HOCKING
COLLEGE

{ Brand and Corporate Identity Guide
Graphics Standard Guide and Editorial Style Guide }

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brand identity

graphic identity

signage

editorial style identity

previous logos and themelines

In light of the new branding and marketing initiative, the following Hocking College themelines and logos should **no longer** be used:

Not your typical college.
Where nature meets technology.
The world at hand.

themeline

Hocking College
The world at hand.

A good brand must be authentic and flexible enough to be applied across your college's communications. *The world at hand* themeline easily works when addressing Hocking College's varied audiences. While the themeline itself will not always appear in print as part of advertising and marketing, its message will be woven throughout publication copy.

The themeline *The world at hand* should always be used in conjunction with the logo. The line is always placed below the logo on all college advertising plus in any publications viewed by an external audience. The line, a full sentence with appropriate punctuation, begins with "The" capitalized and then followed by "world at hand." The themeline is always rendered in ITC Legacy Serif Std Book Italic typeface in Pantone 417. The sentence is closed with a period. The themeline is not used on letterhead or business cards.

use of the themeline
with subsidiary logos

When using logos of Hocking College subsidiaries (see page 7), the themeline "The world at hand" should be positioned below the name of the subsidiary. It should only be used when using the subsidiary logo on formal printed documents or in advertising.

Do not use the themeline with affiliate logos (see page 8) such as Rhapsody.

applying the brand
message and themeline:

prospective students and parents (local, regional)

· When using the themeline as part of recruiting efforts, the language of your admissions pieces should support *The world at hand* by positioning Hocking as the place where students have the opportunity to explore career-oriented majors that allow them to pursue jobs at home or in locales worldwide.

· *The world at hand* is also a play on the experiential learning focus of Hocking, which is always highlighted in admissions publications.

HOCKING COLLEGE

The world at hand.

· Additionally, admissions copy should reassure students from the local community that they can remain within their safety zone while exploring all the world might have to offer them.

· Area students are reminded that Hocking is not to be dismissed as a "local" college, but rather a viable option offering unique opportunities without the hassles of a large university campus.

current students/parents

· Students are reminded all they need is available at Hocking. It reassures parents that while Hocking may not be a large college, it has all the bases covered and handles their students with a personal touch.

alumni and donors

· *The world at hand* alludes to the power of the Hocking degree. Graduates can take career-oriented degrees down the street or around the world. Alumni support of Hocking allows students following in their footsteps to succeed as well. The potential for success – of students and the college as it evolves – is a key message to donors and alumni whose support is crucial to placing the world at the hand of others.

community

· *The world at hand* reminds the community that the college is more than just what is seems on the surface, it is a doorway to the world at large. It refocuses the perception of the community toward the outward-reaching nature of the institution, which is a strategic message of growth, opportunity and potential for individuals throughout this region.

logo

Hocking's primary logo is set in the ITC Legacy Serif Std font. The Pantone Matching System (PMS) colors of the logo are: PMS 137, PMS 355 and PMS 3005 (coated or uncoated.) It can also be reversed out of black, PMS 355 and PMS 3005. It can also stand alone as black or PMS 3005 in one- and two-color applications.

When the full-color version of the Hocking logo is placed on a color background, it should be clearly readable. If you are unsure about the readability, it is best to switch to a black version of the logo or the version reversed in all white.
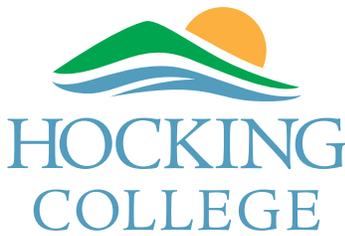
PMS 137, PMS 355 and PMS 3005

Black logo

PMS 3005 logo
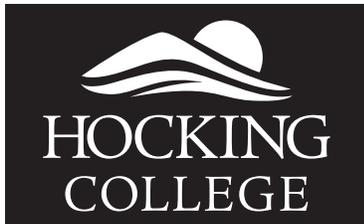
Reversed logo on black
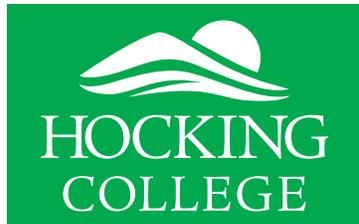
Reversed logo on PMS 355
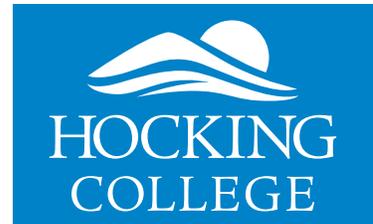
Reversed logo on PMS 3005

1 inch

1½ inch

Height to width ratio: 1x1½ inch

Minimum production size is 1 inch
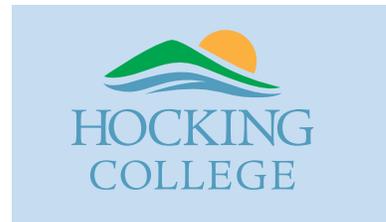
You can place the logo on a colored background that allows the logo to be readable; 20% of PMS 3005 is shown.

Do not use just type or just icon, they cannot be separated.

Do not use in any color other than black, white or PMS 3005.
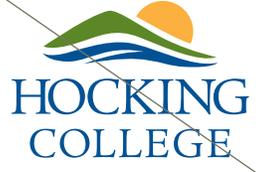
Do not replace any of the colors with another variation of that color.

Do not use logo in two colors, only one or three.

Do not use old logo.

Do not crop logo.

Do not distort the proportion of the logo.
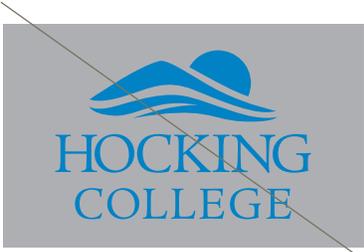
Do not place the logo on a background that makes it hard to read.
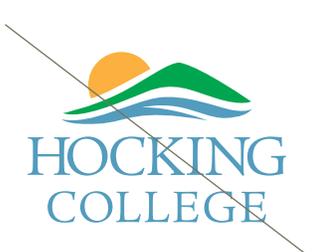
Do not flip the icon.

subsidiary logos

the inn

The Inn at Hocking College logo is a combination of the new Hocking College logo and the title of the inn. "The Inn" is set in a serif, ITC Legacy Std Book font, and in all caps to match the Hocking College logotype. Below "The Inn," is the phrase "At Hocking College," which is also all caps and set in the same font.

other logos

Other subsidiaries use the Hocking Logo with the subsidiary name below. The name is type set in ITC Franklin Gothic Std Book and uses PMS 355.
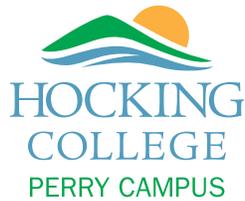
themeline usage

There must be a cushion of space in between the logo and themeline.
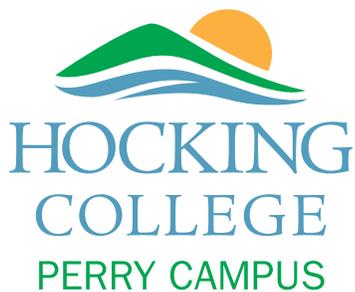
affiliate logos

The affiliate logos of Hocking College have the words "affiliate of Hocking College" underneath the logo. The type is set in ITC Legacy Book Italic and is always the color black.

affiliate of Hocking College

affiliate of Hocking College

typography

corporate typefaces

Two typefaces have been designated as Hocking's corporate and universally used fonts: ITC Legacy Serif Std and ITC Franklin Gothic Std.

