

IDENTITY STANDARDS MANUAL



**STEPHEN F. AUSTIN
STATE UNIVERSITY**

University Marketing
Communications

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

An institution's visual identity reflects on its character, strength and value. We wish to portray Stephen F. Austin State University accurately as a well-organized university with a strong, consistent identity. The following guidelines will help you apply visual elements to ensure a uniform message. Our guidelines include standards for all media, including publications, advertising, websites and other collateral materials both on and off campus.

The standards in this manual will be revised periodically. If you have any questions about any material in the manual or something that has not been covered, please contact the Division of University Marketing Communications at (936) 468-2605 or umc@sfasu.edu.

OFFICIAL COLOR PALETTE



PRIMARY COLOR

Purple should be used as the main, dominant color at all times.

Pantone 267 C

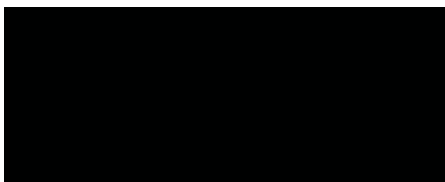
CMYK 77-97-0-0

RGB 95-37-159

HEX/Web #5F259F or #660099

SECONDARY PALETTE

While it is important to feature the primary color of SFA, a secondary color palette can be used to complement and expand on designs. However, it is always necessary to show the primary color more prominently.



Black 100%

CMYK 0-0-0-100

RGB 44-42-41

HEX/Web #060808



Black 80%

CMYK 0-0-0-80

RGB 117-120-123

HEX/Web #75787B



Black 25%

CMYK 0-0-0-25

RGB 177-179-179

HEX/Web #B1B3B3



Purple 002

CMYK 53-68-0-0

RGB 134-102-172

HEX/Web #8666AC

Pantone 265 C



Purple 003

CMYK 21-29-0-0

RGB 197-179-215

HEX/Web #C5B3D7

Pantone 2635 C



Purple 004

CMYK 13-23-0-0

RGB 216-196-224

HEX/Web #D8C4EO

Pantone 263 C

OFFICIAL COLOR PALETTE

ACCENT PALETTE

The accent palette is to be used as accent colors and should not be used without the primary and secondary palettes prominently present. **SHOULD ONLY BE USED SPARINGLY.**



Sky Blue

CMYK 40-0-14-0
RGB 136-219-223
Web #88DBDF
Pantone 318 C



Teal

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



Light Yellow

CMYK 0-3-43-0
RGB 248-224-142
Web #F8E08E
Pantone 1205 C



Canary Yellow

CMYK 1-16-99-0
RGB 254-203-11
Web #FECB0B
Pantone 116 C



Light Green

CMYK 35-2-58-0
RGB 169-196-127
Web #A9C47F
Pantone 577 C



Medium Green

CMYK 54-5-94-24
RGB 120-157-74
Web #789D4A
Pantone 576 C



Forest Green

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



Deep Red

CMYK 7-100-82-26
RGB 166-25-46
Web #A6192E
Pantone 187 C



Wood Grain

CMYK 15-13-21-0
RGB 215-210-197
Web #D7D2C5
Pantone Warm Gray 1 C



Midnight Blue

CMYK 98-77-14-2
RGB 25-79-144
Web #194F90
Pantone 7686 C

UNIVERSITY BRAND

PRIMARY MARKS

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

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

FLUSH LEFT MARK

PURPLE (MOST USED)



PURPLE AND WHITE



ONE-COLOR WHITE



UNIVERSITY BRAND

STACKED OR CENTERED MARK

PURPLE (MOST USED)



**STEPHEN F. AUSTIN
STATE UNIVERSITY**

NACOGDOCHES, TEXAS

PURPLE AND WHITE



**STEPHEN F. AUSTIN
STATE UNIVERSITY**

NACOGDOCHES, TEXAS

ONE-COLOR WHITE



**STEPHEN F. AUSTIN
STATE UNIVERSITY**

NACOGDOCHES, TEXAS

UNIVERSITY BRAND

ONE-LINE MARK

PURPLE

STEPHEN F. AUSTIN STATE UNIVERSITY
NACOGDOCHES, TEXAS

ONE-COLOR WHITE

STEPHEN F. AUSTIN STATE UNIVERSITY
NACOGDOCHES, TEXAS

ACADEMIC SPIRIT LOGO

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

PURPLE AND WHITE

ONE-COLOR WHITE

Please note the white outline. Never remove the outline.



BRAND ASSETS

UNIVERSITY SEAL

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

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



For use by the president or
board of regents only



For use by the president or
board of regents only

BRAND ASSETS

SECONDARY WORDMARKS

All academic and administrative college, departments and offices on campus are part of the university brand. Our secondary wordmarks are designed to create and maintain unity with consistently branded communications. Departments and offices should use the UMC-created wordmarks and are not permitted to create their own layouts.

Your relevant wordmark is available from University Marketing Communications. Should you need your college or department's wordmark, please send your request through UMC's ticket system at sfasu.edu/umc-request.

COLLEGE-LEVEL FLUSH LEFT MARK



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

COLLEGE-LEVEL STACKED OR CENTERED MARK



**STEPHEN F. AUSTIN
STATE UNIVERSITY**
NELSON RUSCHE
COLLEGE OF BUSINESS

BRAND ASSETS

DEPARTMENT- AND
OFFICE-LEVEL
FLUSH LEFT MARK



**STEPHEN F. AUSTIN
STATE UNIVERSITY**

Department of
Education Studies

DEPARTMENT- AND
OFFICE-LEVEL STACKED
OR CENTERED MARK



**STEPHEN F. AUSTIN
STATE UNIVERSITY**

Health and Wellness Hub

BRAND ASSETS

TYPEFACES AND FONTS

Communications that consistently use one or two families of typography establish a cohesive look. The Avenir and Minion Pro type families have been chosen as the official university typefaces for their readability and flexibility.

Minion Pro is more readable and is best for large bodies of copy that are 9- or 10-points. Avenir is more legible and is best used for headline, subheads and body copy. Don't have those typefaces on your computer? Minion Pro may be replaced with Times New Roman or Georgia, and Avenir may be replaced with Helvetica or Arial.

MINION PRO

A few variations

Minion Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Minion Pro Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Minion Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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

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

Alternative options:

Georgia
Times New Roman

AVENIR

A few variations

Avenir Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Book Oblique (Italic)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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

Alternative options:

Arial
Helvetica

BRAND ASSETS

GUIDELINES FOR COLLEGE, OFFICE, SCHOOL, DEPARTMENT AND UNIT GRAPHICS

University Marketing Communications is happy to work with colleges, schools, departments and other areas within the university to create or approve an attractive graphic for use on marketing communications materials. While logos or graphics may be developed for events or series of events, the development of a graphic to represent a college or school within the university is a special project that requires review by University Marketing Communications. (This policy does not apply to logos developed by student groups. As SFA-sponsored organizations that serve as voices for the student body, The Pine Log, KSAU and SFA-TV2 are exempt from these logo guidelines.)

Requests for individual graphics must be reviewed and approved before finalization, and the new graphic must be implemented in accordance with established usage guidelines. In maintaining the strength and integrity of SFA's institutional identity, anyone handling projects involving the department/college graphic should be familiar with and adhere closely to these guidelines:

- The individual department/college graphic may not be used on any official stationery materials, including letterheads, #9 or #10 (business size) envelopes and business cards.
- The individual department/college graphic may be used on such materials as posters, fact sheets, oversized envelopes, brochures, note cards, tickets, mailers, banners, and specialty items like mugs and shirts.
- Any letterhead-size (8-1/2 x 11" or 9 x 12") sheet that utilizes the individual department/college graphic may not be initially printed with, or later imprinted with, detailed contact information that will for all practical purposes turn it into letterhead — address, phone, fax, email and web address. The sheet may, however, be printed or imprinted with a single contact item, such as a web address or phone number.
- The words "Stephen F. Austin State University" must appear on the same side of any page that includes the individual school/college graphic.
- The SFA wordmark and/or logo must appear on official SFA websites (each site with an address ending in sfasu.edu). The department/college graphic may appear on the same webpages, but it may not be used in the banner.
- It is important that the juxtaposition and size of the department/college graphic and the Stephen F. Austin State University signature/logo are never such that the university appears to be subordinate to or underneath the graphic. In other words, no one looking at a printed piece or webpage should come away with the misconception that the university is contained by, or is a part of, the department/college.
- The graphic should not be altered in any way, including distorting the scale horizontally or vertically, rotating/cropping/screening it, color palette alterations, moving elements of it into different positions, placing it on a complicated background, containing it within another design, or any other means of alteration. Doing so will lessen the impact of your graphic's meaning and could result in a negative or inappropriate representation of your department/college and the university. If such revisions are made to an approved logo, it must be resubmitted to University Marketing Communications for approval.

BRAND ASSETS

Careful collaboration with University Marketing Communications in the planning, development, crafting and use of a graphic will enable you to maintain the university's identity standards while emphasizing the distinct qualities of your college or school.

If you have questions or concerns regarding your graphic, or if you need assistance with uses not addressed in this document, please do not hesitate to contact University Marketing Communications.

