu) or 352-873-5800.

- Team members respond to telephone inquiries for information and assist walk-in visitors.
- Update information for the plasma screen televisions.

## Community Relations

MPR assists with outreach and community events, including receptions, award programs, community initiatives, etc.

## Media Relations

MPR serves as the news bureau for the college, creating and distributing news releases about college events and accomplishments, as well as handling media inquiries. Requests for the office to create a news release should be submitted at least one month prior to the event or immediately following presentation of an award or honor. Submit a request for a news release or news coverage at [www.CF.edu/MPRservices](http://www.CF.edu/MPRservices). See **Section 7: Media Relations**, page 25, for full information.

## Photography/Videography

MPR frequently photographs college events for marketing and historical purposes. Limited videography services are also available. Mini iPads, are available for photography or video projects for events that we are unable to accommodate. Please request services at [www.CF.edu/MPRservices](http://www.CF.edu/MPRservices).

## Print Projects

MPR produces promotional and informational materials including the annual report, viewbook, Connection magazine, CF Fact Book, campus brochures, postcards, and a series of more than 100 rack-style cards for college programs and services. The office also provides assistance in creating promotional materials for other departments. If you are new to the college, it is suggested that you consult with MPR before starting a project to learn about preferred formats, current taglines, graphics standards, use of logo, etc. Templates are available at [Inside.cf.edu/departments/marketing](http://Inside.cf.edu/departments/marketing).

## Proofreading

Print or digital materials, including posters, flyers, brochures, programs, bookmarks, T-shirts, promotional items and any material not created for classroom use, should be submitted to Marketing and Public Relations for review and approval per College Policy 3.06: College Publications. See **Section 6: Proofreading**, page 22, for full information.

## Publications

CF Insider, an online news blog, is updated several times each week and is available at [CFInsider.org](http://CFInsider.org). News and events are shared through CF Insider with faculty, staff and retirees. A broadcast with highlighted items is distributed via email. CF Insider also includes Board Reports, a summary of CF District Board of Trustees meetings. CF Connection, the college's award-winning news magazine, is published twice each year to share the most recent college news and events. Print copies are available through MPR and digital copies are posted on the CF website.

## Social Media

MPR manages the college's social media. We encourage all areas of the college to use our official accounts on Facebook, Instagram, Twitter and SnapChat for sharing information since we have a robust following. Submit items for posting at [www.CF.edu/MPRservices](http://www.CF.edu/MPRservices). If you believe that a separate account would be beneficial, we ask that you work with MPR to ensure best practices in naming conventions and establishing account managers.

## Website

The CF website is focused on marketing to reinforce enrollment goals. Marketing and Public Relations maintains the website with input from content managers throughout the college. See **Section 4: Website**, page 12.

## Workshops

Several times each year, Marketing and Public Relations holds workshops on creating flyers, social media best practices, and related topics. Customized workshops are also available for your group or department.

## Additional Marketing Services

Request these and other marketing services at [www.CF.edu/MPRservices](http://www.CF.edu/MPRservices).

- Creation of business cards and name badges.
- Loan of tablecloths and retractable banners for recruitment events.
- Loan of six-seat golf cart.

## Deadline and Priority Consideration

Please provide adequate time for the MPR team to give your project the attention it deserves. Keep in mind that our staff, in addition to our ongoing duties, completes more than 3,000 requested jobs each year, including ads, news releases, photo sessions, proofreading, name badges and business cards, flyers, etc. Our request process via [www.CF.edu/MPRservices](http://www.CF.edu/MPRservices) ensures that your projects are received, assigned, tracked and completed in a timely manner.

## Section 2: Brand Framework

The college vision, mission, core values and accreditation statement are provided here as reference. It may be appropriate or even required for you to include one or more of these statements in the materials you create. Whenever they are included, they must appear precisely as presented here.

### Vision

Your first choice for quality higher education.

### Mission

We transform lives and enrich our community by providing a supportive, high-quality learning environment that prepares individuals to excel in work and life.

### Core Values

**We Empower:** Cultivating individual and collective strength.

**We Engage:** Being fully present and involved in the success of our students, faculty, staff and community.

**We Excel:** Committing to the highest standards of academic quality, performance and service.

### Accreditation

The College of Central Florida is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award associate and baccalaureate degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of College of Central Florida. The Commission should be contacted only if there is evidence that appears to support that the College of Central Florida may be in noncompliance with a requirement or standards.

### Avoiding Misrepresentation

The College of Central Florida strives to provide accurate, honest and clear information in print, online, broadcast media or oral presentations. The college will make every effort to avoid misrepresentation to students and others in communications made in writing, visually, orally or through other means. Training of employees to avoid any

form of misrepresentation as they disseminate communications is a key component of this procedure. All misrepresentations should be avoided. However, this procedure specifically applies to the three areas covered by statute 20 USC § 1094(c)(3). Those three areas include:

- the nature of the institution’s educational programs
- the institution’s financial charges
- the employability of the institution’s graduates.

### Statement of Nondiscrimination

#### Inclusion of Equity Statement

In July 2012, the College of Central Florida was reviewed by the Florida Department of Education Division of Florida Colleges to determine compliance with federal and state equity requirements. The college was commended for its representation of all students without regard to race, color, national origin, gender, pregnancy or disability status in its marketing materials; however, it was determined that the college must “publish its nondiscrimination statement on all major publications, including recruitment materials, posters, brochures, financial aid publications forms, application forms, handbooks, course schedules; and on websites pertaining to all major student and employee related links.” The state has provided further clarification for “all major publications” to include all forms, rack cards, job postings, student-produced flyers, etc. Nearly every print project, other than classroom materials, must include the statement.

When space allows, please include this long version that has been approved by the CF District Board of Trustees. Use Arial Narrow font, no less than 7 points.

College of Central Florida offers equal access and opportunity in employment, admissions and educational activities. The college will not discriminate on the basis of race, color, ethnicity, religion, gender, pregnancy, age, marital status, national origin, genetic information, sexual orientation, gender identity, veteran status or disability status in its employment practices or in the admission and treatment of students. Recognizing that sexual harassment constitutes discrimination on the basis of gender and violates this policy statement, the college will not tolerate such conduct. The following person has been designated to handle inquiries regarding the nondiscrimination policies: Equity Officer, Ocala Campus, Ewers Century Center, Room 306A, 3001 S.W. College Road, 352-854-2322, ext. 1437, or smithc@cf.edu.

On forms, rack cards, flyers, or other publications one page or less, it is acceptable to use the following concise statement. Use Arial Narrow font, no less than 7 points.

College of Central Florida does not discriminate against any person on the basis of race, color, ethnicity, religion, gender, pregnancy, age, marital status, national origin, genetic information, sexual orientation, gender identity, veteran status or disability status in its programs, activities and employment. For inquiries regarding nondiscrimination policies contact Equity Officer, Ocala Campus, Ewers Century Center, Room 306A, 3001 S.W. College Road, 352-854-2322, ext. 1437, or smithc@cf.edu.

Material on the website can include a direct link to the full information at the site. A PDF that can be printed from the website must contain the concise statement.

When using the CF logo, continue to include: *—an equal opportunity college—*. The statement should be in Arial italic font with en dashes. The keyboard shortcut for an en dash is alt+0150.

## Spanish Language Translation

The review by the Florida Department of Education Division of Florida Colleges determined that some specific information must be provided in Spanish to meet the needs of our Spanish-speaking community. Marketing and Public Relations staff works with representatives in the appropriate departments to ensure compliance.

- The full equity statement is available in Spanish on our website.
- Financial aid information is available in Spanish.
- A statement must be provided in Spanish directing the community to a Spanish-speaking staff member who can assist in the translation of CF grievance procedures.
- Student Affairs maintains a list of Spanish-speaking employees to assist the community.

For assistance or clarification about including our equity statement or Spanish-language materials, contact Marketing and Public Relations at 352-854-2322, ext. 1374.