For non-publication, day-to-day usage, a neutral font such as Times New Roman can be used by those without access to the corporate fonts. An example of this would be the body copy of a letter.

primary font

The primary font should be used in most applications, both for headlines and for body copy in college publications:

ITC Legacy Serif Std Book
ITC Legacy Serif Std Book

ITC Legacy Serif Std Book
ITC Legacy Serif Std Book

secondary font

The secondary font should be used for contrast, such as in headlines and subheads:

ITC Franklin Gothic Std Book

For people who regularly produce publications these font licenses are available by contacting the Marketing Department.

color palette

primary colors—print

Hocking's primary colors are PMS 137, PMS 355 and PMS 3005 (coated or uncoated).

Pantone 137	Pantone 355	Pantone 3005
C = 0	C = 100	C = 100
M = 35	M = 0	M = 30
Y = 90	Y = 100	Y = 0
K = 0	K = 0	K = 6
R = 251	R = 0	R = 0
G = 176	G = 169	G = 129
B = 52	B = 79	B = 198

accent colors—print

Hocking's accent colors are PMS 652, PMS 288, PMS Cool Grey 7, PMS 417, PMS 465, PMS 464, PMS 576 and PMS 129 (coated or uncoated). Use these colors only in four-color printed publications that require additional color for emphasis.

Pantone 652	Pantone 288	Pantone Cool Grey 7	Pantone 417
Pantone 465	Pantone 464	Pantone 576	Pantone 129
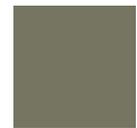
primary colors—web, powerpoint

Hocking's primary color web colors are #FCA311, #0084C9 and #009E49. RGB values are listed.

#FCA311	#009E49	#0084C9
R = 251	R = 0	R = 0
G = 176	G = 169	G = 129
B = 52	B = 79	B = 198

general stationery

letterhead

The letterhead will be printed on an 8.5x11″ Via Felt Bright White Text 70lb. The colors are PMS 137, PMS 355 and PMS 3005. Margin dimensions are listed below.

HOCKING
COLLEGE

Top Margin:
2 inches

Date

Greeting,

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diem nonummy nibh euismod tincidunt ut lacreet dolore magna aliguam erat volutpat. Ut wisis enim ad minim veniam, quis nostrud exerci tution ullam corper suscipit lobortis nisi ut aliquip ex ea commodo consequat. Duis te feugi facilisi. Duis autem dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit au gue duis dolore te feugat nulla facilisi.

Right Margin:
1 inch

Left Margin:
1 inch

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diem nonummy nibh euismod tincidunt ut lacreet dolore magna aliguam erat volutpat. Ut wisis enim ad minim veniam, quis nostrud exerci tution ullam corper suscipit lobortis nisi ut aliquip ex ea commodo consequat. Duis te feugi facilisi. Duis autem dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit au gue duis dolore te feugat nulla facilisi. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diem nonummy nibh euismod tincidunt ut lacreet dolore magna aliguam erat volutpat. Ut wisis enim ad minim veniam, quis nostrud exerci tution ullam corper suscipit lobortis nisi ut aliquip ex ea commodo consequat.

Duis te feugi facilisi. Duis autem dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit au gue duis dolore te feugat nulla facilisi. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diem nonummy nibh euismod tincidunt ut lacreet dolore magna aliguam erat volutpat. Ut wisis enim ad minim veniam, quis nostrud exerci tution ullam corper suscipit lobortis nisi ut aliquip ex ea commodo consequat. Duis te feugi facilisi.

Duis autem dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit au gue duis dolore te feugat nulla facilisi. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diem nonummy nibh euismod tincidunt ut lacreet dolore magna aliguam erat volutpat.

Sincerely,

Name
Position

Use Times New Roman font, as shown here, because it is a standard system font.

3301 Hocking Parkway :: Nelsonville, OH 45764-9588 :: ph (740) 753-3591 :: www.hocking.edu

Bottom Margin:
1 inch

business card

The business card will be printed on an Via Felt Bright White Cover 100lb. The colors are PMS 137, PMS 355 and PMS 3005. Size is 3.5x2."
Please limit to two professional titles.

Most faculty and staff will use format A, while admissions staff will use format B.

HOCKING COLLEGE

3301 Hocking Parkway
Nelsonville, OH 45764-9588
ph (740) xxx-xxxx
fx (740) xxx-xxxx
e-mail@hocking.edu
www.hocking.edu

First and Last Name
First Title of Employment at Hocking College
Second Title of Employment at Hocking College
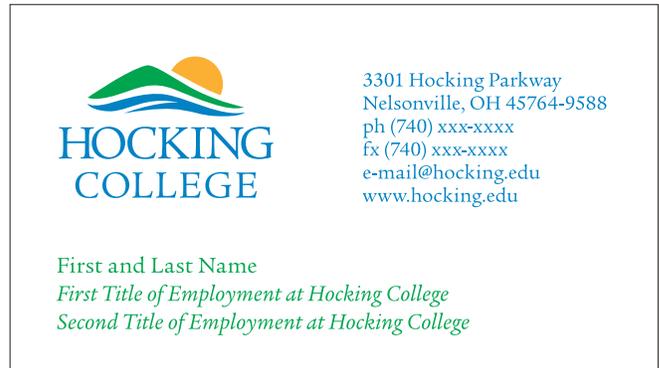
B) admissions staff business card format

HOCKING COLLEGE

3301 Hocking Parkway
Nelsonville, OH 45764-9588
ph (740) xxx-xxxx
fx (740) xxx-xxxx
toll-free 1-877-HOCKING
cell (xxx) xxx-xxxx
www.hocking.edu

First and Last Name
Title of Employment at Hocking College
e-mail@hocking.edu
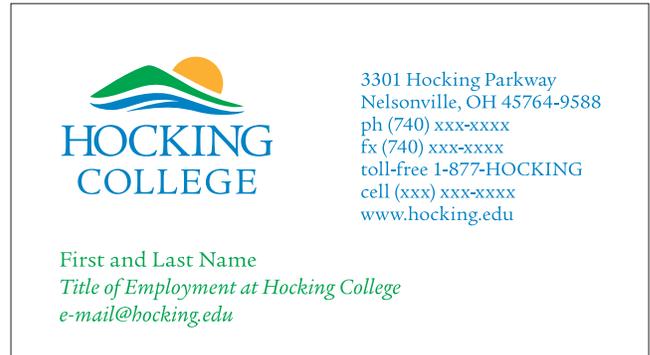
envelope

The envelope will be a #10 official envelope.
The colors are PMS 137, PMS 355 and PMS 3005.
Size is 9.5 x 4.125."