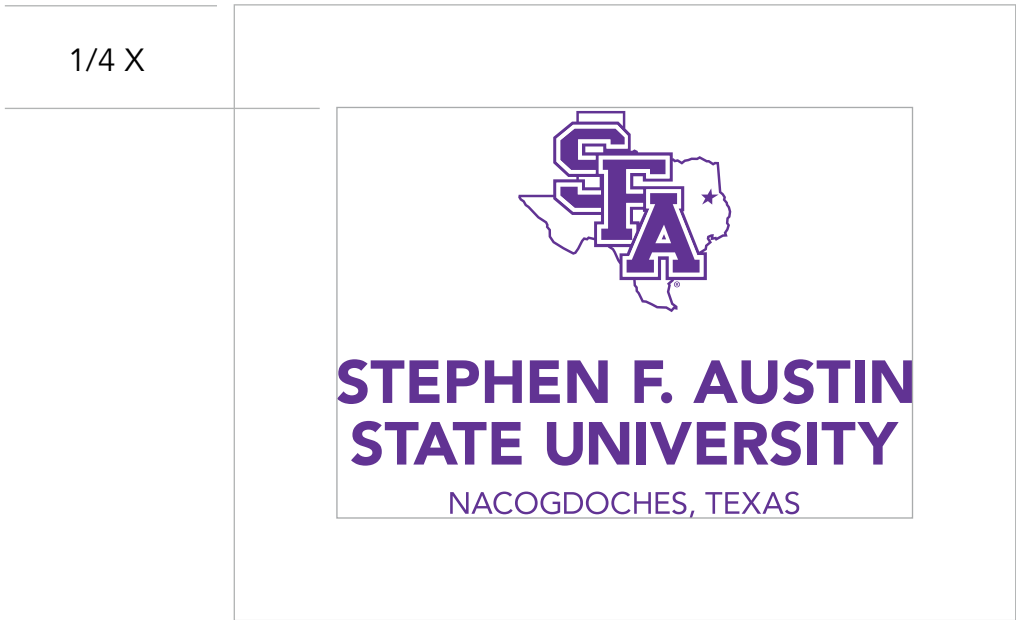
The use of any university logo will not be approved in publications that:

- depict the use or endorsement of alcohol, tobacco products, illegal drugs, firearms or other weapons
- include racist, sexist, hateful, demeaning or degrading language, illustrations or statements
- depict profanity or sexual acts
- impugn other universities or educational institutions
- or incorporate trademarks or copyrights not owned by the university, unless written permission for such use, satisfactory in form and substance to the university's legal counsel, is obtained from the mark holder or copyright owner.

USAGE GUIDELINES

SAFE ZONE AND SIZING

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



USAGE GUIDELINES

SFA VEHICLE SIGNAGE

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

All SFA vehicles that display a logo or other signage must conform to the university's graphic standards. Vehicles include, but are not limited to, trucks, cars, vans, boats and motorized carts.

To have the SFA marks installed on a vehicle, contact Physical Plant at (936) 468-5107. The exact location and configuration of the signature and unit name will be determined by Physical Plant based on vehicle type and style.

SFA VEHICLE COLOR

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

EXEMPTIONS

The University Police Department and Department of Athletics are exempt from these standards. Athletics-related vehicles may use athletic marks. Vehicles used to transport athletic teams and other spirit groups may be personalized to fit organizational needs as approved on a case-by-case basis by the university president.



USAGE GUIDELINES



**STEPHEN F. AUSTIN
STATE UNIVERSITY**
Forestry 123



Please note number placement.

**STEPHEN F. AUSTIN
STATE UNIVERSITY**
Student Affairs

Please note number placement.

VISUAL GUIDELINES

PHOTOGRAPHY AND VIDEO

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

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

DO'S AND DON'TS

When using imagery, it's important to keep the following standards in mind:

- 1) For printed documents, make sure images are at 300 dpi.
- 2) For web documents, make sure images are at 72 dpi.
- 3) Do not stretch images in layouts; keep proportions correct.
- 4) Use quality, professional images (with good lighting and composition).

APPLICATION GUIDELINES

HOW TO USE THESE GUIDELINES

Every communication from SFA contributes to the university's reputation, and the most basic component of a strong institutional image is a unified visual presentation. Our name and logo(s) stand as the symbols of the university's many parts. UMC has been charged with developing and supporting the university's graphic standards, and our staff members can provide approvals, resources and answers to any questions not specifically outlined in this manual.

Our identity is designed to be versatile, scalable and interchangeable from digital to physical. The full range of assets provide flexibility and effective tools for specific challenges, like building signage, posters, brochures, websites, social media graphics, swag items, athletics equipment, environmental designs, architecture, wayfinding signage, etc.

REQUIRED DESIGN STANDARDS FOR PUBLICATIONS

1. The full university name should be prominently identified on the front cover or panel of each publication with an official mark as identified in this guide on Pages 6-11, depending on what best suits the design of the piece.
2. To promote a consistent visual identity, SFA logos can vary in size but cannot otherwise be altered, modified or overprinted. Independently created logos conflict and compete with institutional identity and should not be used, except for rare situations where partnerships or contracts require additional marks.
3. The university seal should be used by the president's office or the board of regents for ceremonial or official documents and on certain items of distinction. It should not be used in marketing or promotional materials. UMC can help you determine if an item is appropriate for use of the seal.
4. In textual content, the full name Stephen F. Austin State University should be used on first reference, with SFA being the preferred second or additional reference.
5. UMC reserves the right to disallow publications or other items that might meet the standards minimally but do not reflect the institution in a professional manner or are inconsistent with branding tenets. In such cases, we will work with units to assist in redesign. We encourage you to show us your designs as they progress so that last-minute delays do not occur.

PUBLICATION GUIDELINES

DESIGN PROCESS

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

Tell us the goals for your project and who your audience is, and we will find ways to communicate your message in the best and most visually appealing fashion. In addition to copywriting and proofreading, we can also help you find the most cost-effective printing available from SFA's Graphic Shop and/or off-campus vendors.

Here are the basic steps to begin the design process:

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

UMC is happy to help compile and proof the information for your publication. We cannot begin work on incomplete projects, so design work will only begin when all materials have been submitted, including text, images, related graphics, etc.

DESIGN TIMELINE

Estimated timelines include design, proofing and approval process. Please note timelines do not include printing, so plan accordingly. Printers generally need at least two weeks to print projects.

- Brochures: 4 weeks
- Advertisements: 2 weeks
- Posters: 2 weeks
- Booklets, annual reports, etc.: 8 to 16 weeks (depending on number of pages)
- Invitations: 2 to 4 weeks (depending on complication of design, printing)

PUBLICATION GUIDELINES

PROOFREADING AND APPROVAL PROCESS

Our strategic communications team is the primary link between the campus and local, state and national news media on programs and issues involving the SFA campus. University Marketing Communications produces hundreds of news releases, advisories and tip sheets annually. The office also edits the production of Sawdust, SFA's official university magazine, and all public-facing print and digital pieces produced by the university.

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

Allow at least 10 working days for University Marketing Communications to review materials, but submissions are strongly encouraged to be made well in advance of publication or printing deadlines, as revisions may be required.

All publications must be approved by University Marketing Communications prior to printing according to university policy. (See University Publications policy on Page 30 for more information.)

PRINTING QUALITY

Even a well-designed publication needs to be produced correctly to maintain the professional standards of the university. Printing from a normal desktop printer or office copier will never produce quality pieces. Employees are required to print important publications professionally on high-quality paper using appropriate equipment and one of the university's preferred vendors. Contact UMC for more information.

LETTERHEAD, ENVELOPES AND BUSINESS CARDS

All letterhead, envelopes and business cards must be ordered via SFA's Graphic Shop, located in the Baker Pattillo Student Center. The Graphic Shop produces the official university stationery with the correct copy and layout design and keeps all stationery needs consistent in design. Do not create university stationery and print on low-grade paper or with normal desktop printers or office copiers.

ELECTRONIC LETTERHEAD

UMC can provide electronic letterhead for departments who send official emails. Please note: the electronic letterhead will include the phrase "For electronic use only." This phrase cannot be removed.

EMAIL STANDARDS

UNIVERSITY, STATE AND FEDERAL POLICIES

The Accessibility of Electronic Information Resources Policy 16.9 mandates that all webpages intended for the public meet and exceed accessibility and usability standards that have been set forth by both the state and federal government. This policy also includes email distribution.

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

- Avoid sending emails that contain images with unique content not included elsewhere in the text (alternatively you could include "ALT Text" with the image that would work with a screen reader).
- Check PDF files to ensure they are PDF-A and not just an image, which is often what is created when documents are scanned. If you can highlight, copy and paste text from the PDF, it should be accessible to most screen readers.
- If you receive a request to distribute an email and recognize it may not be accessible, ask whether the author can make those corrections.

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

Learn how to create accessible digital products at [section508.gov/create](https://www.section508.gov/create).

If you have web or email accessibility questions or concerns, contact us at umc@sfasu.edu or accessibility@sfasu.edu.

WEBSITE STANDARDS

OVERVIEW

University websites should maintain a uniform and consistent appearance; therefore, all university websites should use the university's Identity Standards and Writing Style Manual. Individual faculty members designing personal websites, as well as websites designed, hosted and published pursuant to a properly executed written agreement with a third-party vendor that has been signed by the president, are excluded from this provision.

AMERICANS WITH DISABILITIES ACT COMPLIANCE

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

STUDENT ORGANIZATIONS

SFA's web development team will link to a student organization's website if:

- the request comes from the faculty advisor
- and that faculty advisor agrees to be responsible for the content on the organization's website.

This responsibility includes (but isn't limited to):

- notifying us immediately if the site is hacked, becomes defunct or is no longer regularly maintained
- staying aware of the content and its accuracy
- and making sure content is current and that links work properly.

SOCIAL MEDIA GUIDELINES

OVERVIEW/INTRODUCTION

Social media is one of the quickest, easiest and cheapest ways to share news and engage with all university stakeholders, news media and other audiences. It has also quickly become one of the primary modes through which stakeholders seek information about the university; therefore, its use must uphold the university's high standards for brand image.