## Section 3: Brand Usage, Identity and Assets

The most fundamental visual element of a brand identity is its landmark, or logo. Developing a professional look depends upon a number of factors, including overall design, typography, color palette, paper stock, concise copy and budget for production. Professional design will give your publication a look that promotes readability and response. To help you in the publication process, we offer the following basic guidelines.

### Logos

A logo is an institution's name and/or symbolic representation, designed in a unique, individual form. The logo is comprised of the CF monogram and the words College of Central Florida. These two elements identify the college graphically and appear on all college publications to clearly enforce the college's brand.



The primary landmark of the identity system is the full-color version of the logo. It is required that this version be used in branded applications whenever possible. As one of our most important assets, the landmark must always appear as shown on this page or in one of the color variations described in these guidelines. Never attempt to redraw or rescale the landmark or add other graphic elements to its presentation.

The CF monogram of the horizontal logo, above left, should never be used on its own. If a square logo is preferred for your project, use the box logo, above right, which includes the college name. Please see "Unacceptable Use of Logos" on the next page for some logo usage restrictions.

CF is the only acronym for our college. Do not use CCF or CFCC or Central Florida or CF College.

### Acceptable Logo Variations



reverse



all white



all black



all CF Blue (CF Red is also acceptable)

For requests for special uses of the landmark, such as for promotional items, please make your request at [www.CF.edu/MPRservices](http://www.CF.edu/MPRservices).

Any time you use the CF logo, you should use the phrase:

*—an equal opportunity college—*

The phrase may appear anywhere on the document; however, most choose to place it directly under the logo. Do not use hyphens before and after the phrase; use an en dash. To insert an en dash in Microsoft programs, go to Insert > Symbol > Special Characters or use the keyboard shortcut alt+0150. All words should be lowercase. Use Arial font and italics, no spaces before or after the en dashes.

The official CF logos are available for download at [Inside.CF.edu/Departments/Marketing](http://Inside.CF.edu/Departments/Marketing).

CF, CF Foundation, CF Patriots, Appleton Museum of Art and additional college logos are available by request at [www.CF.edu/MPRservices](http://www.CF.edu/MPRservices). **The CF Foundation or CF Patriots logos cannot be used to represent CF as a college.**

## Unit Logos

The Marketing and Public Relations office is phasing out all custom logos that were created prior to 2017 for certain departments and is moving to a standardized format: the CF unit logo. A unit logo comprises the college logo and one sub-brand department name. The visual elements of the unit logo are specifically configured, with each element placed, sized, and rendered in precise relationship to the others to create a unique visual character. Therefore, unit logos should not be altered in any way. To request a unit logo for your department, please submit a ticket to [www.CF.edu/MPRservices](http://www.CF.edu/MPRservices).



Corporate College



International Student Services

## Unacceptable Use of Logos

The consistent and correct application of the CF brandmark is essential. Always follow the standards presented in these guidelines. The example on this page illustrates some of the unacceptable uses of the CF brandmark.



**stretch or squeeze**  
(hold down shift key to scale proportionally)



**remove part of the logo**



**change colors**  
(must be black, white, or CF Blue and Red)



**use the monogram by itself**  
(exceptions with prior MPR approval only)



**use wordmark by itself**



**add image effects**



## Color Palette

The official CF colors are Pantone 281 C (CF Blue), Pantone 200 C (CF Red), and Pantone Cool Gray 2 C. The colors you select for your publication depend upon several factors, including tone and image you wish to project, your production budget, and whether or not the piece needs to relate to other printed materials. Black text is preferred for body copy, but color might be appropriate on some documents. It's best to find a strong combination of three or four colors, and use that scheme consistently and creatively.

### Main Color Palette



PMS 281 C  
C100 M75 Y0 K40  
R0 G32 B92  
#00205C



PMS 200 C  
C20 M100 Y100 K0  
R195 G6 B49  
#C20430



PMS Cool Gray 2 C  
C0 M0 Y0 K10  
R230 G231 B232  
#E6E7E8

### Supporting Color Palette



PMS 290 C  
C27 M2 Y0 K0  
R180 G222 B246  
#B4DEF6



PMS 374 C  
C34 M2 Y83 K1  
R179 G207 B88  
#B3CF58

## College Seal

The CF seal is the official seal of the college and should be used only on certain special publications and materials, such as the college diploma, certificates, invitations, special events, programs. It should not be used in a casual manner, e.g., on memo pads, newsletters. **Do not alter proportion or orientation of the seal.** Contact Marketing and Public Relations before using the seal.



## Typography

In order to achieve a consistent typographic standard, the college has adopted the **Garamond**, **Palatino Linotype** and **Arial** typefaces to complement the logo. The typefaces were selected for their legibility and flexibility in a number of sizes, and they should be used on posters, brochures and flyers, and throughout all of your publications. Occasionally it may be appropriate to utilize a decorative font for headline, title or signature devices. Do not use more than **two fonts** on a single document.

The majority of this guide is set in Garamond type. Garamond and Palatino are serif fonts with structured details on the end of the strokes. Serif fonts are considered easier to read in large quantities in print projects. Arial is a sans serif type, with no structured details on the strokes. Sans serif types are preferred for headings, captions and Web material.

### Garamond Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&^\*()

### Palatino Linotype Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&^\*()

### Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#%&^\*()

## Headings and Body Text

- Align text left; this is easier to read than justified text. It also avoids excessive and inconsistent spacing between words.
- Do not use smaller than 9-point font for body text; 12-point font is preferred.
- Use one space after a period, not two. The two-space rule was for typewriters, not computers.
- Use tools for emphasis sparingly. You don't want to overuse italics, bold and underlining. USING ALL CAPS REDUCES READABILITY BY 20 PERCENT.
- Overemphasizing text in a document can reduce reading speed, comprehension and legibility.
- Turn off the automatic hyphenation in Microsoft Publisher (Tools > Language > Hyphenation > Uncheck) or other software.
- Avoid "widows." Widows are single lines of text or single words that are left on the bottom or top of a column or page.

## Photography

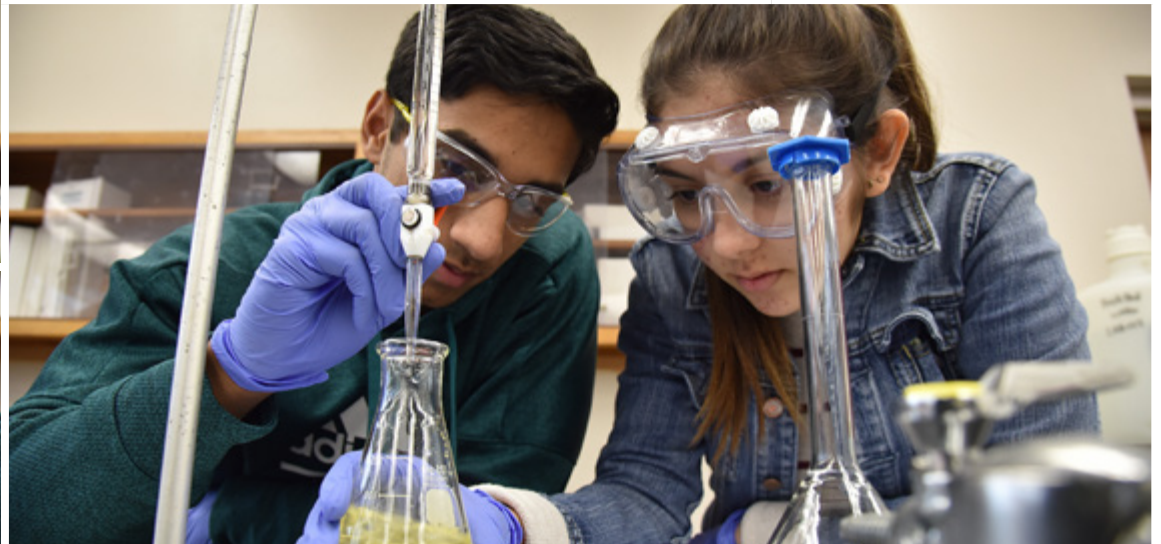
Photos should express a unique culture that is encouraging, progressive, non-judgmental, authentic, optimistic and nurturing. Try to use photos that have real candid moments. A natural smile is always better than a forced one. When selecting images with multiple people, keep diversity of age, race, gender and ability in mind.