HOCKING COLLEGE

3301 Hocking Parkway
Nelsonville, OH 45764-9588
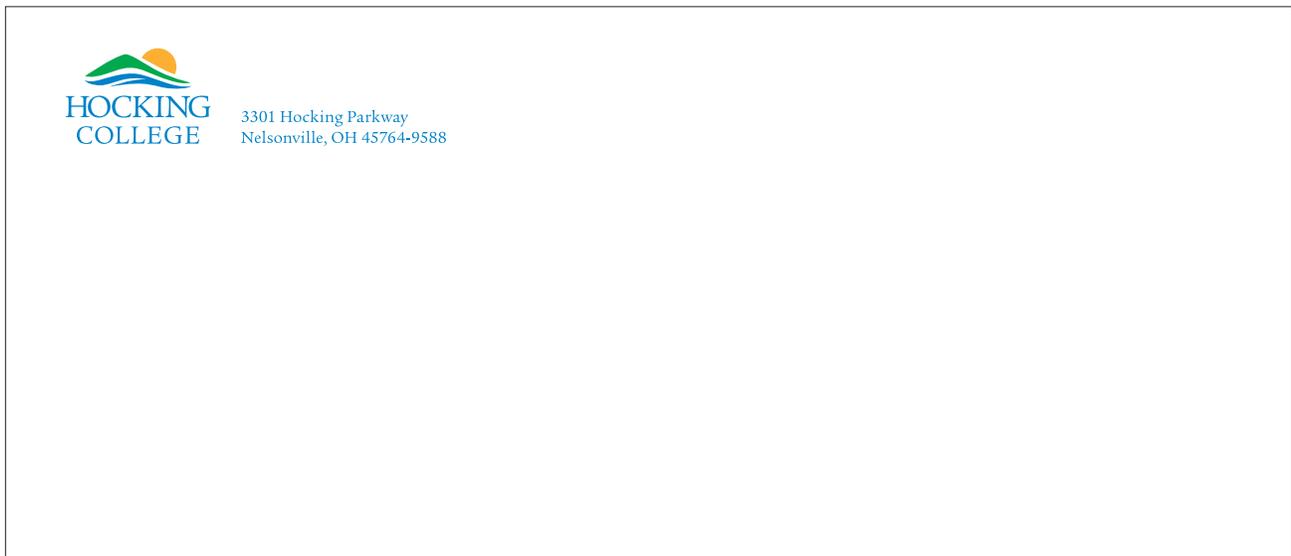
department stationery

letterhead—president

Dr. President, Ph.D.
President

**HOCKING
COLLEGE**

envelope

**HOCKING
COLLEGE**

Dr. XXXXXXXXX, President
3301 Hocking Parkway
Nelsonville, OH 45764-9588

Office of the President :: 3301 Hocking Parkway :: Nelsonville, OH 45764-9588
ph (740) 753-7004 ::   fx (740) 753-7005 :: president@hocking.edu :: www.hocking.edu
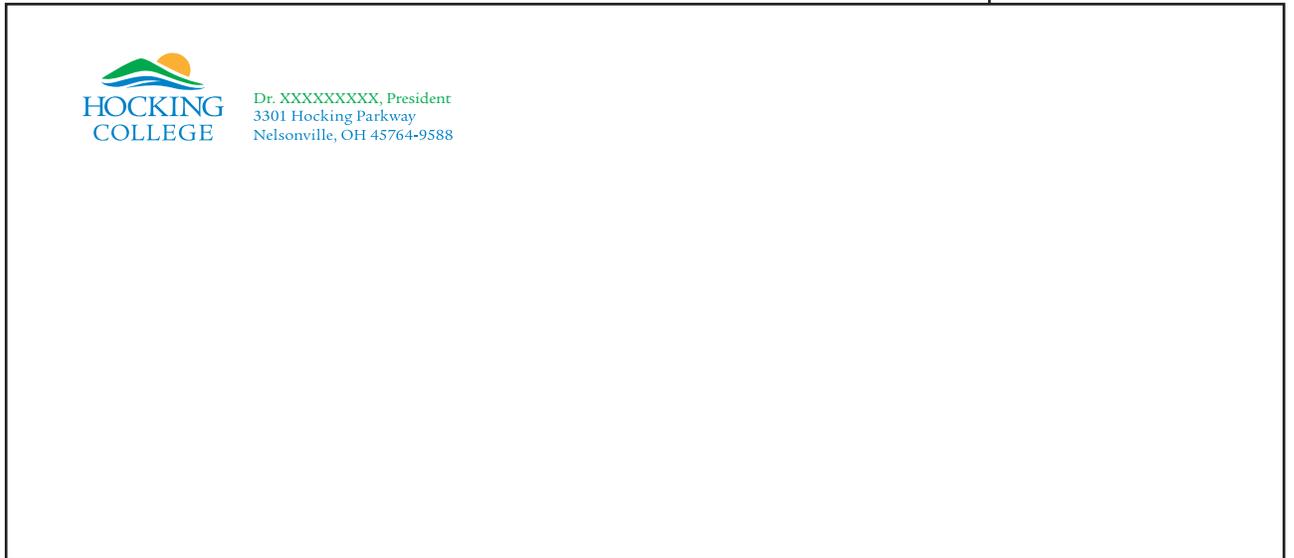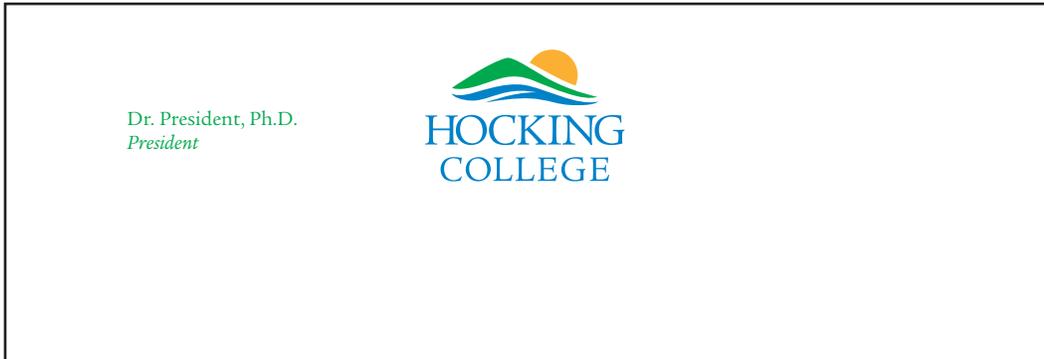
letterhead—department of campus safety

HOCKING COLLEGE

Chief FirstName LastName
Director of Campus Safety

envelope

HOCKING COLLEGE

Department of Campus Safety
3301 Hocking Parkway
Nelsonville, OH 45764-9588

Department of Campus Safety :: 3301 Hocking Parkway :: Nelsonville, OH 45764-9588
ph (740) 753-6598 :: fx (740) 753-5072 :: hcpd@hocking.edu :: www.hocking.edu

subsidiary stationery

letterhead—perry campus

HOCKING
COLLEGE
PERRY CAMPUS

envelope

HOCKING
COLLEGE
PERRY CAMPUS
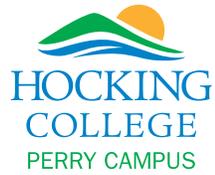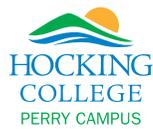
5454 State Route 37
New Lexington, OH 43764