SFA's guidelines have been compiled to encourage appropriate, effective social media use and to help social media managers across campus identify and avoid potential issues.

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

EXPECTATIONS

SFA employees acting within the scope of their employment are expected to adhere to the same standards of conduct online as they would in the workplace.

Do not post confidential or proprietary information about SFA, its students, alumni or employees. Follow all applicable state, federal and university laws; faculty and staff handbooks; regulations and policies, such as FERPA, HIPAA and NCAA regulations; and SFA's Social Media Policy 15.11.

OFFICIAL UNIVERSITY SOCIAL MEDIA ACCOUNTS

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

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

TERMS OF USE/SERVICE

See the Social Media Policy 15.11 for details.

SOCIAL MEDIA GUIDELINES

SITE ADMINISTRATION

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

ACCOUNT USE AND ENGAGEMENT

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

Before launching an official social media presence for an SFA unit, consideration must be given to the messages that need to be communicated, the audience and goals, as well as strategies for staffing and keeping information on social media sites up to date. A content plan should be developed for the types of posts that will be created in the first few weeks or months after the site is launched.

CONTENT SHOULD:

Inform: Provide a venue for people to contact SFA directly to get helpful answers. Frame conversations around topical and specific issues. Help people learn about the SFA community. Help drive people to the SFA website. Use keywords and hashtags when appropriate so readers become interested in the conversation, thread or topic.

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

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

Engage: Develop creative ways to provide value to audiences through exclusive content, offers, advice, multimedia, etc. Respond to comments, posts, mentions and other interactions in a timely manner and with accurate information. Evaluate the effectiveness of social media efforts by monitoring predefined goals and objectives that are quantifiable.

SOCIAL MEDIA GUIDELINES

PROTECT THE INSTITUTIONAL VOICE

No individual unit should construe its social media accounts as representing the university as a whole. Names, profile images and posts should be clearly linked to the particular department or unit rather than to the institution as a whole.

Any messages that might be perceived as the “voice” or position of the university must be approved by University Marketing Communications prior to publication.

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

HONOR THE BRAND

One of the ways SFA's brand – the image of the university in the minds of constituents — is strengthened is through the consistent use of this Identity Standards Manual and other tools provided by University Marketing Communications. Pertinent information about SFA and a link to the SFA website should be included on each social media account that represents the university.

BE RESPECTFUL

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

Transparency helps build credibility, so posts that are critical of the university but not offensive should not be removed. Although these comments are upsetting, administrators should take time to cool down before deciding whether or not to respond. In many cases, other users will come to the university's defense, and their comments as third-party supporters will most likely carry more weight than an official university response. Administrators should discuss with their supervisor the circumstances in which a direct response is allowed and when approval is required.

Administrators are allowed to, when possible, adjust settings so that comments can be reviewed and approved before they appear on the webpage.

STRIVE FOR ACCURACY

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

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

SOCIAL MEDIA GUIDELINES

USE PHOTOGRAPHY

Images housed in University Marketing Communications' data asset management system are the property of the university and may be used on SFA-affiliated social media accounts for the purpose of promotion. Consider posting images at 72 dpi and approximately 800x600 pixel resolution to protect the university's intellectual property. Images at that size are sufficient for viewing on the web but not suitable for printing.

Individuals in public places do not have an expectation of privacy, so in most cases, it is acceptable to post photos of groups of people on social media websites. When taking university-related photos or video for use on social media, clearly state that the photos are intended for use on an SFA-related social media account, giving the department or office account name when possible. Allow anyone not wishing to be in the photo or video to step out before it's taken. Photos must not be used in a manner that is defamatory to the individuals appearing in the photo, and tagging individuals in a photo should be the decision of each individual you wish to tag. Prior written permission is required for photos that will be used for commercial/advertising purposes.

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

GUIDELINES AT A GLANCE

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

ATHLETICS BRAND

ATHLETICS IDENTITY STANDARDS

The following guidelines will help you apply visual elements to ensure consistency within the SFA Athletics brand.

PRIMARY LOGO

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



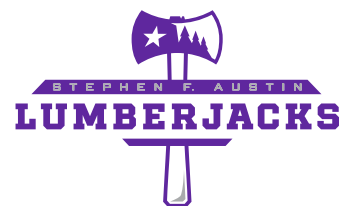
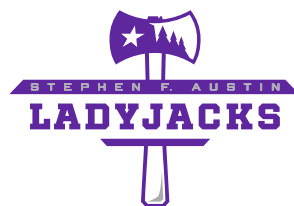
SECONDARY LOGO

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



TERTIARY LOGOS

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



LADYJACK WORDMARK

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



LUMBERJACK WORDMARK

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



ATHLETICS BRAND

FONTS*

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

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

OFFICIAL ATHLETICS COLOR PALETTE

PURPLE

RGB:
Red 95
Green 37
Blue 159

4 Color/Process:
Cyan 77
Magenta 97
Yellow 0
Black 0

GRAY

RGB:
Red 177
Green 177
Blue 179

4 Color/Process:
Cyan 13
Magenta 9
Yellow 10
Black 27

BLACK

RGB:
Red 0
Green 0
Blue 0

4 Color/Process
Cyan 0
Magenta 0
Yellow 0
Black 0

WHITE

RGB:
Red 255
Green 255
Blue 255

4 Color/Process
Cyan 0
Magenta 0
Yellow 0
Black 0

Colors approved for general university use may be found on Pages 4-5.

POLICIES

News Releases and Media Contact (Policy 15.3)

[Policy Link](#)

University Letterhead and Email Signatures (Policy 15.5)

[Policy Link](#)

University Logo and Seal (Policy 15.6)

[Policy Link](#)

University Publications, Mass Emails and Webpages (Policy 15.8)

[Policy Link](#)

University Website (Policy 15.10)

[Policy Link](#)

Social Media (Policy 15.11)

[Policy Link](#)

WRITING STYLE MANUAL



**STEPHEN F. AUSTIN
STATE UNIVERSITY**

University Marketing
Communications



abbreviations

Do not use abbreviations the reader would not quickly recognize, except in special publications and sports schedules that call for abbreviated months/dates. A few universally recognized abbreviations are required in some circumstances; but in general, avoid alphabet soup. See **addresses**, **months** and **states** for exceptions.

academic degrees

Lowercase and use an apostrophe in nonspecific uses: *He has a bachelor's degree in journalism*, or *She has a master's degree*.

Capitalize degree name in specific uses, with emphasis areas lowercased unless a proper noun: *He has a Bachelor of Arts in journalism*, or *They have a Master of Arts in English*.

Lowercase doctor's, doctorate and doctoral. *SFA has awarded 1,182 bachelor's, 678 master's and 76 doctoral degrees*.

There is no apostrophe in associate degree. *She has an associate degree in art*.

When referencing degree acronyms, do not use periods. *She received a BA and MBA*.

academic majors, programs

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

academic titles

See **titles**.

accessible language

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

acknowledgment

acronyms

Avoid them. A few universally recognized abbreviations are necessary in some circumstances. Do not use for college or department names.

Commonly used acronyms: CEO, SFA, FBI, CIA, ABC, CBS, NBC, FOX. Do not follow an organization's full name with an abbreviation or acronym in parentheses or set off by dashes. If an abbreviation or acronym would not be clear on second reference without this arrangement, DO NOT USE IT.

addresses

Keep address style consistent with postal regulations.

*Stephen F. Austin State University
University Marketing Communications
P.O. Box 6100, SFA Station
Nacogdoches, Texas 75962*

For street addresses that include a number, use appropriate street abbreviations: Ave., Blvd., St.

Alley, drive, road, terrace and other similar synonyms are not abbreviated. On formal invitations, street addresses may be spelled out if space allows.

Stephen F. Austin State University must go on top line in all return addresses.

Do not use ZIP +4 numbers for SFA Station addresses.

advisor

affect vs. effect

Affect, as a verb, means to influence: *The final exam will affect his final grade*.

Effect, as a noun, means result: *The effect of the Hopwood decision on minority enrollment is substantial*.

Effect, as a verb, means to cause or bring about: *The new athletics director will effect many positive changes in the department*.

afterward

Not *afterwards*.

ages

Always use figures. When the context does not require year or years old, the figure is presumed to be years.

Ages expressed as adjectives before a noun or as substitutes for a noun use hyphens.

Examples: *A 5-year-old boy; The boy is 5 years old. The boy, 7, has a sister, 10. The woman, 26, has a daughter 2 months old. The law is 8 years old. The race is for 3-year-olds. The woman is in her 30s (no apostrophe)*.

all right

Two words. Never *alright*.

alma mater

alumni

Alumni is used for both male and female (plural) graduates. *Alumnus* is used for a single male graduate, *alumna* is used for a single female graduate and *alumnae* is used for plural female graduates. SFA avoids gendered nouns unless necessary.

a.m. or p.m.

Lowercase with periods. Avoid redundant usage: *8 a.m. this morning*. See also **TDP**.

among, between

Use *between* when introducing two items and *among* when introducing more than two. *It's between you and me*, but *The vote was divided among several candidates*.

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

ampersand (&)

Use the ampersand when it is part of a company's formal name or composition title: *House & Garden, Procter & Gamble, Wheeling & Lake Erie Railway*.

The ampersand should not otherwise be used in place of *and*. Always spell out in narrative copy.

any more, anymore

When used as two words, *any more* refers to quantity: *I don't want any more cake*.