Photos are available from a number of sources for college projects. Do not copy photographs or logos from the CF website for your publications as they are not high enough resolution for print purposes. Do not copy images from the internet as there may be copyright limitations. The Marketing and Public Relations Office maintains archives of CF photos. A photo shoot might be appropriate for projects of a larger scope, and stock photographs are available online for a fee. If you need a photo shoot for your event, please make a request via [www.CF.edu/MPRservices](http://www.CF.edu/MPRservices). If you choose to take your own photographs, have the subject(s) sign the Group Photo Release or Individual Photo Release form, which are available on [Inside.CF.edu/forms](http://Inside.CF.edu/forms) under Marketing and Public Relations. Consult with Marketing and Public Relations to decide which photo option is best for your project.

## Resolution Requirements

- Print: 300 dpi (JPG, Tiff, CYMK mode)
- Web: 72 dpi (JPG, RGB mode)
- Video: Recommended minimum 150 dpi

## CF Photograph Styles



## Email Signature

Your email signature is often an opportunity to make a good first impression as a representative of CF. A standard, consistent and clean email signature facilitates communications with our constituents: students, colleagues and community members. The signature is designed to maximize contact information while presenting a professional image. The following is a sample with the approved format for email signatures for faculty and staff for @cf.edu email accounts. Please do not add personal messages, artwork, quotes, background, etc., that are not a part of the CF brand and that are not included in this sample. Note that photographs and icons that accompany your college email, zoom or other profile should also be professional.

Jane Smith | College of Central Florida (*Palatino Linotype, 11 pt, black font*)  
Title | Department  
Building Name, Room \_\_\_\_  
3001 S.W. College Road | Ocala, FL 34474-4415 (*or Citrus, Levy, Hampton Address*)  
352-873-5800, ext. \_\_\_\_ | Fax 352-\_\_\_\_-\_\_\_\_  
youremail@cf.edu | www.CF.edu



**Please Note:** Due to Florida's very broad public records law, most written communications to or from College employees regarding College business are public records, available to the public and media upon request. Therefore, this email communication may be subject to public disclosure.

To create a signature:

1. Copy an existing sample signature (including logos and disclosure statement).
2. In Outlook, go to File, then down to options.
3. Go to Mail, then to Signatures.
4. Click New, then name your signature.
5. Paste the sample signature you copied earlier into this space.
6. Update with your information and click Save and then OK.

- Please note full addresses for other CF locations:

CF Citrus Campus | 3800 S. Lecanto Highway, Lecanto, FL 34461-9026  
352-746-6721, ext. \_\_\_\_ | Fax 352-249-1218

CF Jack Wilkinson Levy Campus | 15390 N.W. Highway 19,  
Chiefland, FL 32626 | 352-658-4077, ext. \_\_\_\_ | Fax 352-493-9994

CF Hampton Center | 1501 W. Silver Springs Blvd., Ocala, FL 34475-6456  
352-873-5881, ext. \_\_\_\_ | Fax 352-873-5887

CF Appleton Museum of Art | 4333 E. Silver Springs Blvd., Ocala, FL 34470-  
5001 | 352-291-4455, ext. 1835 | Fax 352-291-4460

CF Vintage Farm Campus | 4020 S.E. Third Ave., Ocala, FL 34480-4708  
352-873-5800

- If you need assistance in setting up your signature, please contact Marketing and Public Relations.

## Stationery, Name Badges and Business Cards

CF stationery establishes a visual consistency for the brand and it is the most widely used communication tool within the identity system. All academic and administrative units must use the official CF business cards, letterhead and envelope. You may place an order for printed business cards and/or your name badge through the forms link on Inside.CF.edu/Forms. Letterhead, envelopes and note cards can be ordered through the CF Print Shop. A digital letterhead, which should be used only for digital communications, is available at Inside.CF.edu/Departments/Marketing.

## Flyer Templates

CF faculty and staff can select from templates to easily create CF branded flyers for upcoming events or informational pieces. The templates are formatted for Microsoft Publisher for easy editing and are available for download at Inside.CF.edu/Departments/Marketing. See "Flyer Template Guidelines" on the next page to learn how to properly edit the templates.

## Flyer Template Guidelines



### How to change text

- 1 Roll over the text box until you see the Type Tool appear. Click inside the box that contains the text you want to edit.
- 2 Select the specific text you wish to change and type over the placeholder text.

### Fixed elements

The CF logo, equal opportunity statement and background elements should not be edited. If these won't meet your needs, please submit a ticket via [www.CF.edu/MPRservices](http://www.CF.edu/MPRservices).

### How to change an image

- 1 Select the image.
- 2 Right click on the image and select Change Picture.
- 3 Select From File.
- 4 Browse to the picture you want to insert, select it, and then click Insert. The new picture will replace the old keeping the dimensions of the original image.

The picture is embedded in your document. If your picture has a large file size and makes your document too large to attach to an email, you can reduce the size of the image in your document. Select the large image, go to Format, under the Adjust ribbon and select Compress Pictures.

Once you have created your flyer, submit to [CF.edu/MPRservices](http://CF.edu/MPRservices) for proofreading and approval.

## Section 4: CF Website

### Purpose

College of Central Florida maintains a public website, [www.CF.edu](http://www.CF.edu), as a tool to communicate the college mission and vision as well as an informational and marketing tool for college educational programs and services.

### Ownership

College of Central Florida has a distributed ownership model for its website. The manager of Web Communications and New Media is responsible for the CF content management system interface, functionality and usability as well as being the liaison to college departments and trainer to faculty and staff who update content through the CMS. To have your content updated, please submit a ticket via [www.CF.edu/MPRservices](http://www.CF.edu/MPRservices). The Marketing and Public Relations director and manager of Marketing and Public Relations also have administrative access and responsibility for review of information and publishing to the public website.

### Publishing Permissions

Faculty and staff directly involved in the learning process and those responsible for dissemination of information about college programs and services (such as registration, financial aid, library, etc.) are granted permission to edit the college website by administrators in their area. The manager of Web Communications and New Media is responsible for user permissions and training users on the CMS.

Users will be responsible for accuracy of department and program information to be published. Marketing and Public Relations staff will be responsible for proofing and ultimately publishing pages to the CMS.

### ADA Compliance

Maintaining an accessible website is crucial for assisting current and prospective students with disabilities as well as staying compliant with regulating bodies. Every website editor plays a role in ensuring ADA compliance. Below is a list of common ADA issues to watch out for.

- **Headings out of order.** Every web page has a H1 by default, so any content you add should start with an H2, then proceed to H3, H4 and so on.
- **Using <bold> or <u> tags.** This compliance issue can be avoided by making sure you're always pasting content without formatting and then formatting the text using the CMS's built-in editor.
- **Creating non-descriptive links.** Linking text like "click here" or "learn more" is not descriptive enough for ADA compliance.
- **Using text-heavy images.** Never display text as an image, with the exception of logos.

Contact the manager of Web Communications and New Media with any questions about maintaining accessibility.

### Training

Formal training sessions are offered throughout the year to provide guidance on use of the CMS and guidelines to ensure web accessibility compliance. Personal instruction and help will be provided on an as needed basis by the manager of Web Communications and New Media. Website training can be requested at [www.CF.edu/MPRservices](http://www.CF.edu/MPRservices).

## Section 5: Style Guidelines

The College of Central Florida follows the writing guidelines of the Associated Press Stylebook for publications unless otherwise noted here. This reference is not intended to be a duplication of that guide, but a supplement for style, consistency, spelling and terms often encountered around the college.

This section contains essential style guidelines for CF publications, which include everything from catalogs and handbooks to posters, flyers and bookmarks. Guidelines have evolved from basic rules of grammar, standard practice, and special application for college terminology. In many instances, detailed information is given with examples of acceptable and unacceptable forms, but it would be impossible to devise a guide that would be all-inclusive. In cases where the precise answer is not given in the guide, use the rule of analogy. For example, if a word or group of words is capitalized, it is safe to treat similar words in the same manner, unless there is a specific rule to the contrary.