5454 State Route 37 :: New Lexington, OH 43764
ph (740) 342-3337 :: toll-free 1-866-HCPerry (1-866-427-3779) :: www.hocking.edu

letterhead—the inn

THE INN
AT HOCKING COLLEGE

envelope

THE INN
AT HOCKING COLLEGE

3301 Hocking Parkway
Nelsonville, OH 45764-9588

THE INN
AT HOCKING COLLEGE

3301 Hocking Parkway
Nelsonville, OH 45764-9588
ph (740) xxx-xxxx
fx (740) xxx-xxxx
e-mail@hocking.edu
www.hocking.edu

First and Last Name
First Title of Employment at Hocking College
Second Title of Employment at Hocking College

business card

3301 Hocking Parkway :: Nelsonville, OH 45764-9588 :: ph (740) 753-3531 :: www.hocking.edu

affiliate stationery

letterhead—trio
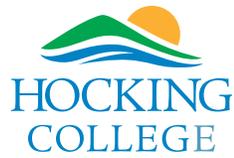
HOCKING
COLLEGE

HOCKING
COLLEGE

3301 Hocking Parkway
Nelsonville, OH 45764-9588

3301 Hocking Parkway
Nelsonville, OH 45764-9588
ph (740) xxx-xxxx
fx (740) xxx-xxxx
e-mail@hocking.edu
www.hocking.edu

HOCKING
COLLEGE

TRiO

First and Last Name
Title of Trio Programs

*Funded by the US Department
of Education*

business card

TRiO *Funded by the US Department of Education*

3301 Hocking Parkway :: Nelsonville, OH 45764-9588 :: ph (740) xxx-xxxx :: www.hocking.edu

While the following affiliates of Hocking College have their own unique corporate identity packages in place, if the logos are used in college publications or other college-related pieces, the line "affiliate of Hocking College" should be used with the logo as shown on page 8.

letterhead—rhapsody

memo

A formal memo should use the following templates, which are available in full-color and black-only, half-page versions. Again, Times New Roman typeface can be used for the body of memos. If you have access to a full-color printer, simply use the full-color general letterhead for formal memos. If you have only access to a black ink only printer, you should use the memo form designed in black only. Do not print the full-color version on a black ink-only printer.

HOCKING COLLEGE
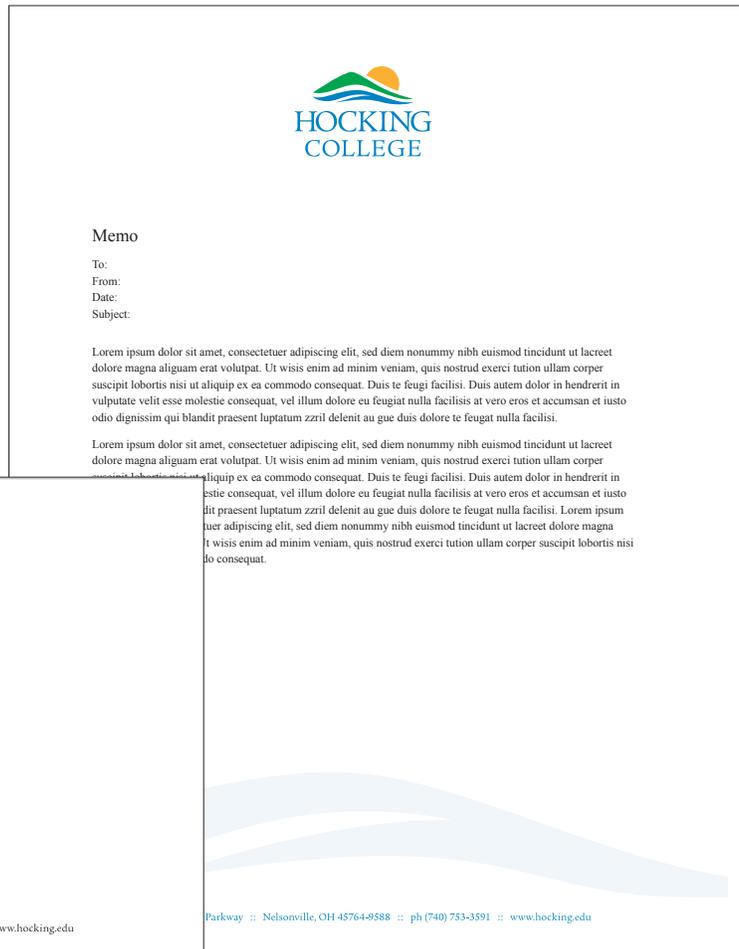
Memo

To:
From:
Date:
Subject:

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diem nonummy nibh euismod tincidunt ut lacreet dolore magna aliguam erat volutpat. Ut wisis enim ad minim veniam, quis nostrud exerci tution ullam corper suscipit lobortis nisi ut aliquip ex ea commodo consequat. Duis te feugi facilisi. Duis autem dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit au gue duis dolore te feugat nulla facilisi.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diem nonummy nibh euismod tincidunt ut lacreet dolore magna aliguam erat volutpat. Ut wisis enim ad minim veniam, quis nostrud exerci tution ullam corper suscipit lobortis nisi ut aliquip ex ea commodo consequat. Duis te feugi facilisi. Duis autem dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit au gue duis dolore te feugat nulla facilisi. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diem nonummy nibh euismod tincidunt ut lacreet dolore magna aliquam erat volutpat. Ut wisis enim ad minim veniam, quis nostrud exerci tution ullam corper suscipit lobortis nisi ut aliquip ex ea commodo consequat.

3301 Hocking Parkway :: Nelsonville, OH 45764-9588 :: ph (740) 753-3591 :: www.hocking.edu

HOCKING COLLEGE

Memo
To:
From:
Date:
Subject:

3301 Hocking Parkway :: Nelsonville, OH 45764-9588 :: ph (740) 753-3591 :: www.hocking.edu

HOCKING COLLEGE

Memo
To:
From:
Date:
Subject:

3301 Hocking Parkway :: Nelsonville, OH 45764-9588 :: ph (740) 753-3591 :: www.hocking.edu

fax

To utilize the fax template, simply download the file
and print. You can either type information in the
appropriate slots, or print and handwrite the information.
The fax template is available only in black and white.

HOCKING
COLLEGE

Fax

Date:

To: From:

Fax: Pages:

Re: CC:

☐ Urgent

☐ For Review

☐ Please Reply

Comments:

note card and envelope

For those occasions when an informal handwritten note is appropriate, this note card and matching envelope is available. The note card can be ordered, along with letterhead, through the supply division of the college.