When used as one word, the adverb *anymore* refers to time: *I don't feel like going to the party anymore*.

apposition

If clause is restrictive, meaning that it is necessary to understand the meaning of the sentence, then commas are omitted. *Computer scientist Margaret Dunham wants to know how an individual can effectively use a laptop to retrieve data.* Put commas around an identification (appositive) that follows a name: *R. Gerald Turner, president of the university, spoke to the group of underclassmen;* or *His wife, Gail, had lunch with an alumni group.* But *John and his daughter Christine went to the mall together;* restrictive clause because John has more than one daughter.

apostrophe

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

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

areas of study

See **majors** entry.

assure

See the **ensure**, **insure**, **assure** entry.

athletics

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

Axe ’em, Jacks!

Please note the direction of the apostrophe before “em” and the space before Jacks.



baccalaureate

Never baccalaureate degree.

barbecue

Not *barbeque*, *Bar-B-Q*, *B-B-Q* or any other concoction.

baseball terminology

Left hander or right hander; shutout (n.) or shut out (v.)

Battle of the Piney Woods

because, since

Use *because* to denote a specific cause-effect relationship: *Because he was 12 years old, he got in at children’s prices.* *Since* is acceptable in a causal sense when the first event in a sequence led logically to the second but was not its direct cause. *Since 1923, students have attended SFA.*

bi-

The rules in **prefixes** apply, but in general, no hyphen. Some examples: *bifocal*, *bilateral*, *bipartisan*, *bilingual*, *bimonthly*, *biweekly*, *biannual*. (See entry in *The AP Stylebook*.)

biannual, biennial

Biannual means twice a year, synonymous with *semiannual*. *Biennial* means every two years.

Bible

Capitalize, without quotation marks when referring to the Scriptures in the Old Testament or the New Testament. Also, capitalize related terms, such as the Gospels, Gospel of St. Mark, the Scriptures, the Holy Scriptures. However, lowercase biblical in all uses. Also, lowercase *bible* as a nonreligious term: *The SFA Stylebook is my bible*. Do not abbreviate individual books of the Bible.

bimonthly

Every other month. *Semimonthly* means twice a month.

biweekly

Every other week. *Semiweekly* means twice a week.

board of regents

References to SFA’s board of regents are in lowercase: *He is on the board of regents* or *She is a member of SFA’s board of regents*.

Regent is capitalized when used before a name: *Regent Karen Gantt*.

book titles

See **Composition Titles** (*The AP Stylebook*).

Brightspace by D2L

brunette, brown-haired

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

BUILDINGS

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

Academic Buildings

Agricultural Mechanics Shop
Agriculture Building
Agriculture Greenhouse
Biology Greenhouse
Boynton Building
Bush Mathematical Sciences Building
Cole STEM Building
Cole Student Success Center
DeWitt School of Nursing Complex
Education Annex
Ferguson Building
Forestry Building
Forestry Greenhouse
Forestry Laboratories
Forestry Weather Station
Gibson Entomarium
Human Sciences Building North
Human Sciences Building South
Human Services Building
Janice A. Pattillo Early Childhood Research Center
Early Childhood Laboratory (SR: ECHL)
SFA Charter School
Kennedy Auditorium
Lehmann Chemistry Building
McGee Business Building
McKibben Education Building

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

Athletics Facilities

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

Fine Arts Buildings and Venues

Art Building
 Art Studio
 Art Studio Annex
 Cole Concert Hall
 Downstage Theatre
 Griffith Fine Arts Building
 Griffith Fine Arts Gallery
 McKinney Fine Arts Annex
 Music Prep House
 Music Recital Hall
 School of Art Film House
 SFA Theatre (Scene Shop)
 The Cole Art Center @ The Old Opera House
 Turner Auditorium
 Upstage Theatre
 Wright Music Building

Other

1st Lt. Kile G. West Memorial Obstacle Course
 Aikman Parking Garage
 Austin Building
 Baker Pattillo Student Center (SR: student center, never BPSC)

Baker Pattillo Student Center Theater
 Barnes & Noble Bookstore
 Birdwell Plaza
 Eatery on East
 Food Hall 1923
 Grounds and Transportation
 JacksTeach Center
 Juanita Curry Boynton House (SR: Boynton House or president's house)
 Parking Services
 Pearman Alumni Center
 Physical Plant
 Piney Woods Conservation Center
 Piney Woods Area Health Education Center
 Purchasing and Central Stores
 Raguet Plaza
 Regents' Suite (A, B, etc.)
 Residence Life Operations
 Rusk Building
 Safety Office
 Sesquicentennial Plaza (informally, Surfin' Steve Plaza)
 Stone Fort Museum
 Student Center Parking Garage
 Student Recreation Center
 Technical Support Center
 Tucker Building
 University Police Department
 Village Parking Garage
 Visitor Booth
 Wilson Parking Garage

Residence Halls

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

SFA Gardens

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



CD

Abbreviation for compact disk. Acceptable in all references.

call letters (radio and television)

Use all caps. Use hyphens to separate the type of station from the basic call letters: *WKRP-AM, KPLX-FM, WFAA-TV, KERA-Channel 13.*

campaign

Uppercase only when referring to an SFA capital campaign.

campuswide

cancel, canceled, canceling, cancellation

capital vs. capitol

Capital is the city where a seat of government is located. Do not capitalize: *Austin is the state capital.*

When used in a financial sense, *capital* describes money, equipment/property used in a business by a person or corporation.

Capitol describes the actual building where a seat of government is located. Capitalize *U.S. Capitol* and *the Capitol* when referring to the building in Washington: *The meeting was held on Capitol Hill in the west wing of the Capitol.* Do not write *the Capitol Building*; that is redundant.

Follow the same practice when referring to state capitols: *Texas pink granite was used in the construction of the Capitol of Texas. The State Capitol is on Congress Avenue.*

capitalization

Official names are capitalized; unofficial, informal, shortened or generic names are not.

Avoid using ALL CAPS in headlines or text. *The Rusche College of Business, the business college; the College of Education, the education college.*

Center for Career and Professional Development (SR: CCPD)

century

Lowercase, spelling out numbers less than 10: *the first century, the 21st century.* For proper names, follow the organization's practice: *21st Century Fox, Twentieth Century Fund.* Hyphenate when used as an adjective; *18th-century literature.*

chair

Use the nongendered *chair* — not *chairman* or *chairwoman* — for SFA board members and department heads. Follow the corporation's nomenclature for positions outside of SFA; W.R. Howell, retired chairman, J.C. Penney Co. Inc.

Chartwells

SFA's food service provider.

church

Capitalize as part of the formal name of a building, a congregation or a denomination, but lowercase in other uses:

Highland Park United Methodist Church and the Roman Catholic Church, but a Methodist church, a Baptist church.

cities

See **states**.

city

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

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

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

co-

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

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

collective nouns

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

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

colleges

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

1. Arthur Temple College of Forestry and Agriculture (SR: College of Forestry and Agriculture or ATCOFA)
2. Micky Elliott College of Fine Arts (SR: Elliott College of Fine Arts or ECFA)
3. College of Liberal and Applied Arts
4. College of Sciences and Mathematics
5. James I. Perkins College of Education (SR: Perkins College of Education or PCOE)
6. Rusche College of Business
7. When listing the academic areas within a college, name any schools first: the School of Human Sciences and the departments of education studies, human sciences, human services and educational leadership, and kinesiology and health science.

SFA should be listed before college name on first reference.

colons

See entry in the **punctuation** section in *The AP Stylebook*.

commas

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

However, put a comma before the concluding conjunction in a series if an integral element of the series requires a conjunction.

I had orange juice, toast, and ham and eggs for breakfast.

A comma is used before the concluding conjunction in a complex series of phrases: *The main points to consider are whether the athletes are skillful enough to compete, whether they have the stamina to endure the training, and whether they have the appropriate mental attitude.*

company names

Do not abbreviate except in special publications or when the company name is abbreviated in its own title: *Texas Instruments Inc., Trammell Crow Company, IBM Corporation.* Do not punctuate with a comma before Inc. *SFA board member Kenneth James is chairman of Latrelle Group Inc.*

complement vs. compliment

Complement is a noun and a verb denoting completeness or the process of supplementing something: *The ship has a complement of 444 sailors and 44 officers, or The tie complements the suit.*

Compliment is a noun or verb that denotes praise or the expression of courtesy: *The captain complimented the sailors on their fine work, or She was flattered by the compliments on her new outfit.*

complementary vs. complimentary

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

compose, comprise, constitute

Compose means to create or put together. It commonly is used in both the active and passive voices: *She composed a song. The United States is composed of 50 states. The zoo is composed of many animals.*

Comprise means to contain, to include all or embrace. It is best used only in the active voice, followed by a direct object: *The United States comprises 50 states. The jury comprises five men and seven women. The zoo comprises many animals.* In general, the whole comprises the parts. When the sentence starts with the larger item, use *comprise*. Never use: *...is comprised of...*

Constitute, in the sense of *form* or *make up*, may be the best word if neither *compose* nor *comprise* seem to fit: *Fifty states constitute the United States. Five men and seven women constitute the jury. A collection of animals can constitute a zoo.*

Use *include* when what follows is only part of the total: *The price includes breakfast. The zoo includes lions and tigers.*

composition titles

Apply the guidelines listed here to titles of books, computer games, movies, operas, plays, poems, albums and songs, and television and radio programs, as well as lectures, speeches and works of art. The guidelines, followed by a block of examples:

- Do not use quotes or italics for magazine or newspaper titles.
- Capitalize the principal words, including prepositions and conjunctions of four or more letters.
- Capitalize an article – *the, a, an* – or words of fewer than four letters if it is the first or last word in a title.
- Use quotation marks for titles of books, movies, television programs, songs and operas: “The AP Stylebook,” “The Chicago Manual of Style,” “Seinfeld,” “Varsity,” “The Magic Flute.”