### Abbreviations

Always write out abbreviations in full on first reference unless the entry in the chart that follows reads “do not spell out.” It is typically not necessary to include an acronym in parentheses immediately following the full name.

- Abbreviate titles when they precede the name — Dr., Sen., Rep., Col. — but spell out and lowercase when they follow a name.
- Do not abbreviate professor, assistant professor, associate professor or instructor.
- Do not use Reverend as a title; it is an adjective: the Rev. Joe Jones.
- Never precede the name with title and degree: not CF President Dr. Jim Henningsen, instead Dr. Jim Henningsen, CF president.
- Do not abbreviate days of the week, except within a chart or graph.
- Spell out months without dates: November 2012.
- Abbreviate months with dates, except for March, April, May, June and July.
- Do not use the year unless it is needed to specify a time other than the current year.
- On print projects such as invitations or event programs, include year for archival purposes.
- Generally, do not abbreviate Fort for cities or military installations: Fort McCoy.

- The same abbreviation should be used consistently throughout the copy.
- Spell out the names of states in narrative copy.
- Use postal abbreviations for states only when presented with a full postal address including zip code.

### Common Abbreviations and Acronyms

Spell out on first reference unless otherwise indicated.

Abbreviation	First Reference
A.A. degree	Associate in Arts degree
A.S. degree	Associate in Science degree
ACT	do not spell out
AFC	Association of Florida Colleges
B.A.	Bachelor of Arts
B.A.S.	Bachelor of Applied Science
B.S.	Bachelor of Science
CF	College of Central Florida
CLAST	do not spell out
CLEP	College Level Examination Program
CPT	Computerized Placement Test
CEP	Ocala/Marion County Chamber and Economic Partnership
EOC	Educational Opportunity Center
ESL	English as a Second Language
FAFSA	Free Application for Federal Student Aid
FCSAA	Florida College System Activities Association
FDLE	Florida Department of Law Enforcement
FDOE	Florida Department of Education
FTE	Full-Time Equivalent
GED	General Education Development Tests

Abbreviation	First Reference
GPA	do not spell out
LRC	Learning Resources Center
NJCAA	National Junior College Athletic Association
PERT	Postsecondary Educational Readiness Test
PSAV	Postsecondary Adult Vocational certificate
PTK	Phi Theta Kappa
SAB	Student Activities Board
SAT	do not spell out
T/LI	Teaching Learning Institute
TOEFL	Test of English as a Foreign Language

## Ampersand

Do not use the & (ampersand) except where it is part of a company name which uses the symbol as part of its name: **Harper & Row** or **AT&T**.

## Bullets

Use bullet points to aid scanning, organize information and increase retention. There are two styles of bulleted lists: short-entry lists and long-entry lists. A short-entry list is introduced by a colon and the bullet points start with a lower case letter, run on from the introductory phrase and have a period only at the end of the last item. For example, do use capitals for:

- names and proper nouns
- holidays
- titles.

Items in a long-entry list have at least one complete sentence and end with a period. A long-entry list has no lead in sentence. An example follows.

- Always use capitals for names and proper nouns.
- Always use capitals for names of holidays.
- Always use capitals for titles.

Use parallel construction with lists. Do not mix short and long entries. If one bullet starts with a verb, start all items with a verb, etc.

## Capitalization

DO capitalize:

- names and proper nouns
- holidays (for example, New Year's Eve)
- CF — never separate the letters with periods or split from one line to the next
- formal names of schools, departments, units, buildings, offices, etc., but not subsequent shortened references: **Webber Center; thereafter, the center**
- names of races and nationalities
- official college degrees when spelled out: **Associate in Science**
- all conferred and traditional educational, occupational and business titles when used in front of a name; do not capitalize a title following an individual's name: **President Henningsen; Dr. James Henningsen, president of CF; Professor Ralph Smith; Ralph Smith, professor of Communications**
- language courses: **German, French, Spanish**
- names of administrative divisions
- full names of committees, boards, etc.: **Catalog Committee, District Board of Trustees, President's Staff**
- North, South, East and West when referring to a section of the United States
- East when used to refer to Asia; capitalize West when used to mean the United States, countries of Western Europe, South America, etc.
- Central when referring to Central Florida
- state when part of a proper name: **the State Board of Education**
- the first word of a direct quotation.

DO NOT capitalize in text:

- the word following a colon or semi-colon
- a.m. or p.m.
- the word state when it is used as a general term: **state officials, state Board of Regents**
- references to subjects or disciplines, unless the specific course is designated by number and/or name: **philosophy, biology; Introduction to Philosophy, General Biology**
- the word board or college unless its full title appears
- the seasons: **winter, spring, summer, fall**
- such phrases as northern England, southeastern France, etc.



## Commas

Commas should be used to separate words, phrases and clauses of similar construction used in a series. The comma before and may be omitted when the series contains words or simple phrases and the meaning is clear without the comma. Scientific, technical, governmental and academic publications generally use this comma, but journalistic form makes its use optional as needed.

Commas are used in **pairs** when they include “nonessential” information that would not change the meaning of a sentence if deleted. Some common examples:

- James Reynolds, 32, is from Concord, New Hampshire.
- On Jan. 4, 2005, he visited Pigeon Forge, Tennessee, with his wife, Harriet. (Since he has only one wife, the name is extra information and requires a comma. To not include the comma infers that he has more than one wife!)
- Their son Ralph traveled with them. (They have two sons, so commas should not be included.)

Correct use of commas is important to communicate precisely what you mean. Please refer to the punctuation section of your dictionary for additional information.

## Composition Titles

Associated Press style dictates the use of quotation marks to set apart the titles of compositions. (Newspapers generally do not use italics or bold in body type.) Therefore, we place quotation marks around the titles of books, art exhibitions, plays, songs, television programs, lectures, speeches, etc. Do not use quotation marks with course names or reference books including dictionaries, encyclopedias, handbooks and similar publications. There may be exceptions. For example, playbills may be printed using italicized work titles instead of quotation marks.

## Dashes and Hyphens

A dash (—) is used to indicate an abrupt change in thought and can be used in the middle or at the end of a sentence. It is better to use commas to add information to a sentence. Use dashes sparingly so that their full impact is not diluted by overexposure. When used in a sentence, include a space on both sides of a dash: **Our task is challenging — big enough to last a lifetime — so our work has just begun.**

Hyphens (-) are joiners. Use hyphens to tell readers when combinations of two or more words should be understood as a single concept. Example: **The Poetry Series is an on-campus event.** The hyphen is also used with a time or date span. Example: **The event is 4-6 p.m.** Do not include spaces before or after the hyphen.

## Ellipsis (...)

The ellipsis indicates the deletion of a word, sentence or section from narrative without altering the meaning.

Leave one space before and after the ellipsis. Do not put spaces between each period as it might cause the ellipsis to break between lines.

## Numbers

Spell out numbers one through nine when used in narrative copy, but not numbers 10 and above. This rule does not apply to financial and tabular copy, figures containing decimals, statistics, sports scores and records, percentages, sums of money, time of day, day of the month and year, latitude and longitude, degrees of temperature and dimensions.

- Use figures for ages: **John Smith, 25 years old; a 3-year-old boy**, etc. Do not spell out ages under 10.
- Spell out first through ninth and use numerals with letter suffixes for 10<sup>th</sup> and above. Examples: **the first day, the 10th anniversary.**
- Use numerals for time. Do not capitalize a.m. or p.m. Examples: **5 a.m., 6:15 p.m., 8 a.m.-4 p.m.**
- Do not begin a sentence with a numeral; the first word should be spelled out, even if it is a number. Exception: 1988 was a very good year.
- Spell out fractions unless used with dimensions: ½ inch of rain, 8½-by-11-inch paper, etc.
- Combine numerals and words for large round numbers: **Smith’s gifts to the college exceed \$1 million.**
- Use an **s** without an apostrophe to indicate decades and centuries: **the late 1980s; but the early ’60s.**

## Quotation Marks

Periods and commas should always be placed inside closing quotation marks; a colon or semi-colon should be placed outside closing quotation marks, except in rare instances in which it belongs inside as part of the matter quoted. The question or exclamation mark is placed inside or outside the quotation marks, depending upon whether it relates to the quoted matter or to the whole sentence. See “quotation marks” in the following Quick Reference section.