3301 Hocking Parkway :: Nelsonville, OH 45764-9588 :: ph (740) 753-3591 :: www.hocking.edu

folds here

HOCKING
COLLEGE

HOCKING
COLLEGE

3301 Hocking Parkway
Nelsonville, OH 45764-9588
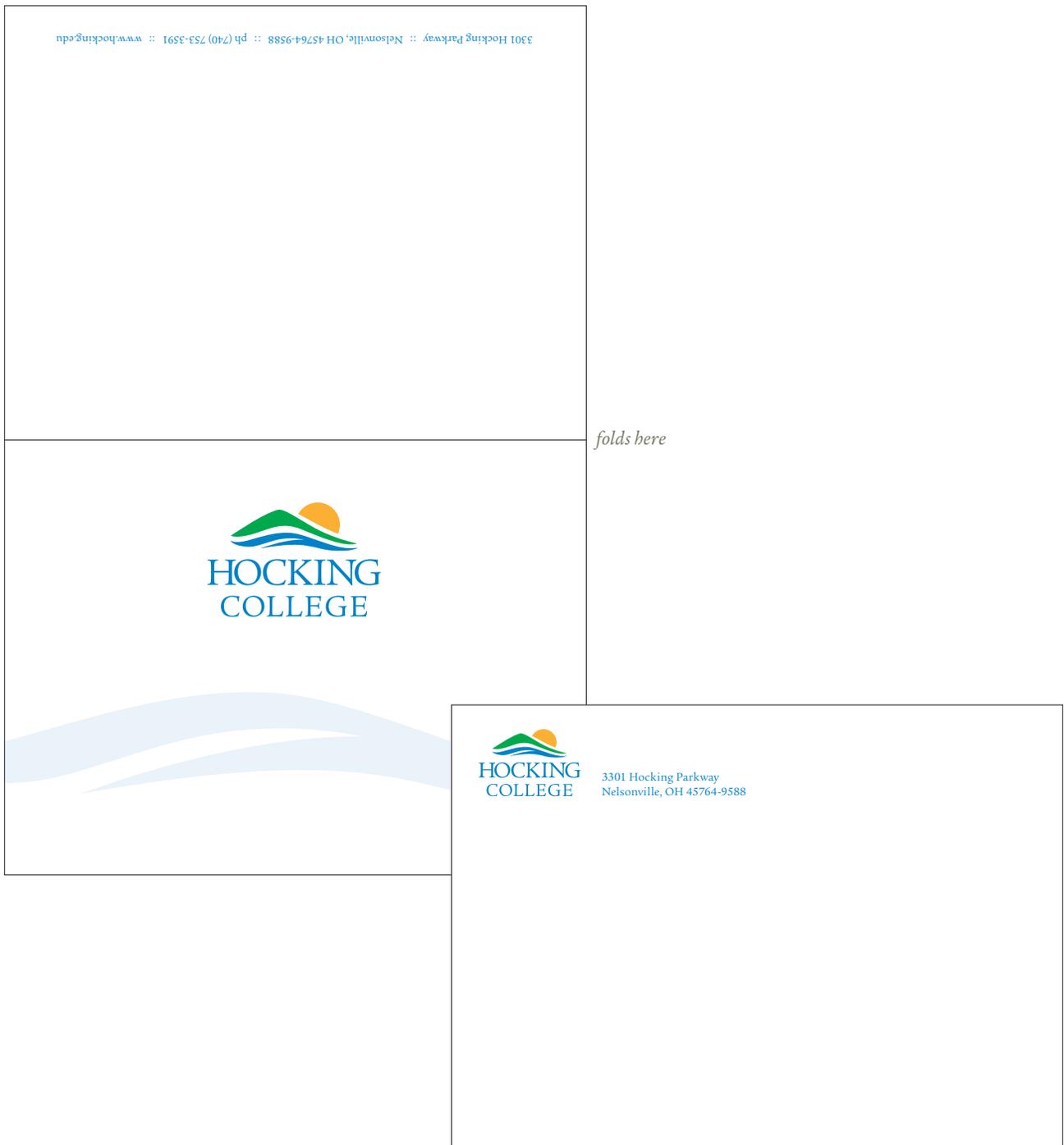
note pad and labels

note pad
This note pad is 4¼ x 5½″ and can be ordered through the supply division of the college.

mailing labels
This label is one color, PMS 3005. Size is 4x3.3125″. Order through the supply division of the college.

name tag label
This label is three color, PMS 137, PMS 355 and PMS 3005. Size is 3.375x2.3125″. Order through the supply division of the college.

note pad

HOCKING
COLLEGE

3301 Hocking Parkway :: Nelsonville, OH 45764-9588

HOCKING
COLLEGE

3301 Hocking Parkway :: Nelsonville, OH 45764-9588
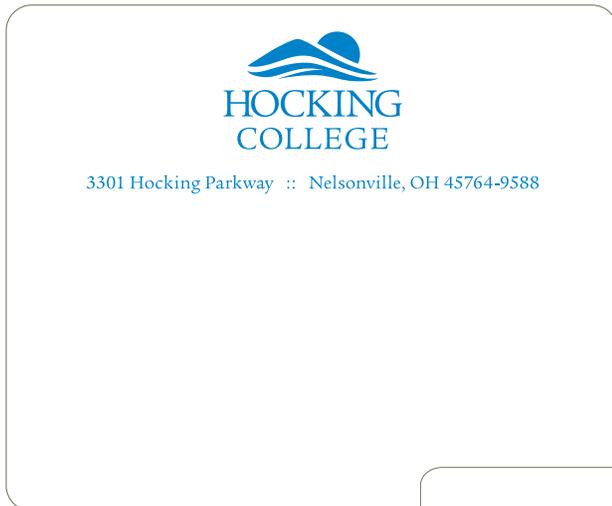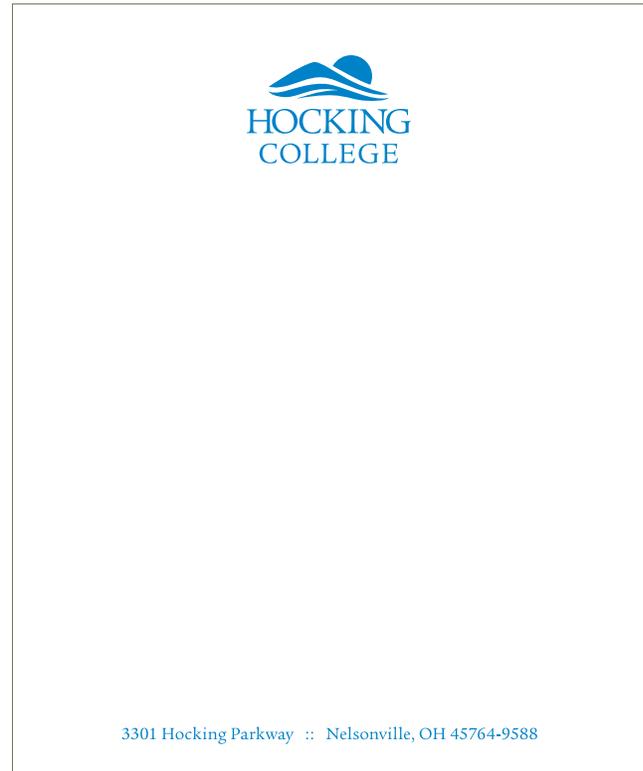
mailing label
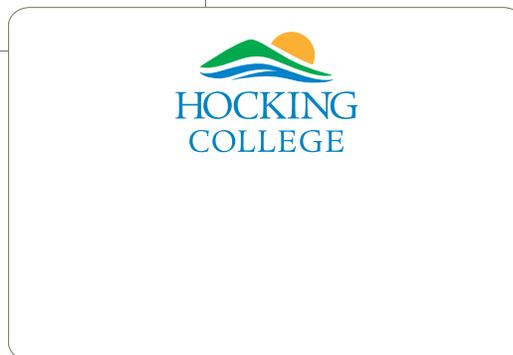
HOCKING
COLLEGE

name tag

electronic media

e-mail signature

In support of efforts to advance a professional look on all college communications, official Hocking College e-mail should include auto signatures, see below for detail.