Congress, congressional

Capitalize *U.S. Congress* and *Congress* when referring to the U.S. Senate and the U.S. House of Representatives. Although *Congress* sometimes is used as a substitute for the House, it properly is reserved for reference to both the Senate and House.

Also, capitalize *Congress* if referring to a foreign body that uses the term or its equivalent in a foreign language as part of its formal name: *The Argentine Congress, the Congress.*

Lowercase *congressional* unless it's part of a proper name: *congressional salaries, the Congressional Quarterly, the Congressional Record.*

connote vs. denote

Connote means to suggest or imply something beyond the explicit meaning: *To some people, the word “marriage” connotes too much restriction.*

Denote means to be explicit about the meaning: *The word “demolish” denotes destruction.*

continual vs. continuous

Continual means a steady repetition, over and over again: *The merger has been a source of continual litigation.*

Continuous means uninterrupted, steady, unbroken: *All she saw ahead of her was a continuous stretch of road.*

council, councilor, counsel, counselor

A *council* is a deliberative body, and *council members* are those who belong to them.

To *counsel* is to advise, hence a *counselor* is one who advises, such as a *guidance counselor* or an *admission counselor, counselor at law.*

couple of

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

course numbers

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

course titles

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

course load

Two words.

coursework

One word.

court names

Capitalize the full proper names of courts at all levels. Retain capitalization if U.S. or a state name is dropped: *the U.S. Supreme Court, the Supreme Court, the State Superior Court, the Superior Court.*

For courts identified by a numeral: *2nd District Court, 5th U.S. Circuit Court of Appeals.*

courtesy titles

In general, do not use the courtesy titles Miss, Mr., Mrs. or Ms. on first and last names of the person: *Joe Jones, Emily Smith*. Exceptions on second reference when dictated by culture, including when used in direct quotes. Exceptions are made on second reference in development publications, such as the *Campaign Newsletter*.

curriculum, curricula

Curriculum is the singular form. *Curricula* is the plural form.

cyber security

In contrast to AP, cyber security is always two words when referring to the SFA program/degree.



data

A plural noun, it usually takes plural verbs and pronouns: *These data are inconclusive*. Singular is *datum*.

database

One word.

dates

Use Arabic figures, without st, nd, rd or th. For example: *Their anniversary is March 20*.

When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Spell out when using alone, with a year alone, or when the month is the first word of the sentence.

When a phrase lists only a month and a year, do not separate the year with commas. When a phrase refers to a month, day and year, however, set off the year with commas: *January 1972 was a cold month. Jan. 2 was the coldest day of the month. He was born March 3, 1944, in Michigan. He was born Jan. 3, 1994, in Texas*.

It is preferred that “on” not be used before dates: *The bust was dedicated Sept. 11*, not *The bust was dedicated on Sept. 11*.

dean

See **titles**.

dean’s list

Lowercase in all uses: *He is on the dean’s list. She is a dean’s list student*.

degrees

See **academic degrees**.

department

Capitalize when referring to a specific academic department, no matter the order of the sentence: the Department of Communication. However, lowercase when using a form other than the proper name or when plural. *The Anthropology and Biological Sciences departments are sponsoring a forum this afternoon. The chair of the communication department will attend*.

department/offices/divisions/schools official names

See Pages 18-19

dimensions

Use figures and spell out inches, feet, yards, etc., to indicate depth, height, length and width. Hyphenate adjectival forms before nouns. For example: *He is 5 feet 10 inches tall, the 5-foot-10-inch man, the 6-foot man, the basketball team signed a 7-footer*. And, *The car is 16 feet long, 6 feet wide and 5 feet high. The rug is 9 feet by 12 feet, the 9-by-12 rug. The storm left 5 inches of snow*.

directions and regions

In general, lowercase north, south, east, west, northeast, northern, etc., when they indicate compass direction. However, capitalize when they designate regions: *He drove north toward home. He lives in the North; or A storm system that developed in the Midwest is spreading eastward. It will bring showers to the East Coast by morning and to the entire Northeast by late in the day. She was born in the East End of London*. Capitalize when used to denote widely known sections: *West Texas, Northern and Southern California, South Florida, the South Side of Chicago, the Lower East Side of New York, Far North Dallas, Northern New Mexico*. If in doubt, lowercase.

With names of nations, lowercase unless they are part of a proper name or are used to designate a politically divided nation: *northern France, eastern Canada, the western United States, but Northern Ireland, South Korea, South Africa, Southwestern America offers a splendid laboratory for interdisciplinary studies*.

discreet vs. discrete

Discreet means prudent, circumspect: *“I’m afraid I was not very discreet,” she wrote*.

Discrete means detached, separate: *There are four discrete sounds produced by a quadruphonic system*.

disinterested vs. uninterested

Disinterested means impartial, which is usually the better word to convey the thought: *A disinterested observer is a fair judge*.

Uninterested means that someone lacks interest: *He was uninterested in the story she told*.

Dr Pepper

Do not use period after Dr in Dr Pepper.

dorm, dormitory, dorms, dormitories

Do not use. Use residence hall(s) instead.



e.g.

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

editor-in-chief

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

effect

See the **affect vs. effect** entry.

either

Use it to mean one or the other, not both.

Correct: *She said to use either door.*

Wrong: *There were lions on either side of the door.*

Correct: *There were lions on each side of the door. There were lions on both sides of the door.*

either ... or, neither ... nor

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

Neither he nor they are going.

ellipses

See entry in the **punctuation** section in the *The AP Stylebook*.

email

No hyphen.

emeritus/emerita

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

em and en dash

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

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

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

WITH SPACES: Put a space on both sides of an *em dash* in all uses except the start of a paragraph and sports game summaries.

endowed chairs

Capitalize the formal name of the chair after the name of the professor: *Jack Ryan, Shuler-Foscue Professor of Geological Sciences, is working on research for the Defense Department.* Or, *McElwaney Professor of Political Science Steven Evans is chair of the department.*

enroll, register

Enroll is the preferred word.

ensure, insure, assure

Use *ensure* to mean guarantee: *Steps were taken to ensure accuracy.*

Use *insure* for references to insurance: *The policy insures his life.*

Assure means to make a person sure of something, or to convince: *“I assure you, this team has been playing with a lot of emotion,” he told the reporters.*

entitled vs. titled

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

essential clauses, nonessential clauses

Both types of clauses provide additional information about a word or phrase in a sentence. The difference between them is that the *essential clause* cannot be eliminated without changing the meaning of the sentence — it so *restricts* the meaning of the word or phrase that its absence would lead to a substantially different interpretation of what the author meant. An essential clause does not require a comma.

The *nonessential clause*, however, can be eliminated without altering the basic meaning of the sentence — it does not *restrict* the meaning so significantly that its absence would radically alter the author's thoughts. A nonessential clause requires a comma.

Refer to *The AP Stylebook* for a complete reference on this subject, including guidelines for punctuation.

In particular, this entry applies to “*that*” and “*which*.” See the **that, which (pronouns)** entry.

etc.

Try to avoid in body copy. Instead of: *Be sure to bring your tent, sleeping bag, etc., on the camping trip*, say: *Bring appropriate items, such as your tent, sleeping bag and backpack, on the camping trip.*

every day (adv.), everyday (adj.)

He goes to class every day. He wears his everyday cap.

every one, everyone

Two words when it means each individual item, one word when used as a pronoun meaning all persons.

ext.

Use *ext.* for extension when used with phone numbers. *For more information, call the Division of University Marketing Communications at (936) 468-2605, ext. 000.*

extracurricular

One word.



faculty, faculty members

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

A singular noun that takes a singular verb when referring to the entire faculty. Examples: *The faculty is meeting here.*

In cases when faculty members are acting as individuals and not as a group, treat as plural. *The faculty members were in disagreement.*

faculty titles

See **titles** entry.

farther, further

Farther refers to physical distance: *He walked farther into the woods.*

Further refers to an extension of time or degree: *She will look further into the mystery.*

fax

As an adjective, noun and verb.

federal

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

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

Also, *federal District Court* (U.S. District Court is preferred) and *federal judge William Wayne Justice* (U.S. District Judge William Wayne Justice is preferred).

first come, first served

Hyphenate when used as a compound modifier: *They will be seated on a first-come, first-served basis.*

firsthand

One word, no hyphen in all uses.

first-year, first year

Hyphenate as an adjective, *Most first-year students live in residence halls.*

Leave open as a noun, *All first years are encouraged to meet with their academic advisor.*

foreign words

bourgeois (*adj.*), bourgeoisie (*n.*), café, cliché, coup d'état, crème brûlée, cul-de-sac, faux pas, fin de siècle, hors d'oeuvre, liaison, mélange, naïve, naïveté, pro bono, raison d'être, résumé, sauté(ed), vis-à-vis, cum laude, summa cum laude, magna cum laude.

Foreign words not in common usage should be italicized. If the word is listed in "Foreign Words and Phrases" in *Merriam-Webster's Collegiate Dictionary, Eleventh Edition*, it should be italicized. If listed in the English language portion, it is not necessary to italicize.

forego, forgo

To *forego* means to go before, as in a *foregone conclusion*.