Single quotation marks should be used for a quote within a quote. Example: **The student said, “I loved the book ‘The Great Gatsby.’ ”**

Quotation marks around slang expressions, nicknames and the like should be used sparingly. Their usage indicates a slight apology for the use of the word and, in most cases, is not necessary. **Never** use quotation marks for emphasis; they cast doubt on the truth of the statement. Example: **This is a “deal.”**

If a quotation runs into more than a paragraph, quotation marks should be placed at the beginning of each paragraph and at the end of only the last paragraph.

## Quick Reference

	Style	Example
<b>academic year</b>	Use four digits, followed by a hyphen, followed by four digits.	2019-2020
<b>academic degrees, abbreviated</b>	Use periods between letters, no spaces. A.A. degree, A.S. degree, etc.	A.A., A.S., B.A., B.S., B.A.S., M.A., Ed.D., Ph.D.
<b>academic programs</b>	Use complete, accurate names when referring to academic programs. Refer to the college catalog.	Physical Therapist Assistant, not Physical Therapy
<b>accept, except</b>	Accept is a verb meaning receive. Except means to exclude.	I accept all your ideas except for the last one.
<b>addresses</b>	Use Ave., Blvd. and St. only with a numbered address. Spell out when part of a formal street name without a number. Highway, terrace, road, lane, etc., are always spelled out. Capitalize when part of a formal name with a number; lowercase when used alone or with two or more names. Spell out and capitalize First through Ninth when used as street names; use figures with two letters for 10th and above. Use periods in the abbreviation P.O. for postal box numbers.	1600 Pennsylvania Ave.  Pennsylvania Avenue  The college is located at 3001 S.W. College Road, Ocala.  7 Fifth Ave., 100 21st St.
<b>adviser/advisor</b>	Either is correct, but CF uses advisor.	My academic advisor is John Smith.

	Style	Example
<b>affect/effect</b>	Affect is a verb, meaning to produce an effect.	Good written communication skills affect one’s success as a student. One effect of this manual should be to enhance awareness of CF branding.
<b>African-American</b>	Acceptable and A.P. style, but Black is preferred. Not everyone that is Black is an African-American. Unless you know that the population or person you are referring to is distinctly African-American, use Black.	He is of African-American descent.
<b>African-American Student Union</b>	CF uses a hyphen in the name, and the preferred acronym is A <sup>2</sup> SU. Newspapers will not use a superscript, so a news release will need to include AASU instead. For posters, etc., use the preferred acronym.	The CF African-American Student Union meets once a month. The next A <sup>2</sup> SU meeting will be held July 10.
<b>afterward</b>	Not, afterwards.	Let’s eat lunch at the Patriot Café and afterward we can go to the library.
<b>all right</b>	Not, alright or allright.	We are all right to believe in the positive impact that CF has on the region.
<b>a lot</b>	Not, alot. However, you allot a share or portion.	It takes a lot of teamwork to create relevant curriculum. He was allotted 10 minutes for his speech.

	Style	Example
<b>alumnus, alumni, alumna, alumnae</b>	Alumnus, a man who has attended a school. Alumni, men or coed group who have attended a school. Alumna, a woman who has attended a school. Alumnae, a group of women who have attended a school.	Jim is an alumnus of CF.  The men are alumni of CF.  Jane is an alumna of CF.  The women are alumnae of CF.
<b>among, between</b>	Among introduces more than two items, between introduces two items.	There is a bond between Amanda and her sister. There is a bond among family members.
<b>amount, number</b>	Amount is a quantity of something that cannot be counted.  Number is a quantity of something that can be counted.	The amount of money you will need for your retirement years is difficult to calculate.  The Patriot Café has the right number of choices for lunch.
<b>ampersand</b>	Use only where the ampersand is part of the company's official name or in a title. Otherwise use and.	Barnes & Noble  Dr. and Mrs. J. Smith
<b>a.m., p.m.</b>	Lowercase, with periods. Avoid the redundant 10 a.m. this morning, 12 noon.	Sessions are held at 7 a.m., noon, 6:30 p.m. and at midnight.
<b>annual</b>	An event cannot be described as annual until it has been held in at least two successive years. Do not use first annual.	The 25th annual Taste of Ocala was held at the Ocala Campus.
<b>area code</b>	Use a hyphen after the area code. Do not use parentheses. Do not replace hyphens with periods.	352-873-5800

	Style	Example
<b>Associate in Arts</b>	Associate degree. Not, associate's or Associate's degree.	They earned associate degrees at CF.
<b>Associate in Science</b>		
<b>assure, ensure, insure</b>	Assure means to state positively, ensure means to make sure or certain, insure means to provide or arrange insurance for.	I can assure you that the administration will ensure that the college insures against loss of property.
<b>bachelor's</b>	Baccalaureate, bachelor's degree, bachelor's or Bachelor of Science, Bachelor of Arts in Music, etc.	Jane has a baccalaureate.  She obtained a bachelor's degree from CF.  Her bachelor's was earned at Harvard.  He obtained a Bachelor of Science degree in 2010.
<b>biannual</b>	Happening twice a year, a synonym for semiannual.	Graduation ceremonies are held biannually for CF students.
<b>biennial</b>	Means every two years.	The installation exhibition is a biennial event.
<b>bimonthly</b>	Not, bi-monthly. Means every other month; semimonthly means twice a month.	The bimonthly meetings will be held in January, March, May, July, September and November.
<b>biweekly</b>	Not, bi-weekly. Means every other week; semiweekly means twice a week.	In February there were two biweekly meetings.
<b>board</b>	Capitalize only as part of a proper name: CF District Board of Trustees.	Members are appointed to the CF District Board of Trustees. The board meets monthly.

	Style	Example
<b>bullets</b>	Use bullets before indented, unnumbered, short lists in the text and place a period at the end of the bulleted list. Use capitalization and terminal punctuation if the items are sentences. See page 15 for more information.	proof logo address.  or Proof your document.  Include a logo.  Include campus address.
<b>Campus, Center</b>	Capitalize when part of a CF name. No capitalization when grouping names.	Ocala Campus, Citrus Campus, Levy Campus, Hampton Center. But Ocala and Citrus campuses.
<b>campuswide</b>	One word, no hyphen.	Donations were sought campuswide.
<b>Cashiers Office</b>	No apostrophe.	Make payment at the Cashiers Office.
<b>chair</b>	Preferable to chairman, chairwoman or chairperson.	The chair of the Access Services Advisory Committee is K. Jones.
<b>Charles R. Dassance Fine Arts Center</b>	Not CF Fine Arts Auditorium.	
<b>co-</b>	Retain the hyphen when forming nouns, adjectives and verbs that indicate occupation or status. No hyphen in other combinations.	Co-author, co-chairman, co-worker, but coed, coexist, cooperate, coordinate.
<b>college</b>	Lowercase when not used with a formal name.	The college is closed today.
<b>College Square Apartments</b>	Not dormitory or dormitories.	The College Square Apartments provide housing.

	Style	Example
<b>collegewide</b>	One word, no hyphen.	A collegewide effort was made.
<b>county, counties</b>	Capitalize when part of proper name. Do not capitalize with group of counties.	Marion County is in the heart of horse country.  CF has campuses in Marion, Citrus and Levy counties.
<b>coursework</b>	One word.	Please complete all coursework.
<b>curricula</b>	Use curricula for plural form of curriculum.	All college departments' curricula were developed in consideration of learning outcomes.
<b>dash</b>	Space before and after a dash.	That is true — and we know it.
<b>data</b>	Data is plural, however is most often considered a unit (a collective noun) and should use a singular verb. In some cases it does refer to individual items and should use a plural verb.	Your data is invalid. The data were collected from all three campuses.
<b>database</b>	One word.	All employees are listed in the CF database.
<b>department</b>	Only capitalize when part of a proper name.	The Department of Human Resources is closed today. The department will open tomorrow.
<b>degrees</b>	Always abbreviate and use periods when degree follows a name. Do not combine courtesy titles and academic degrees.	Ph.D., A.A., A.S., B.A., M.S.  James D. Henningsen, Ed.D.