Additionally, e-mail should not include downloaded graphics or backgrounds that dilute the professional appearance of communication and also hamper the downloading and opening of e-mail by recipients.

general faculty and staff

Signature example;
show at bottom of e-mail.

Name
Title
Department

Hocking College
3301 Hocking Parkway
Nelsonville, OH 45764
Department Phone Number
Department Fax Number
www.hocking.edu

admissions staff

Signature example;
show at bottom of e-mail.

Name
Title
Department

Hocking College
3301 Hocking Parkway
Nelsonville, OH 45764
Department Phone Number
Department Fax Number
www.hocking.edu

The admissions staff signature should include a color photograph. Image must be in RGB color format at 72 dpi. Image size must be no wider than an inch.

power point template

To support the professional look of all Hocking College communications, use official college PowerPoint introduction and content screens. Fonts to be used in the body copy of the PowerPoint can be either Times New Roman or Arial.
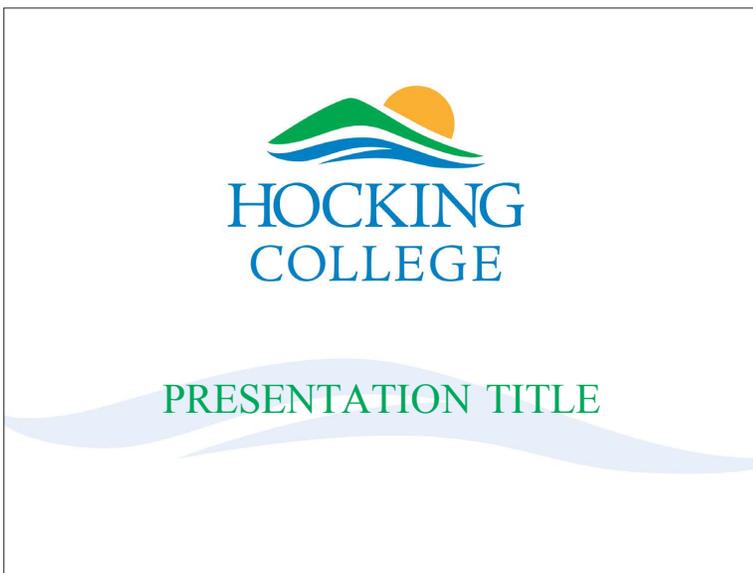
All titles should appear in Times New Roman font, as shown here, because it is a standard system font.

Use web color RGB Values for PowerPoint Presentations, see page 10.

HOCKING COLLEGE

PRESENTATION TITLE

HOCKING COLLEGE

content options

Headline

Body Copy—Lorem ipsum dolor sit amet, con iscing elit, sed diem nonummy nibh euismod t lacreet dolore magna aliguam erat volutpat.

Subhead

- First Bullet Point
- Second Bullet Point
- Third Bullet Point

HOCKING COLLEGE

Headline

Body Copy—Lorem ipsum dolor sit amet, consectetuer adip iscong elit, sed diem nonummy nibh euismod tincidunt ut lacrett dolore magan aliguam erat volutapat. Lorem ipsum dolor sit amet, consectetuer adip iscong elit, sed diem nonummy nibh euismod tincidunt ut lacrett dolore magan aliguam erat volutapat.

Subhead

• Bullet one—Lorem ipsum dolor sit amet, consectetuer adip iscong elit, sed diem nonummy nibh euismod tincidunt ut lacrett

• Bullet two—Lorem ipsum dolor sit amet, consectetuer adip iscong elit, sed diem nonummy nibh euismod tincidunt ut lacrett

• Bullet three—Lorem ipsum dolor sit amet, consectetuer adip iscong elit, sed diem nonummy nibh euismod tincidunt ut lacrett

electronic media

electronic press release

All communication and interaction with the media on behalf of the college must be coordinated through the Public Information Director. Once approval has been secured from that office, electronic press releases are an acceptable way of notifying the media of upcoming events or official announcements.

Every press release must include the full details of the event (what, when, where, why) and should be formatted to meet the graphic guidelines of the college.

HOCKING COLLEGE

Top Margin: 2 inches

CONTACT: Name, Phone
Date
FOR IMMEDIATE RELEASE

Title: HEADLINE OF PRESS RELEASE
Content here

Right Margin: 1 inch

Left Margin: 1 inch

3301 Hocking Parkway :: Nelsonville, OH 45764-9588 :: ph (740) 753-3591 :: www.hocking.edu

Bottom Margin: 1 inch

electronic letterhead

If you have formal communication to be e-mailed to a contact, you can download the electronic letterhead seen below and format it just as a printed letter, with the appropriate margins and font (Times New Roman).

Then, export the letter as a PDF document and attach to your e-mail for transmission.

HOCKING
COLLEGE

Top Margin:
2 inches

Date

Greeting,

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diem nonummy nibh euismod tincidunt ut lacreet dolore magna aliguam erat volutpat. Ut wisis enim ad minim veniam, quis nostrud exerci tution ullam corper suscipit lobortis nisi ut aliquip ex ea commodo consequat. Duis te feugi facilisi. Duis autem dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit au gue duis dolore te feugat nulla facilisi.

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Duis autem dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit au gue duis dolore te feugat nulla facilisi. Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diem nonummy nibh euismod tincidunt ut lacreet dolore magna aliguam erat volutpat.

Sincerely,

Name
Position

Right Margin:
1 inch

Left Margin:
1 inch

3301 Hocking Parkway :: Nelsonville, OH 45764-9588 :: ph (740) 753-3591 :: www.hocking.edu

Bottom Margin:
1 inch

apparel

While all Hocking College-related apparel and merchandise will reflect the logo and brand identity, those changes are expected to advance through impacted departments, such as those listed here. The college is aware than many students and staff have invested in the current required apparel as part of certain curriculum programs and, therefore, it is working to develop a cost efficient way to slowly apply the look across those curricula areas.

The Marketing Department will handle each department's apparel redesign, and any merchandise requests, on an individual basis.

All apparel and/or merchandise bearing the Hocking College name and/or logo must be approved by the Marketing Department before the Fiscal Office will grant payment approval.

staff
nursing
ems
firefighters
police and safety

environmental

exterior—building name

Type set in ITC Franklin Gothic Std Book, with gray lettering.

exterior—directional

Type set in ITC Franklin Gothic Std Book, with PMS 3005 lettering, or PMS 3005 background with white lettering.