To *forgo* means to abstain from or give up. *I am forgoing my weekly trip to the grocery store.*

former

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

Fort Worth, Fort Lauderdale, Fort Burgwin

Spell out, not Ft. Worth

forward

Not *forwards*.

fractions

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

freshman vs. first-year student

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

full time vs. full-time

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

fundraising, fundraiser

One word in all cases.

**government**

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

grade, grader

Hyphenate both the noun forms (*first-grader, second-grader, 10th-grader*) and the adjectival forms (*a fourth-grade pupil, a 12th-grade pupil*).

GPA

Acceptable in all references.

grades

Examples: *an A, a B, a C, a D, an F, an I* (Incomplete), *a WP* (Withdraw Passing), *a WF* (Withdraw Failing).

Spell out the last three items on first reference because they are not commonly known. Do not use quotation marks around A or B, etc.

When talking about grades in the plural, use an apostrophe: *A's, B's, C's, etc.*

graduate

As a verb, use *graduate* in the active voice: *She graduated from the university.* Passive voice is correct, although unnecessary: *He was graduated from the university.* Do not drop from: *John Smith graduated from SFA.*

gray

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

Greek(s)

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

groundbreaking

One word as an adjective and noun.

**he, she, they**

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

historian, historic, historical, history

A *historic event* is an important occurrence, one that stands out in history. Any occurrence in the past is a *historical event*. Use *a*, not *an*, before each of these words: *a history, a historian, a historic event*, etc.

home page

Two words.

House of Representatives

Capitalize when referring to a specific governmental body: *the U.S. House of Representatives, the Texas House of Representatives*.

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

hyphen

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

**i.e.,**

"*That is*" or "*such as*" should be used instead, except with certain technical or legal references. Followed by a comma.

imply vs. infer

Writers or speakers *imply* in the words they use. A listener or reader *infers* something from the words.

Inc.

Do not need.

insure

See the **ensure, insure, assure** entry.

internet

Lowercase.

intranet

Lowercase.

it's vs. its

It's is a contraction for *it is* or *it has*: *It's up to you, It's been a long time. Its* is the possessive form of the neuter pronoun: *The company lost its assets.*

**Jacks**

Not *Jacks*.

judgment

Not *judgement*.

junior, senior

Abbreviate as *Jr.* and *Sr.* only with the full names of persons. Do not precede by a comma: *John F. Kennedy Jr.* The notation *II* or *2nd* also may be used if it is the individual's preference. Note, however, that *II* and *2nd* are not necessarily the equivalent of *junior*—they often are used by a grandchild or a nephew/niece. In formal publications, such as commencement programs and invitations, it is acceptable to use a comma before the suffix or if there is a personal preference.

**kickoff, kick off**

One word as an adjective and noun. Two words as a verb.

**Ladyjack or Ladyjacks****Lanana Creek**

When referring to the Nacogdoches body of water.

LaNana Creek Press**languages**

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

laptop

One word.

lay vs. lie

The action word is *lay*. (If the word "*put*" can be substituted, *lay* is the proper word.) It takes a direct object. *Laid* is the

form for its past tense and its past participle. Its present participle is *laying*.

Lie indicates a state of reclining along a horizontal plane. It does not take a direct object. Its past tense is *lay*. Its past participle is *lain*. Its present participle is *lying*.

When *lie* means to make an untrue statement, the verb forms are *lie*, *lied*, *lying*. Examples: *I will lay the book on the table. The prosecutor tried to lay the blame on him. He lies (not lays) on the beach all day. He is lying on the beach. He lay on the beach (past tense of lie).*

laypersons

Not *laypeople*.

lecture titles

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

left-hander, left-handed

See *The AP Stylebook*.

legislative titles

FIRST REFERENCE: Use *Rep.*, *Reps.*, *Sen.*, and *Sens.* as formal titles before one or more names in regular text. Spell out and capitalize these titles before one or more names in a direct quotation. Spell out and lowercase representative and senator in other uses.

Add *U.S.* or *state* before a title only if necessary to avoid confusion: *U.S. Rep. Jim Chapman met with state Rep. Pete Patterson Friday.*

SECOND REFERENCE: Do not use legislative titles before a name on second reference unless they are part of a direct quotation.

CONGRESSMAN, CONGRESSWOMAN: *Rep.* and *U.S. Rep.* are the preferred first-reference forms when a formal title is used before the name of a U.S. House member.

In stand-alone references, the terms *U.S. House representative*, *representative*, *member of Congress* are preferred. *Congressman* and *congresswoman* are acceptable. Do not use *congressperson*. *Congressman* and *congresswoman* should appear as capitalized formal titles before a name only in direct quotation.

liaison

lifestyle

Not *life style* or *life-style*.

likable

Not *likeable*.

lists, bulleted lists

Bulleted lists can be categorized according to the introductory phrase.

When a phrase introduces a list and each line needs the phrase to make a complete sentence:

- end the introductory phrase with a colon
- start each line with a lowercase letter, unless it is a proper noun
- add *and* or *or* before the last line
- and use a period only at the end of the last line in the list.

Do not use a comma or semicolon at the end of each line as the bullet replaces these. If there are complete sentences inside any line, enclose sentence(s) in parentheses.

All employees must complete:

- *form 1106*
- *nonrefundable \$35 fee (Payment must be cashier's check or money order.)*
- *and credit questionnaire.*

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

If you need further information:

- *Check your manual.*
- *Contact your client.*

When there is no introductory phrase and each line forms at least one complete sentence, start each line with an uppercase letter, and end each line with a period.

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

Whether there is or is not an introductory phrase, if lines do not form complete sentences, start each line with an uppercase letter. Do not use a period at the end of the list.

Possible careers you can have with an anthropology, geography and sociology degree include:

- *Cartographer*
- *Criminologist*
- *Geography teacher*

logo

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

The university logo should appear in a prominent location on all university documents. See the **Graphic Design Guide** for more information.

Lumberjack or Lumberjacks

-ly

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



magazine names

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

majors

Lowercase names of majors when used in copy or bulleted list forms. *She received a bachelor's degree in marketing communications and corporate communications. He was awarded a doctorate in anthropology. They earned a Bachelor of Arts in history.*

majority vs. plurality

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

makerspace

Maymester

media

In the sense of mass communication, such as magazines, newspapers, the news services, radio and television, the word is plural: *The news media are often the target of criticism.*

memento, mementos

memorandum, memorandums

mid-mester

midnight

Do not put a *12* in front of it. It is part of the day that is ending, not the one that is beginning.

military titles

Capitalize a military rank when used as a formal title before an individual's name. Spell out any title used before a name in a direct quotation.

On subsequent references, do not continue using the title before a name. When a title is substituted for a name, spell out and lowercase. For more information, see *The AP Stylebook's* **military titles** entry.

months

When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Spell out when using alone, or with a year alone, or when the month is the first word of the sentence. See **dates**.

music

Capitalize but do not use quotation marks for orchestral works: *Bach's Suite No. 1 for Orchestra*. If the work has a special full title, all of it is quoted: *"Rhapsody in Blue," "Symphonie Fantastique."*



named after/named for

Use "after" when the occasion occurs when the person named is deceased; use "for" when the occasion occurs when the person is still living. *SFA is named after the Father of*

Texas. The Naymola Basketball Performance Center is named for businessman Loddie Naymola.

nation

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

nationwide

nondiscrimination statement

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

noon, midnight

Do not put a *12* in front of it.

numbers

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

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

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

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

Wrong: *444 first-year students entered SFA last year.*

Correct: *Last year, 444 first-year students entered SFA.*

Correct: *1989 was a very good year.* (It is rare, however, that an effective sentence begins with a date.)

CASUAL USES: Spell out casual expressions: *For the thousandth time, please clean the house. Thanks a million. She jogged a quarter of a mile.*

PROPER NAMES: Use words or numerals according to an organization's practice: *21st Century Fox, Twentieth Century Fund, etc.*

FIGURES OR WORDS: Spell out first through ninth when they indicate sequence in time or location: *first base, the First Amendment, he was first in line.* Starting with 10th, use figures.

Use *1st, 2nd, 3rd, 4th*, etc. when the sequence has been assigned in forming names. The principle examples are geographic, military and political designations, such as *1st Ward, 5th U.S. Circuit Court of Appeals, 7th fleet, 1st Sgt.*

PLURAL NUMBERS: Add an "s" with no apostrophe to form plurals: *She threw 6s and She remembers the 60s.*

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

COMMAS: Include commas in all four-digit numbers except when listing years, SAT scores, tax forms, rules and regulations, and product model numbers: *1,458; 4,404; 9,999*; etc. But, *He scored 1100 on the SAT in 1993*. Also, *Form 1040A, Amendment 2401C, Ferrari 8000XT*.

Don't use commas around the year when it is written with a specific month: *July 1990*, not *July, 1990*. However, do set off the year with commas when a specific month and day are used: *July 1, 1969, was a particularly hot day*.

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

nursing degrees

Master of Science in Nursing

Bachelor of Science in Nursing

These are permissible because "Nursing" is part of the degree acronym MSN and BSN.



off

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

OK

Not *okay*, *o'kay* or *O.K.*

Ol' Cotton

on-campus, off-campus

Hyphenate only when used as a compound modifier. *She used the sources available from the on-campus libraries. He decided to live off campus.*

online

One word, no hyphen, no matter the usage when referring to computer networks and services available via modem, such as the internet.