	Style	Example
<b>Dr.</b>	While A.P. style uses Dr. only for individuals with medical degrees, the college uses Dr. for individuals with doctorate degrees.	Dr. Lawter
<b>email</b>	No hyphen. Capitalize when beginning a sentence.	She checked her email. Email speeds up productivity.
<b>ext.</b>	Not Ext. or extension or x. Set off with commas.	Contact Susan at 352-854-2322, ext. 1372, or benschs@cf.edu.
<b>fewer, less</b>	Fewer is a smaller number of something that can be counted. Less is a smaller amount of something that cannot be counted.	Amanda took fewer courses this semester than last. Amanda is doing less work this semester.
<b>fax</b>	Not FAX.	Please transmit it by fax.
<b>federal</b>	Lowercase except in titles.	The federal government can help you. Call if you need assistance with the Free Application for Federal Student Aid.
<b>Florida Legislature</b>	Retain capitalization of Legislature when referring to specific group.	The Florida Legislature is in session. The Legislature works to aid all citizens of Florida.
<b>flyer</b>	Correct name for a printed marketing piece.	
<b>Foundation</b>	Uppercase when preceded by CF or when used alone.	The CF Foundation hosted a fundraiser. The Foundation raises scholarship funds for CF students.

	Style	Example
<b>Founders Hall</b>	No apostrophe.	The group meets in Founders Hall Board Room.
<b>full time, full-time</b>	Do not hyphenate when used as an adverb. Hyphenate when used as an adjective.	He works full time. He is a full-time employee.
<b>fundraising</b>	One word in all cases.	Fundraising is difficult. AFC planned a fundraising campaign. A fundraiser was hired. The students are planning a fundraiser.
<b>GED</b>	GED should be used as an adjective, not as a noun. Those passing the tests earn a GED diploma or certificate, not a GED.	Mary earned her GED diploma.
<b>homepage</b>	One word, lowercase.	Visit the CF homepage at www.CF.edu.
<b>hyphen</b>	No space before or after a hyphen.	March 27-April 14
<b>internet</b>	Lowercase.	Search the internet for related articles.
<b>intranet</b>	Lowercase.	CF forms can be found on the intranet.
<b>its, it's</b>	Its: possessive. It's: contraction for it is.	The committee reached its decision yesterday. It's going to be a close game.

	Style	Example
<b>junior, senior</b>	Abbreviate as Jr. and Sr. Do not precede by a comma: Martin Luther King Jr.  The notation II or 2nd may be used if it is the individual's preference.	Vernon Lawter Jr.  Alphabetical listing: Davis III, Berry Dearness Sr., John Lawter Jr., Vernon Upton 2nd, Arthur
<b>letters, grades</b>	Spell out numbers before letters and grades.	He learned the three R's and brought home a report card with four A's.
<b>major</b>	CF does not use the term major when referring to program of study, per guidelines of our accrediting agency.	Her academic pathway is political science.
<b>master's degree or master's or Master of Arts</b>	All are acceptable forms of use.	He earned his master's degree.
<b>midnight, noon</b>	Avoid the redundant 12 midnight or 12 noon. Do not capitalize.	At noon we will make plans for midnight.
<b>millions</b>	Use figures with millions.	If 2 million residents donated \$1 each, the Foundation would benefit.
<b>months</b>	Spell out months without dates. Abbreviate months with dates. Spell out April, May, June, July.	In September 2010 the college will begin to plan the Tuesday, Dec. 6, dinner.  I was born April 19, 1970.
<b>non</b>	Hyphen usually not needed when used as a prefix.	noncredit courses

	Style	Example
<b>noon, midnight</b>	Avoid the redundant 12 noon or 12 midnight. Do not capitalize.	At noon we will have lunch. At midnight we will sleep.
<b>numbers</b>	Spell out one through nine and use figures for 10 and above. Never start a sentence with a figure; spell it out.	Approximately four weeks ago, I received 25 replies. Fifteen students attended class today.
<b>numbers with text</b>	Ages: Use figure and hyphens when used as a modifier. Money: Use figures. Percentages: Use figures, spell out percent. Ratio: Use figures and hyphens. Fractions: Spell out, unless used with dimensions.	A 5-year-old boy has a brother who is 10 years old. To save 5 cents a day could mean a total of \$2.6 million over time. The population grew at 38 percent. A ratio of 3-to-1 is better than a 5-1 ratio. Two-thirds of the group voted.
<b>numbers, large</b>	Include comma in all amounts of 1,000 or more. Note use of millions.	\$253,345, 3,456 FTE, \$1.6 million
<b>numbered list</b>	Use only for a sequence of steps.	1. step one 2. step two 3. step three
<b>offices</b>	Office names should be used as they are listed in the college catalog.	Office of the President
<b>online</b>	Lowercase, one word, no hyphen.	CF has an online application.
<b>ordinal numbers</b>	Spell out first through ninth; 10th and above use figures.	He made it safely to first base. She was 10th in line.
<b>percent</b>	Use % following a number, unless number is spelled out as the first word of a sentence.	The survey found 12% of students ate breakfast.
<b>postsecondary</b>	One word, no hyphen.	Postsecondary courses are available at CF.

	Style	Example
<b>prefixes: non, pre, etc.</b>	Generally do not hyphenate when using a prefix with a word that begins with a consonant.	Prelicense, noncredit
<b>quotation marks with punctuation</b>	The period and the comma always go inside quotation marks. Dash, semicolon, question mark and exclamation point go within quotation marks when they apply to the quoted matter only. They go outside when they apply to the whole sentence.	“Wake up.” The teacher asked, “How did you prepare for this quiz?” Did you read “Hamlet”?
<b>seasons</b>	Do not capitalize unless part of a proper name.	Visit Summer Spotlight XVII at the Webber.
<b>semester</b>	Use Fall Semester, Winter Semester and Summer Semester. Do not capitalize semester when it stands alone.	The Summer Semester is comprised of two terms, Summer Term A and Summer Term B.
<b>statewide</b>	One word, no hyphen.	statewide
<b>telephone numbers</b>	Use dashes, no parentheses. When listing an extension, abbreviate ext.	352-873-5800 352-873-5800, ext. 1373
<b>times of day</b>	Use figures except for noon and midnight. Separate hours from minutes with a colon; a.m. and p.m. are always lowercase and separated by a period. Do not use zeros with a full hour.	8 a.m.-5:30 p.m. 9 a.m. noon midnight
<b>titles</b>	Capitalize and spell out formal titles such as president, manager, etc., when they precede a name. Lowercase elsewhere.	Vice President Vernon Lawter is involved in community events. Dr. Jim Henningsen is president of the College of Central Florida.
<b>toward</b>	Not towards.	CF continually works toward its goal of accessibility.

	Style	Example
<b>T-shirt</b>	Uppercase T, not tee.	Student Life is selling T-shirts for \$10.
<b>Theater, theatre</b>	An exception to A.P. Style. Use theater when referring to movie theater, theatre when referring to live performances.	The CF commercial is playing at the theater. I am going to see the CF Theatre performance.
<b>tricounty</b>	Do not hyphenate.	CF serves a tricounty service area.
<b>vice president</b>	Do not hyphenate.	He is vice president of Student Affairs.
<b>web addresses</b>	No underlining or colored typeface in printed documents. In Microsoft programs, right click on hyperlink to remove.	Check out the CF website at <a href="http://www.CF.edu">www.CF.edu</a> .
<b>website</b>	One word, lowercase w.  Also, webcam, webcast, webmaster, webpage, webfeed, the web	Check out the CF website at <a href="http://www.CF.edu">www.CF.edu</a> .
<b>year</b>	When a phrase refers to a month, day and year insert a comma after the year. No commas when only month and date.	Feb. 14, 2012, was the target date.  He was born in July 1960.