The addition of the Hocking College logo to the existing directional signs is an ongoing project of the college.

Hocking Woods Nature Center

facilities

interior—directional

Type set in ITC Franklin Gothic Std Heavy,
with PMS 3005 background with white lettering.

< Stairway

interior—rooms

Room number is type set in ITC Franklin Gothic Std Demi,
with PMS 3005 background with white lettering. The room
name is type set in ITC Legacy Serif Std Book, with PMS
355 background with white lettering.

JL 179

Financial Aid
Processing
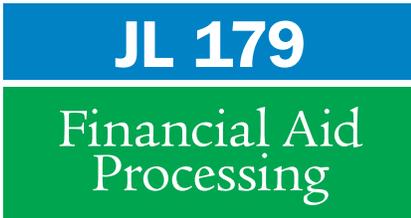
vehicle graphics

emergency vehicles

The emergency vehicles will use the accent color PMS 288. The 288 acts as the primary color because it needs to be seen first. The 288 letters are reflective.

Department of campus police vehicle side view
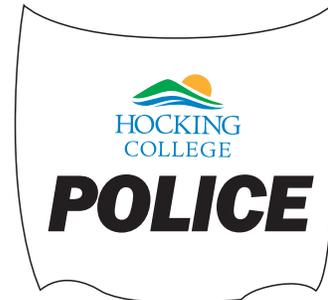
Hood view

EMS Division vehicle side view

{ signage }

other vehicles

Other vehicles will use the three primary PMS colors.

School of Industrial Technology
BROADCASTING VIDEO LAB
(740) 753-3591 ext. 2337
www.hocking.edu

HOCKING COLLEGE

THE INN
AT HOCKING COLLEGE
**McClenaghan Center
for Hospitality Training**
Culinary Arts • Hotel and Restaurant Management
(740) 753-3531 :: Nelsonville, OH

**McClenaghan Center
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AT HOCKING COLLEGE

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admissions vehicles

Admissions vehicles will use this magnet design when traveling.

HOCKING
COLLEGE
www.hocking.edu
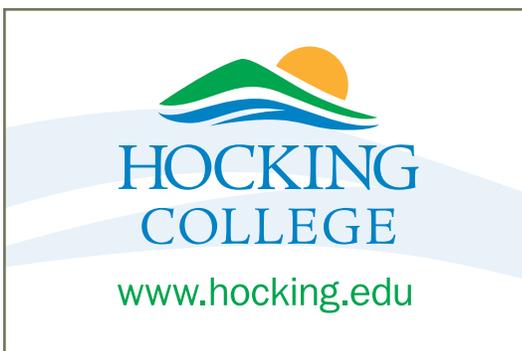
overview/quick guide

Hocking College publications should adhere to the standardized style of the Associated Press Stylebook. The following style guide serves as a quick reference for those producing publications. For a more comprehensive guide, please refer to The Associated Press Stylebook.

Abbreviations

When in doubt, spell word out.

Do Abbreviate

1.1 The following titles when they precede a name: Dr., Rev., and all military titles. Note: "the" should precede Rev. in a title
the Rev. James Smith

1.2 In tabular listings of names, do not use Ph.D., Esq., M.D., or other such titles after names.

1.3 Use the ampersand (&) only if used by a company in its official name.
Procter & Gamble

1.4 The degrees "bachelor of science," "bachelor of music," "master of science," "master of arts," "doctor of philosophy," etc., to B.S., B.M., M.S., M.S., and Ph.D. after titles ONLY
John Smith, B.S.

1.5 Names of states when following names of cities and towns. Use two-letter post office abbreviations only when ZIP codes are included in mailing address. For others, use the abbreviations found in the AP Stylebook; e.g., Calif., N.J.
Lewisburg, Pa.
Lewisburg, PA 17837
Nelsonville, OH 45764
Nelsonville, Ohio

The exception to the above address rules is when you are formatting bulk mail addresses:

Name or attention line: *JANE L MILLER*

Company: *MILLER ASSOCIATES*

Suite or apartment number: *[STE 2006]*

Delivery address: *1960 W CHELSEA AVE STE 2006*

City, state, ZIP Code: *ALLENTOWN PA 18104*

Also observe the following guidelines:
· Always put the address and the postage on the same side of your mail piece.
· On a letter, the address should be parallel to the longest side.
· All capital letters.
· No punctuation.
· At least 10-point type.
· One space between city and state.
· Two spaces between state and ZIP Code.
· Simple type fonts.
· Left justified.
· Black ink on white or light paper.
· No reverse type (white printing on a black background).

1.6 Names of the months when used with specific date
Sept. 1

Do not abbreviate March, April, May, June, and July
April 1

Do not abbreviate

1.7 Names of countries, other than U.S. or U.S.A.

1.8 The words "association," "avenue," "department," "institute," or "street" except in addresses.

1.9 Never use the percent sign (%) except in scientific, technical and statistical copy.

1.10 Assistant and associate when used in a title.
assistant professor of psychology

1.11 President or professor.

Capitalization

When in doubt, do not capitalize.

Capitalize

2.1 Proper nouns, days of the week, months, but not the seasons or semester.
fall 2008, the fall semester

2.2 All words, except articles, conjunctions, and prepositions in the titles of books, plays, lectures, musical compositions, etc., including "a" and "the" if at the beginning of the title. Note: prepositions and conjunctions of four or more letters should be capitalized.
"The Star-spangled Banner"
"Gone With the Wind"

2.3　All educational, occupational, and business titles when used specifically in front of the name; do not capitalize these titles when they follow the name.

President Ron Erickson, Ron Erickson,
president of Hocking College

Dean of Enrollment John Doe or John Doe,
dean of enrollment

Professor Joseph Smith is director of the department of natural resources, or Joseph Smith, department director and associate professor of natural resources

2.4　Homecoming, Fourth of July, Parents Weekend, etc., when referring to the official names of Hocking College events.

2.5　The words "association," "building," "center," "conference," "library," "college," etc., when used as part of a title. Thereafter, do not capitalize the words when used alone to refer to that specific place or group.

the Hocking College Library; thereafter, the library

Hocking College Board of Trustees; thereafter,
the board or the trustees

Hocking College; thereafter, the college

2.6　A specific course or subject
Molecular and Cellular Biology

2.7　Entire geographical names.
the Susquehanna Valley

2.8　Geographical regions of the country, but not the points of the compass.

Settlers from the East went west in search of new lives.

The Northeast depends on the Midwest for its food supply.

Leaders of Western Europe met leaders of Eastern Europe to talk about supplies of oil from Southeast Asia.

2.9　The word "room" when used to designate a particular room.
Room 214, John Light Hall

2.10　The word "class" when referring to a specific class.
the Class of 1960

2.11　Only the first word of a phrase in tabular listings of events, unless a proper noun or an official title.
8:30 a.m. Registration (coffee and rolls)
9 a.m. Education for the gifted
3 p.m. Conference adjourns

Do not capitalize

2.12　The word "college" standing alone.
Hocking College is located in Ohio. The college offers bachelor's degrees.

2.13　Titles standing alone or in apposition, such as:
John Smith, associate professor of business, will welcome students to the School of Nursing

2.14　Names of fields of study, programs, major areas, or major subjects (except for proper names) unless a specific course is noted.
She is majoring in Spanish and economics.
Each student must meet distribution requirements in the humanities, social sciences and natural sciences.