Orientation

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

over

In most cases, try to use the phrase *more than*: *The course required more than eight hours of study each week*. While *over* is generally used for spatial relationships, such as *The plane flew over the city*, it can be used with numerals at times: *She is over 30* and *The shortstop hit over 30 home runs and had over 30 stolen bases*.

overused words

Try to avoid overusing or trivializing descriptive words, such as *unique*, *excellent*, *excellence*, *really*, *very*, *state-of-the-art*, *acclaimed*, *nationally/internationally recognized*, *world-class*, *quality* and *prestigious*.



page numbers

Use figures, and capitalize page when used with a figure. Capitalize a letter when appended to the figure, but do not use a hyphen: *Page 4, Page 44, Page 20A*.

parentheses

See entry in the **punctuation** section in *The AP Stylebook*.

part time vs. part-time

Apply the same rules as *full time* and *full-time*. In other words, hyphenate only when used as a compound modifier: *She works at the restaurant part time. She has a part-time job*.

parts-of-term

fall I

fall II

full fall

spring I

spring II

full spring

Maymester

summer I

summer II

full summer

percent

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

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

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

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

phone numbers

When referring to a phone number in text or on a poster, brochure, flyer, etc., use parentheses and a dash: *(936) 468-2605*

Always use dots for web: *936.468.2605*

piney woods

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

possessives

See entry in *The AP Stylebook*.

postsecondary

potato

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

pre

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

pre-physician assistant

Not *physician's*

prerequisite

President's Honor Roll

Capitalize in all uses.

press

Use only when referring specifically to the print medium. Otherwise, use *news media* (for both print and broadcast). In particular: *news release*.

principal vs. principle

Principal is a noun and adjective meaning someone or something first in authority, rank, importance or degree: *She is the school principal. He was the principal player in the trade.* Or a capital sum placed at interest, due as a debt, or used as a fund. *A portion of the annual income payment is a tax-free return of principal.*

Principle is a noun that means a fundamental truth, law, doctrine or motivating force: *They fought for the principle of self-determination.*

professor

Never abbreviate and, as with other titles, capitalize only when it precedes a name: *Professor of Journalism Bob Rogers praised the student for his excellent feature story*, but *Bob Rogers, professor of journalism, praised the student for his work.*

However, capitalize the formal name of an endowed chair whether it is placed before or after the name: *Mike Snyder, the Christopher and Kelly Rogers Professor of Political Science, gave the lecture.*



quotation marks

See entry in the **punctuation** section in *The AP Stylebook*.



racket

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

ratios

For clarity and consistency, use figures and hyphens: *the ratio was 4-to-1, a ratio of 4-to-1, a 4-1 ratio*. As shown, the word *to* should be omitted when the numbers precede the word *ratio*. Always use the word *ratio* or a phrase such as a *2-1 majority* to avoid confusion with actual figures.

religious references

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

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

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

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

religious titles

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

Do not use *the Rev. Dr.* Use the Rev. Dr. only if the individual has an earned doctoral degree (doctor of divinity degrees frequently are honorary) and reference to the degree is relevant.

RELLIS Academic Alliance

First reference add "in Bryan" after the word "Alliance."

résumé

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

Rio Grande

Since *Rio* means "river" in Spanish, *Rio Grande* stands alone. Don't use *Rio Grande River*.

river bottom

room numbers

When giving a location on campus, give the building first then room number. Spell out the word *Building*, capitalize "Room" and separate with a comma. *Austin Building, Room 307.*

ROTC

Acceptable for all references to the *Reserve Officers' Training Corps*, a nationwide program on many college campuses aimed at preparing young people to become officers in the U.S. armed services.

If reference to a specific service branch is necessary, use the following forms: *Army ROTC* or *Air Force ROTC* (no periods). Although SFA offers only the Army and Air Force versions (Air Force ROTC is offered through the University of North Texas, in conjunction with SFA), other colleges and universities also may offer Navy ROTC. (Navy ROTC includes those training for careers in both the Navy and the Marine Corps.) Do not use the abbreviations *AROTC*, *AFROTC* or *NROTC*.

Redundant Expressions

Avoid combinations of words that together make for a redundancy.

advance planning
ascend upward
assemble together
basic fundamental
big in size
bisect in two
blend together
capitol building
chief, leading or main protagonist
coalesce together
collaborate together or jointly
completely unanimous
congregate together
connect together
consensus of opinion
continue to persist
courthouse building
descend downward
doctorate degree
endorse (a check) on the back
fellow colleague
few in number
first beginning/first began
free gift
from whence
fuse together
gather together
habitual custom
hoist up
join together
knots per hour
large in size
merge together
new innovation
new recruit
old antique
original prototype
passing fad
past history
pointed barb
recur again or repeatedly
short in length or height
shuttle back and forth
small in size
tall in height
temporary reprieve
visible to the eye

S

school

In general, capitalize when used as part of a specific name: *The School of Art attracts talented students and faculty members from around the world.* Or: *The School of Human Sciences has a variety of degree programs. The schools at SFA are working on interdisciplinary courses.*

science, technology, engineering and mathematics

Spell out on first reference. Use STEM thereafter.

seasons

Lowercase all seasons and seasonal terms, such as *fall*, *spring*, *winter*, *wintertime*, etc., unless they are part of a formal title: *Springfest*, *Winter Olympics*, *Summer Olympics*, *Fall Festival*, etc.

semesters

Do not capitalize the names of semesters. Only Maymester is capitalized. *Registration for fall 2006 semester begins today.*

fall, *spring*, *Maymester* and *summer*

See also **Parts-of-Term** entry.

service clubs

Capitalize the proper names: *American Legion*, *Lions Club*, *Kiwanis Club*, *Rotary Club*.

Also, capitalize words describing membership, as well as the formal titles of officeholders when used before a name: *He is a Rotarian, a Lion, a Kiwanian, Lion's District Governor Clarke Keys.*

SFA-TV2

shut out (v.) shutout (n.)

staff, staff members

See **faculty, faculty members** entry.

states

The names of the 50 U.S. states should be spelled out when used in the body of the story, whether standing alone or in conjunction with a city, town, village or military base.

Lowercase in *state of* constructions: *He is licensed in the state of Texas.* Also, do not capitalize when referring to a level of legal or political jurisdiction: *state Sen. Bill Ratliff*, *state Rep. Pete Patterson*, *the state Transportation Department*.

There is no need to specify Texas with Texas cities and towns, unless the name could be confused with another location (*i.e. Paris, Jacksonville, Moscow*). There is no need to use state designations with these U.S. cities: Anchorage, Atlanta, Baltimore, Boise, Boston, Chicago, Cincinnati, Cleveland, Denver, Detroit, Honolulu, Indianapolis, Los Angeles, Miami, Milwaukee, Minneapolis, New Orleans, New York, Oklahoma City, Philadelphia, Pittsburgh, St. Louis, Salt Lake City, San Diego, San Francisco, Seattle, Washington.

Stephen F. Austin statue

May also use Surfin' Steve informally.

Stone Fort Museum

student-athlete

subject

Lowercase subjects, unless a language or followed by a roman numeral. *English, French, Algebra I.*



TDP (time, date, place)

When listing the time, month, date and place of an event in news copy or text, list in this order: *The sports banquet will take place at 7 p.m. Saturday, July 1, in Johnson Coliseum. The lecture will be from 9 a.m. to 1 p.m. March 3-16 in the Baker Pattillo Student Center. The bonfire will be held at 7 p.m. Wednesday, Nov. 23, on the Intramural Fields.*
On invitations and programs, order may vary.

Technology Terms	
CD-ROM	ROM
data (plural)	web
database	web browser
email	webpage
home page	webcast
internet	webmaster
online	website
RAM	

telephone number

See **phone number** entry.

television

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

that, which (pronouns)

Use *that* and *which* when referring to inanimate objects and to animals without a name. When choosing between the two, it often is necessary to determine whether the word will be used in an essential clause or in a nonessential clause.
Both types of clauses provide additional information about a word or a phrase in a sentence. The basic difference between the two lies in the fact that an essential clause cannot be taken out of the sentence without changing the sentence's meaning. In other words, it is so essential to the phrase that its absence would lead to a substantially different interpretation of what the writer meant. *That* is the preferred pronoun to use when introducing essential clauses that refer to inanimate objects or animals without a name.
A nonessential clause, therefore, is a clause that can be taken out without changing the basic meaning of the sentence. *Which* is the only acceptable pronoun to introduce a nonessential clause that refers to an inanimate object or an animal without a name.

PUNCTUATION: An essential clause must not be set off from the rest of the sentence by commas, while a nonessential clause must be set off by commas.
EXAMPLES: *The ruling that overturned the holiday schedule resulted in protests. The unpopular ruling, which was announced Tuesday, resulted in protests.*

theater vs. theatre

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

times

Use figures with all times except for *noon* and *midnight*, which should stand alone.
When using times for events that occur at the start of the hour, do not include :00. For example: *The meeting will begin at 11 a.m., and should last until 4 p.m.* For times that must include both the hour and the minute, use a colon: *8:30 a.m., 4:44 p.m., 2 a.m.*
Use lowercase *a.m.* and *p.m.*, with periods between the letters. Do not use *AM, A.M., PM, P.M.*
Also, avoid such redundancies as *4 a.m. in the morning, 8 p.m. at night*, etc. If necessary, use *4 a.m. today* or *8 p.m. Monday*, etc.

titled vs. entitled

See **entitled vs. titled** entry.

titles

Titles before a name should be capitalized only if they denote a scope of authority or professional activity so specific that the designation becomes almost as much an integral part of an individual's identity as a proper name itself: *President George W. Bush*. Because this rule is subject to interpretation, most titles should be written after the name, in which case they would always be lowercased. If this is not possible, use the following guidelines:
Capitalize and spell out formal titles, such as *professor, chancellor, chair* and *dean*, when they precede a name. *Dean James Standley, Professor of Anthropology Karol Chandler-Ezell.*
Uppercase a title following a name if it is an endowed chair or title. *Michael Fountain, Laurence C. Walker Distinguished Professor of Forestry, is the author.*
When using dean, notation should read as the *dean of*; *U. Narayan Bhat, dean of research and graduate studies.*
Retired faculty members who teach part time are titled *adjunct faculty members*.
Do not add *ABD* to any title. Only note the last degree completed.
When using a title in a quote, use a verb-subject arrangement. Instead of *Dr. Lorenzo Smith, provost and vice president for academic affairs, said ...*, use *said Dr. Lorenzo Smith, provost and vice president for academic affairs.*

toward

Not *towards*.