## Section 6: Proofreading

### Review by Marketing and Public Relations

Print materials for any use other than classroom or student-to-student use must be proofed by Marketing and Public Relations staff prior to printing or posting. This ensures a consistent look and style for all CF print projects, as well as compliance with accreditation agencies, inclusion of required statement of nondiscrimination, and confirmation that material is not a misrepresentation of programs, fees or employability of graduates. Please see Administrative Policy 3.06 and College Procedure: Editorial and Graphic Standards.

In addition, MPR staff looks for changes to the vision and mission statements, department titles and staff changes.

Individual offices have unique needs, but if no particular local style prevails, the recommendations of this guide should hold. Professional papers, technical publications and other academic works should conform to the accepted style of the respective discipline.

These steps will ensure that your documents are moved through the system in a timely manner.

1. Provide your document to your department head for approval.
2. Submit your approved document to Marketing and Public Relations at [www.CF.edu/MPRservices](http://www.CF.edu/MPRservices). Send the document at least two weeks before you plan to distribute to allow adequate time for proofing, revisions and printing.
3. Marketing and Public Relations will proof the document according to college style standards and will return to you with indicated changes or corrections including a stamp bearing the reviewer's initials and date.
4. You then revise the document and submit, along with the stamped version, for printing to [printshop@cf.edu](mailto:printshop@cf.edu).

Provide adequate time for proofing and printing in your plan for distribution. Your project is important to us and the college. Please keep in mind that the Marketing and Public Relations Department serves the entire college and numerous projects may come in at the same time.

### Working with an Outside Designer

If you are working with a graphic artist or print shop outside of the college, ensure that copy is carefully edited, proofed and approved by the appropriate college supervisor *before* providing to the vendor. To make changes, additions and deletions after the original copy has been formatted slows production and may increase cost. After copy and artwork is formatted by the designer, it goes through a number of proof stages. Review each proof carefully and check to ensure that all changes have been made. The first proof received should be read carefully against the edited copy that was provided. The final proof received may be the color match. Making a change at this stage is costly and will delay the completion of the project. Please work with Marketing and Public Relations throughout the process. The department will review raw copy, the final copy or both. Approval will be needed by Marketing and Public Relations before you can proceed with printing. Please submit a ticket for proofreading via [www.CF.edu/MPRservices](http://www.CF.edu/MPRservices).

### Resources

#### Project Checklist




















As you begin to create your project or if you are requesting that Marketing and Public Relations assist you with a project, consider these questions.

- Who is your target audience (potential students, donors, community members, internal audience, other)?
- Does this project need to be printed, or could it be distributed electronically?
- Where will this project be distributed (on campus, at high schools, direct mail, other)?
- What is the shelf life of this project? Is it for a one-time event, or will it be revised for upcoming semesters?
- Is this a new project or update of an existing project?
- Will the project stand alone, or is it part of a bigger project?
- Have you gathered all components necessary to complete the project (narrative, photos, etc.)?
- Will you need additional photos or artwork?
- Did you provide photo releases for individuals to the MPR office?



- Do you have permission to use photos if you are not the photographer?
- Has all material been vetted by your department supervisor?
- If printing, what quantity will you need?
- Do you have funding available from a grant or other award?
- Date for completion of this project?

## Proof Marks

 remove space	 delete and close	 new paragraph
 insert a space	 delete a period	 remove paragraph break
 delete a word	 insert a period	 move right
 insert a word	 spell out or abbreviate	 move left
 transpose	 lowercase	 don't change
 move	 uppercase	 align horizontally
		 align vertically

## Error-Free Proofreading Checklist

Document: \_\_\_\_\_

Date: \_\_\_\_\_

### Text

- Read everything once through for overall feel.
- Read through for punctuation and spelling.
- Read all articles and headlines aloud.
- Look at headlines only.
- Read headlines and most visible text backwards.
- Check spelling of all names and company names.
- Call telephone numbers to verify.
- Check websites.
- Confirm dates and days.
- Confirm that index titles and page numbers match document.

### Layout

- Is artwork straight?
- Are fonts correct and consistent?
- Check captions, quotes and attributions.
- Check logos and photos for distortion.
- Is bulk rate indicia included, if necessary?
- Is there consistent spacing between elements (headline, body, column width, etc.)?
- Is telephone number, address and contact information included?
- Check for consistent and visible page numbering.
- Is hyphenation turned off?

### Project-specific style references

(Company names, unique spellings, infrequently used terms, etc.)

- |                                |                                |
|--------------------------------|--------------------------------|
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |

## Style Sheet for CF Forms

MPR creates and maintains the Word and fillable PDF form masters and uses the following guidelines to format college forms. Submit new form requests or form edits through [www.CF.edu/MPRservices](http://www.CF.edu/MPRservices).

### Guidelines

- Use table format whenever possible.
- Insert college logo with *—an equal opportunity college—*.
- Use Garamond font throughout forms.
- Use Former Name NOT Maiden/Former Name.
- Include the revision date in the footer.
- Assign form code and number to each form as a footer in 9 point, below date.
- Include in footer, 9 point, centered [www.CF.edu](http://www.CF.edu) (no hyperlink) and at right 352-873-5800.
- Include concise equity statement in footer.
- Use all caps, bold, 14 point for form titles.
- Use text size font for check boxes.
- For emphasis use bold, not italics or underlining.
- Use bold, 12 point for section headings and 9 to 12 point for body copy.
- Use 9 point for words beneath signature lines.
- Align blank lines and boxes vertically and left and right, whenever possible.
- Use thicker horizontal lines sparingly to separate sections.
- Use lightest possible shade of gray “For office use only” boxes.
- Use check boxes of equal size with no drop shadows.
- Insert one space after colon and before blank line begins.
- Use Court Representative or Representative of the Court as required.
- Social Security number should only be collected when required by state or federal law. If the Student ID No. is present it is preferred to use that number to look up SSN when required. If the SSN is collected on a form the CF Notification of SSN Collection, Usage and Release form AS-1MKPR must be appended.
- SSN may not be filled in and emailed.
- Track final approval by department/division.
- Track review and approval by the vice president for Administration and Finance for any form that may have financial or legal implications.
- Marketing and Public Relations will provide a form link in the online directory.

### Order and Style (if needed):

1. Social Security No.: \_\_\_\_\_
2. CF ID No.: \_\_\_\_\_
3. Jenzabar ID No.: \_\_\_\_\_
4. CF Academic Program Code: \_\_\_\_\_
5. Legal Name: \_\_\_\_\_  
Last      First      Middle (complete)      Jr., etc.
6. Former Name(s): \_\_\_\_\_
7. Gender:  Male  Female
8. Birth Date: \_\_\_\_\_
9. State of Birth: \_\_\_\_\_
10. Country of Birth: \_\_\_\_\_
11. Country of Citizenship: \_\_\_\_\_
12. Physical Address: \_\_\_\_\_  
Street      City      State      Zip Code
13. Mailing Address: \_\_\_\_\_  
Street/P.O. Box      City      State      Zip Code
14. Telephone No.: \_\_\_\_\_
15. Email: \_\_\_\_\_
16. High School: \_\_\_\_\_  
Name      City      State
17. County of Residence: \_\_\_\_\_
18. Anticipated High School Graduation Date: \_\_\_\_\_
19. Current Grade Level: \_\_\_\_\_
20. \_\_\_\_\_  
Signature      Date: MM/DD/YY
21. Processed By: \_\_\_\_\_  
 Date: \_\_\_\_\_

## Section 7: Media Relations

The college's accomplishments and successes are only as good as our ability to let the world know about them. Therefore, the way we spread our news is vital to our reputation as a college. The Department of Marketing and Public Relations should be the college's primary voice to the media.