2.15　Individual departments within the college
She is a member of the history department.

2.16　Classes of students in a college or high school.
Many first-year students take a writing course.
The senior class is planning a special party in May.

2.17　Unofficial titles preceding the name.
poet Maya Angelou

2.18　Designations of officers of a class, social organization, etc.
She was elected senior class president.
He was treasurer of the Hocking Student Government.

2.19　The words or abbreviations:
a.m.
federal
p.m.
state
baccalaureate
government
master's degree
page

2.20　Official college degrees when spelled out, except when abbreviated.
bachelor of arts
B.A., B.S., M.A., Ph.D.

2.21　Seasons of the year. Also, do not capitalize "fall semester" or "spring semester."

{ editorial style guide }

Punctuation

Comma

3.1 Do not use a comma before the words "and" and "or" in a series.

More than 30 academic departments and programs offer courses in liberal arts and sciences, engineering, management, music and education.

3.2 Place a comma after digits signifying thousands except when referring to temperature or year

3,350 students

4600 degrees

in the year 2001

3.3 Introductory words such as "however," "namely," "i.e.," and "e.g." should be immediately preceded by a comma or semicolon and followed by a comma.

3.4 When listing names with cities or states, punctuate as follows:

Carol Andrews, Boston, president; George Green, Detroit, vice president; etc.

3.5 Do not use a comma in names ending in "Jr." or a numeral (II).

John Smith Jr.; Richard W. Johnson II

3.6 When writing a date, place a comma between the day, if given, the year, and after the year.

On July 4, 1976, the nation celebrated its 200th birthday.

3.7 Before and after the abbreviation for a state following a city

Oil City, Pa.,

Cleveland, Ohio,

3.8 Do not place a comma between the month and year when the day is not mentioned.

July 1986

Colon

3.9 Follow a statement that introduces a direct quotation of one or more paragraphs with a colon. Also use a colon after "as follows." (If the quotation following a colon forms a complete sentence, capitalize; if not, don't.)

Apostrophe

3.10 In making the plural of figures, do not use an apostrophe.

the early 1900s; the late '60s

3.11 Punctuate year of college classes with an apostrophe.

Class of '86 ; Elizabeth Baker White '24 ; John White '23

John '23 and Elizabeth Baker White '24

3.12 Master's and doctor's degrees should always be written with an 's. Never write masters' degrees.

3.13 In forming possessives, in general use 's for most nouns not ending in s; use only the apostrophe for nouns ending in s. See the AP Stylebook for more detailed information.

women's rights; the United States' wealth; Dickens' life

Hyphen

3.14 Do not hyphenate the words "vice president."

3.15 Do not hyphenate words beginning with "non," except those containing a proper noun.

non-German; nontechnical

3.16 Do not hyphenate African American; Asian American; etc.

3.17 Do not place a hyphen between the prefixes "pre," "semi," "anti," etc., and nouns or adjectives, except between nouns or adjectives that begin with a vowel or that are proper nouns.

premedical; pre-enroll; pro-American

3.18 Do not use a hyphen after the prefix "sub."

subtotal

3.19 Hyphenate "part-time" and "full-time" only when used as adjectives.

He is a part-time instructor in the English department.

She works full time in the computer laboratory.

3.20 Hyphenate any modifying word combined with "well" that precedes its subject.

She is a well-qualified instructor for the course.

The dean is well qualified to handle that issue.

3.21 Do not use the hyphen to connect an adverb ending in "ly" with a participle in such phrases as "highly qualified student" or "elegantly furnished home."

Dash

3.22 If your computer doesn't have a dash, indicate a dash by typing two hyphens with a space before and after.

Your true home and heart are – and for decades have been – right here with us.

Quotation mark

3.23 Use single quotation marks for quotations printed within other quotations.

3.24 Use single quotation marks in headlines.

3.25 If several paragraphs are to be quoted, use quotation marks at the beginning of each paragraph, but at the end of the last paragraph only. Use the same technique if sentences continue to another paragraph.

3.26 Periods and commas should be set inside quotation marks; colons and semicolons should be set outside. Exclamation points and question marks that are not part of the quotation go outside.

3.27 Indicate an omission within a quotation by using an ellipsis (three periods preceded and followed by a space).

"I ... tried to do what was best."

Adlai Stevenson once remarked that " ... any boy may become president, and I suppose that's just the risk he takes."

If the omission occurs at the end of a complete sentence, use a period followed by an ellipsis

"Good evening. ..."

3.28 All titles of plays, songs, articles, chapters, or divisions of a publication should be noted in quotation marks.

Italics

3.29 Italicize titles of books and magazines.

Figures

Use figures for

4.1 Number 10 and over, including ordinal numbers (14th, 21st). Use numerals, even if the number is below 10, when indicating the following: ages, figures containing decimals, statistics, percentages, sums of money, times of day, days of month, latitude and longitude, degrees of temperature, dimensions, measurements, and proportions.

4.2 Days of month. However, omit rd, th, st, nd following the numerals.

April 6; June 1

4.3 A million or more, but spell out the word "million."

$150 million capital campaign

12.5 million

4.4 Spans of years are written as follows:

1861-65, 1880-95, 1898-1902, 1903-04, 1985-86

4.5 Spell out numbers of centuries from first through ninth and lower case (the third century, the ninth century), but use numerals from the 10th century on (the 12th century, the 20th century).

4.6 Hours of the day; never 7:00 p.m.

7 p.m. or 7:30 p.m

4.7 Amounts of money with the word "cents" or with the dollar sign

$3 (not $3.00); $5.09; 77 cents (unless tabulated in columns)

4.8 Do not begin a sentence with numerals; supply a word or spell out the figures. Note: numbers below 100 should be hyphenated when they consist of two words (fifty-five).

Titles

5.1 Always include the first name or initials of persons the first time they appear in an article.

5.2 After referring to individuals by using their full names, refer to them by their last name only.

5.3 One initial should never be used; use both initials, the first name, or the first name and middle initial:

J.H. Henry, John Henry, or John H. Henry

Not J. Henry.

5.4 Never use "Mr." "Mrs." "Ms." or similar titles in written copy.

5.5 Use the title "Dr." only when referring to a doctor of medicine, dentistry, or veterinary medicine.

5.6 When referring to members of the Hocking College community, use the title or rank given them by the college, i.e., Professor John Doe, Dean Joe Smith; thereafter, use the last name only.

5.7 Do not qualify the title "professor" with associate or assistant before a person's name, but do qualify it after the name.

Professor John Smith

John Smith, associate professor of Spanish

5.8 Avoid using long titles before the names of people

Assistant Provost John Doe or
John Doe, assistant provost

5.9 Department heads are referred to as "chairs."

HOCKING
COLLEGE

This guide is dated 06.16