T-shirt

Not *Tshirt, T shirt, tee shirt*, etc.

**underway**

One word.

United States

Spell out when standing alone. Use the abbreviated form, *U.S.*, only as an adjective. *The United States is the best country in the world*, but *Kay Bailey Hutchison is a U.S. senator*. My son is studying *U.S. history*. See also **nation**.

university

When referring to SFA use the following forms: *Stephen F. Austin State University* (first reference), *SFA* or *the university* (second reference). When referring to an institution in general, use lowercase: *There are many fine universities in the state of Texas*.

universitywide**vice**

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

videocamera

One word.

videoconference, videoconferencing

One word.

voicemail

One word.

**Washington**

Never abbreviate when referring to the U.S. capital.

When you need to distinguish between the state and the federal district, use *state of Washington* or *Washington state* and *Washington, D.C.*, or *District of Columbia*. (Note the comma after Washington.)

web**website**

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

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

who vs. whom

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

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

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

World Wide Web

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

worldwide**Xerox**

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

X-ray

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

years

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

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

zero, zeros

No “e” in either case.

ZIP code

ZIP is an acronym for Zone Improvement Program. Don’t use periods between each letter.

Names of Departments/Offices Divisions/Schools/Centers

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

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

1. **Department of Audit Services (SR: Audit Services)**
2. **Division of Academic Affairs**
 - A. Office of the Provost and Executive Vice President for Academic Affairs (SR: Office of the Provost)
 - ii. Academic Assistance and Resource Center (SR: AARC)
 - iii. Academic Partnerships
 - iv. Center for Teaching and Learning (SR: CTL)
 - v. Center for Applied Research and Rural Innovation (SR: CARRI)
 - vi. Office of Institutional Effectiveness
 - vii. Office of Strategic Analytics and Institutional Research
 - viii. Office of International Programs (SR: OIP)
 - ix. Office of Research and Graduate Studies (SR: ORGS)
 - a. Graduate Studies or graduate school; NOT Graduate School
 - b. Grants and Sponsored Programs
 - iii. School of Honors
 - iv. Steen Library
 - a. East Texas Research Center (SR: ETRC)
 - ii. Student Success Center
 - c. Generation Jacks (SR: GenJacks)
 - d. Jacks Pathway to Accelerated Student Success (SR: Jacks PASS)
 - e. New Lumberjack Experience - SFAS 1101
 - f. Smith-Hutson Scholarship Program
 - g. Student Success Center Peer Mentor Program
 - h. Texas Success Initiative (SR: TSI)
 - i. Undeclared/exploratory advising
3. **Division of Finance and Administration**
 - D. Office of the Vice President for Finance and Administration
 - v. Budget Office
 - vi. Human Resources (NOT Department of) (SR: HR)
 - iii. Environmental Health, Safety and Risk Management Department (SR: Safety Department)
 - iv. Office of Finance and Administrative Services
 - a. Procurement and Business Services
 - II. accounts payable
 - III. interior design
 - IV. P-card/travel
 - V. property
 - VI. purchasing and contracting
 - b. Payroll
 - c. Programming
 - v. Office of Financial Reporting
 - vi. Physical Plant Department
 - vii. Student Business Services
 - viii. University Police Department (SR: UPD)
 - a. Emergency Management
 - b. Parking Services
4. **Division of University Marketing Communications (SR: UMC)**
 - E. Publications and Design
 - F. Strategic Communications
 - G. Visual Media
 - H. Web Services
5. **Division of Student Affairs**
 - F. Office of the Vice President of Student Affairs
 - G. Dean of Students Office (SR: DSO)
 - i. Behavioral Assessment Team (SR: BAT)
 - ii. Campus Recreation (SR: Campus Rec)
 - a. Aquatics and Safety
 - b. Fitness and Wellness
 - c. Intramural Sports
 - d. Outdoor Pursuits
 - e. Sport Clubs
 - iii. Health and Wellness Hub (SR: The Hub)
 - d. Counseling Services
 - e. Health Services
 - f. Lumberjack Food Pantry
 - g. Student Outreach and Support (SR: SOS)
 - h. Student Wellness
 - iv. Student Conduct Office
 - E. Student Life
 - vi. Center for Career and Professional Development (SR: CCPD)
 - vii. Divisional Assessment
 - viii. Orientation and Transition Programs
 - a. Family Weekend
 - b. Weeks of Welcome (SR: WoW)
 - iv. Student Engagement
 - e. Student Organizations Activities
 - VI. AXExperience
 - VII. Student Activities Association (SR: SAA)
 - h. Fraternity and Sorority Life
 - i. Homecoming
 - j. Jack Camp
 - k. Leadership and Service
 - v. Student Government Association (SR: SGA)
 - vi. Student Publications/Divisional Media
 - a. Stone Fort yearbook
 - b. The Pine Log
 - D. Campus Living, Dining and Auxiliary Enterprises
 - v. Residence Life (SR: Res Life)
 - vi. Contracts
 - a. Accent Vending
 - b. Barnes & Noble Bookstore
 - c. Chartwells
 - iii. Dining Services
 - iv. Baker Pattillo Student Center
 - a. Graphics Shop/ID Card Services
 - b. SFA Post Office
 - v. Testing Services

6. Division of University Advancement

- G. Office of the Vice President for University Advancement
 - viii. Office of Alumni Relations
 - i. Alumni Association (SR: the association)
 - x. Office of Development
 - a. SFASU Foundation
 - b. SFA Real Estate Foundation

7. Enrollment Management

- H. Office of Admissions
- I. Office of Financial Aid and Scholarships (SR: financial aid)
- J. Office of the Registrar (SR: the registrar, registrar's office)
- K. Axe Handle (university one-stop call center: Financial Aid and Scholarships, Student Business Services, registrar's office, Residence Life and admissions)

8. Office of Diversity, Equity and Inclusion (SR: ODEI)

- I. Disability Services
- J. Office of Multicultural Affairs (SR: OMA)
- K. Office of Title IX (SR: Title IX)
- L. Veterans Resource Center (SR: VRC)

9. Office of the General Counsel (SR: General Counsel)

10. Information Technology Services

- K. Classroom Support
- L. Enterprise Application Development
- M. Enterprise Architecture
- N. Enterprise Systems
- O. Information Security
- P. Project Management Office
- Q. Technical Support

11. Intercollegiate Athletics

- L. Department of Athletics or SFA Athletics
- M. Cheer and Dance Teams

- d. Naymola Innovation Hub
- e. Richardson Classroom Schlieff Lobby

C. James I. Perkins College of Education (SR: Perkins College of Education or PCOE)

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

D. Micky Elliott College of Fine Arts (SR: Elliott College of Fine Arts or ECFA)

- v. Arts Information Office
- vi. Fine Arts Box Office
- vii. School of Art
- viii. School of Music
- ix. School of Theatre and Dance

E. Arthur Temple College of Forestry and Agriculture (SR: College of Forestry and Agriculture or ATCOFA)

- vi. Forestry and Spatial Science
- vii. Division of Environmental Science
- iii. Department of Agriculture
 - d. Todd Agricultural Research Center
 - V. Beef Center
 - VI. Broiler Research Center
 - VII. Equine Center
 - VIII. Poultry Research Center
 - IX. Sheep and Goat Center
 - X. Swine Center

F. College of Liberal and Applied Arts

- vii. Department of Anthropology, Geography and Sociology
 - h. Anthropology and Archaeology Laboratory and Repository
- ix. Department of English and Creative Writing
 - a. Compton Technical Writing Lab
 - b. Corley Writing Lab
- iii. Department of Government
- iv. Department of History
 - a. Center for East Texas Studies
 - b. East Texas Historical Association

Colleges

1. Division of Academic Affairs

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

C. Rusche College of Business (SR: College of Business)

- i. Schlieff School of Accountancy
- ii. Department of Business Communication and Legal Studies
- iii. Department of Economics and Finance
- iv. Department of Management and Marketing
- v. Other
 - a. Arnold Center for Entrepreneurship (SR: ACE)
 - II. Small Business Resource Hub (SR: SBRH)
 - c. Berry Dean's Suite
 - d. Business and Community Services (SR: BCS)
 - e. Center for Business and Economic Research (SR: CBER)
 - f. Chadwick Student Financial Advisors
 - g. Hopkins Lobby
 - a. Layton Lobby
 - b. Mast Student Investment Roundtable
 - c. Mattress Firm Commons

- c. Heritage Research Center
- v. Department of Languages, Cultures and Communication
 - f. Language Resource Center
- vii. Department of Mass Communication
- viii. Department of Military Science
 - a. 1st Lt. Kile G. West Memorial Obstacle Course
 - b. ROTC
- viii. Department of Psychology
- ix. Division of Multidisciplinary Programs
- x. School of Social Work
 - a. Center for Rural Social Work Research and Development
 - b. Child Welfare Professional Development Project

G. College of Sciences and Mathematics

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



UNIVERSITY POLICIES

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