With that in mind, all news releases, including those for student organizations, should be handled by the Department of Marketing and Public Relations. It is important that the college remain a credible, reliable source for the press. Our credibility is compromised when media outlets receive the same story from various college representatives or when they receive wrong information or information that is not written in Associated Press style. Crisp writing, solid editing, good presentation and excellent proofreading in our publications are a great reflection on CF. Creation of a news release may be requested at [www.CF.edu/MPRservices](http://www.CF.edu/MPRservices).

Not all information is news. Each potential story will be evaluated by our staff to determine the interest among the media and other constituents. Once we have identified a story, we will decide the best ways to disseminate the news.

This may include:

- a news release
- photographs
- personal contact with reporters and editors
- accompanying faculty or staff to professional meetings or interviews
- a faculty- or staff-written opinion piece.

The Department of Marketing and Public Relations should be aware of all media inquiries (e.g., requests for interviews) and all instances of the college's name being reported in the media. If you know that something about the college will appear in any media outlet, it is imperative that you notify the Department of Marketing and Public Relations, specifically Lois Brauckmuller (ext. 1374) or Tina Banner (ext. 1565).

### News Releases

The Department of Marketing and Public Relations has cultivated a valued relationship with the news media by providing legitimate news, written well and delivered in a timely manner. CF news releases are written in the basic news style (Associated Press style), encouraging newspaper editors to use them with few or no changes. The releases provide sufficient facts to permit the paper to write its own story or to serve as background for an interview.

### The Making of a Story

News releases are created in the same manner as the media creates its stories. Our process includes:

- interviews with appropriate faculty and staff and reviews of written source material
- discussion of content, target audience and timing
- writing of a draft release and initial editing
- final editing and distribution.

### News Release Approval Procedure

It is critical to our reputation as a college that all information provided to the media is complete and accurate. Creating a news release is a team effort. Once a news release has been drafted, staff from Marketing and Public Relations will forward copies to the originator, the appropriate vice president, anyone who has contributed information or a quote, and staff assistants or others who may be responsible for accepting RSVPs or registrations for events. All parties should review the news release to ensure that their contributions are correct and respond with any changes or approval. Approval by the vice president indicates acknowledgement of the content, confirmation that the designated media contact is appropriate for the content, and acknowledgment that the news release will be distributed to the media. Once all parties have approved the news release, Marketing and Public Relations staff will review again before distribution.

### Distribution

Marketing and Public Relations sends news releases to dozens of daily, weekly and monthly newspapers and magazines, and broadcast stations in the tricounty area and beyond. All news releases are posted to the News section on the CF website.

## Timing

Ensure adequate time for creation, approval and distribution of news releases, keeping in mind that monthly publications must receive news at least two months before a scheduled event.

## Editing

One reason our staff adheres to a strict journalistic style is to reduce the necessity for changes by the media. Often, editors make few or no changes to a CF news release. Others may shorten, change the style or rewrite completely. It may be published when submitted, or filed for use later. We cannot control what the media does with a release after it leaves our department; however, we can increase the potential for accuracy by providing well-written, factual material to reporters and editors.

## Working with the Media

A news release is often only the first step in a media process that can continue for some time. Reporters or editors may call to ask the source to elaborate on information in the news release. Reporters are encouraged to contact the Department of Marketing and Public Relations to arrange an interview with faculty and staff if they have a question that requires a specific area of expertise.

Permission to visit a classroom may be granted to the media. An MPR representative will coordinate the visit with the instructor and supervisor, if appropriate. Members of the media will be asked not to disrupt instruction by unauthorized visitations, interviews or filming.

Editors are under no obligation to print our CF news. Decisions are based on space available in the newspaper, other news events competing for the space, and whether the editors consider it newsworthy. No member of the college community should ever contact the media to question news coverage. Any concerns should be directed to Marketing personnel, and we will take appropriate action if necessary.

## Interviews

The president or a designee serves as spokesperson for the college. If you receive a call from the media, please notify the Department of Marketing and Public Relations immediately. In some cases, it might be appropriate for the president to do the interview. In other cases, you might be the designated spokesperson for the story. Reporters are usually under tight deadlines, and a delay of a day, or even an hour, can mean the difference between favorable coverage and a lost opportunity or a reporter disinclined to turn to CF for help in the future.

## Before the Interview

Develop concise answers to a few key questions:

- Why is it important?
- What makes your contribution unusual?
- Who will benefit and how?
- What is your main objective? If you could make only two points, what would they be?
- Have you gathered all the printed materials you need?

## During the Interview

- Ask what type of story the reporter is pursuing, the context in which you will be quoted and the reporter's background.
- Repeat your main points at least twice.
- Keep your statements clear and concise.
- Spell difficult words or names.
- Avoid use of acronyms.
- Assume everything you say will be quoted. If you feel commenting is inappropriate or outside your area of expertise, politely decline. Beware of going "off the record."
- Don't limit yourself to answering questions. Raise points you think are important.
- Don't hesitate to correct the reporter if he or she makes an incorrect statement.

## After the Interview

- Don't expect to see the story before it is published.
- If you feel that the reporter might need additional information, contact the MPR department.

## Television/Radio Interviews

The same rules apply to broadcast news interviews, but television and radio have their own rules and limitations. Preparation is still the key to presenting your ideas in a concise way.

- Speak in conversational tones. Don't use technical language or jargon. Assume the listener/viewer is completely unfamiliar with the topic. Use anecdotes and metaphors that help simplify concepts.

- Maintain eye contact with the interviewer. Don't look at the camera. Use small, decisive gestures to make points, not big, sweeping motions.
- Don't show anger in your voice or appearance at an unexpected or hostile question. Simply say you are not prepared to answer the question at this time. Avoid the phrase "no comment." It has become synonymous with guilt.
- Use every opportunity to re-state your main points. Remember, however, that few sound bites are more than 20 seconds long.
- Mention College of Central Florida in the sound bite to ensure that your affiliation with CF is not edited out of the story.

For media questions or concerns, contact Lois Brauckmuller.

## Section 8: College Locations

### Addresses and Telephone Numbers

#### Ocala Campus

3001 S.W. College Road  
Ocala, FL 34474-4415  
352-873-5800

#### Citrus Campus

3800 S. Lecanto Highway  
Lecanto, FL 34461-9026  
352-746-6721

#### Jack Wilkinson Levy Campus

15390 N.W. Highway 19  
Chiefland, FL 32626  
352-658-4077

#### Hampton Center

1501 W. Silver Springs Blvd.  
Ocala, FL 34475-6456  
352-873-5881

#### Vintage Farm Campus

4020 S.E. Third Ave.  
Ocala, FL 34480-4708  
352-873-5800

#### Appleton Museum of Art

College of Central Florida  
4333 E. Silver Springs Blvd.  
Ocala, FL 34470-5001  
352-291-4455

#### College Square Apartments

College of Central Florida  
1994 S.W. 31<sup>st</sup> Ave.  
Ocala, FL 34474-6516

### Websites

www.CF.edu/Ocala  
www.CF.edu/Citrus  
www.CF.edu/Levy  
www.CF.edu/Hampton  
www.CF.edu/VintageFarm  
www.AppletonMuseum.org

### Names of College Buildings

Use the proper names of CF buildings, not numbers or letters. Do not abbreviate. Numbers are included here for your reference only.

- C. Farris Bryant Student Union or Bryant Student Union (5)
- CF Bookstore (36)
- Charles R. Dassance Fine Arts Center or Dassance Fine Arts Center (4)
- Citrus Learning and Conference Center (4)
- Criminal Justice Institute (31)
- Dorothea Jerome Building (2)
- Enterprise Center (42)
- Ewers Century Center (40)
- Founders Hall (1)
- Gymnasium (6)
- Health Sciences (19)
- Health Sciences Simulation Center (16)
- Klein Conference Center (Ewers Century Center is preferred for external audiences as most visitors enter through the front entrance of this building.)
- Learning Lab School (18)
- Learning Resources Center or Clifford B. Stearns Learning Resources Center (3)