
The Official

***Publication Policy,
Identity Standards
and Style Guide***



TABLE OF CONTENTS

Introduction	2
Publication Policy	3
Publication Standards	
Procedures for Approval	
Identity Elements	6
The College Name	
The College Logo	
Logo Standards	
The College Seal	
The College Colors	
Athletic Identifiers	9
Team Name	
School Colors	
Mascot	
Official Products	10
Stationery and Letterhead	
Business Cards	
Name Badges	
Nameplates for Desks	
Signage	
Certificates and Awards	
Templates for Other Products	
Other Graphic Applications	
Style Guide	13
Administration of Policy	16
Enforcement	
Education & Awareness	
Contact	

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INTRODUCTION

Milligan has established itself as a premier Christian liberal arts college with a confident and exciting vision for the future. In today's competitive environment, Milligan must provide a positive, accurate image to our core audiences in order to build name recognition and advance our mission. We must tell our story clearly, consistently and effectively. One way to achieve broader awareness and comprehension of Milligan College, and to help distinguish this college as a leader in Christian higher education, is through consistent use of a distinct "visual identity."

This *Publication Policy, Identity Standards and Style Guide* was prepared by the Public Relations Office to guide us in presenting a unified image that is accurate and consistent. This document sets forth the physical standards for appearance and reproduction of the Milligan College logo and other identity elements. This document also prescribes the requirements and responsibilities for all Milligan College publications, including advertising, events and promotional materials.

The success of this integrated program depends on faithful adherence by Milligan employees. Milligan's administration has approved and fully supports these guidelines and standards. We ask for your cooperation and assistance in adopting these guidelines so that Milligan shares a clear, consistent message about our mission and vision.

Lee Fierbaugh
Director of Public Relations
Milligan College

PUBLICATION POLICY

This document prescribes the requirements and responsibilities for **all Milligan College printed communication**. These guidelines ensure that all editorial content, design and artwork are accurate and consistent with the mission and marketing focus of the college.

This policy and the guidelines in this document apply to the following items:

- Publications (any printed communication material produced electronically, mechanically or by photocopying, intended for distribution to or circulation among internal or external audiences)
- Advertisements
- Athletic uniforms and paraphernalia
- Garments and promotional items
- Events and promotional materials
- Displays
- Signage and banners
- Web page

These guidelines also apply for all events held on Milligan's campus, even if not officially sponsored by the College. It is the responsibility of the Milligan contact to make the parties aware of these policies. These policies must accompany any agreement, contract or letter solidifying the college's relationship to the activity.

Official Publications

The following are official publications/ communication media of Milligan College: *Admissions Viewbook and Searchpiece, Catalog, Student Handbook, Summer Sizzler, Web site, and the Milligan Magazine*. These publications represent and communicate official policies of the college to its constituency and general public.

Exempt Publications

Communication materials exempted from these standards includes scholarly papers, instructional (i.e. classroom) materials, grant applications, general correspondence, or reports produced by college employees for external organizations. Any publication produced within a course in any academic unit, and produced by the students as full or partial fulfillment of the requirements of that course, is an exempt publication provided the following statement is printed on the front panel: "This publication is a student-produced class project and is not an official publication of Milligan College." No unit of the college may use this category of publications to intentionally circumvent the publications standard.

Waived Publications

On occasion, special audience needs cannot be met through a publication and identity standards program. Individual publications or groups of publications may be granted a waiver from the publication standards by the Public Relations Office, provided the user can provide written documentation that demonstrates special audience needs which cannot be met through this policy.

Publication Standards

1. **Identity Standards.** All publications must follow the guidelines for identity elements (logo, color, seal, etc.) presented in the *Publication Policy, Identity Standards and Style Guide*.
2. **Logo.** Materials that are distributed off campus must carry the official logo.
3. **General information.** All brochures and general printed materials must carry a general information paragraph about Milligan College (available from the Public Relations Office).
4. **Contact information.** All printed materials must carry contact information for the college, including the address, phone number and website.
5. **e-mail addresses.** Refrain from using personal e-mail addresses or individuals' names on printed materials, as they frequently change and quickly outdate a piece. Instead, use a general e-mail address.
 - Use *admissions@milligan.edu*
 - Not *jdoe@milligan.edu*
6. **Publishing information.** Provide standard publishing information on all printed materials. This includes a publication date and/or job number, which will be assigned by the Public Relations Office. This information is important to determine what version a publication is and to trace it to supporting documentation if necessary.
7. **Official information.** All statements and representations should be clear, factually accurate and current. Any reference to the College's nature, character, mission, purpose, vision or official policies must have the wording approved by the Public Relations Office.
8. **Official policy information.** In order to ensure accuracy and consistency, any official policy information communicated internally or externally should be pre-

approved by the vice president of the area and the director of public relations.

9. **Statistical data.** Any reference to statistical or institutional data (tuition, majors, faculty-student ratio, etc.) must be approved by the Public Relations Office and/or the Registrar/ Director of Institutional Research. Always refer to the *online Fact Sheet* for the most current data.
10. **Avoid specific numbers.** Materials should avoid the use of specific numbers that can quickly make a publication inaccurate and outdated. Use averages or general terms instead.
11. **Paper stocks.** Use approved paper stocks. White paper (not crème or ivory) should be used unless special permission is granted by the Public Relations Office.
12. **Ink colors.** Use approved ink colors. See "Color" in the *Publication Policy, Identity Standards and Style Guide* for the college's official colors.
13. **USPS.** All publications must meet the postal regulations of the United States Postal Service (USPS).
14. **Student information.** According to the *Family Educational Rights and Privacy Act* (FERPA), only "directory information" about students may be released or printed. **Do not** release or print information about a student's academic record (i.e. GPA) or student record (i.e. disciplinary sanctions). Check with the Student Development Office **before** printing or releasing any student information to ensure that the student(s) has not restricted release of directory information.
15. **Pre-approval.** The Public Relations Office requires *pre-approval* on **all** printing and promotional materials before the Milligan College Business Office will approve the Purchase Order. Follow the *Procedures for Approval*.

Procedures for Approval

1. **Project Information Form.** Enter your printing or promotional material request to the Public Relations Office by completing a *Printing Request & Approval Form* (this should be done after conferring with the appropriate area chair, director and/or vice president to assess the need for the publication, plan target audiences, discuss funding and determine priority).
2. **Scheduling Production.** The Public Relations Office will review the request, create a job folder, and schedule the publication for internal or external production. All projects should allow at least four (4) weeks for production and printing. Major changes made after the job is underway may delay delivery and increase production costs.
3. **Printing Estimates.** The Public Relations Office will solicit estimates and bids for printing. The PR Office maintains excellent working relationships with local and out-of-town vendors, and will select the vendor providing the best price, service and workmanship. Please allow the Public Relations Office to be your liaison with the vendor.
4. **Expenses.** Expenses incurred in the design, printing and distribution process are the budget responsibility of the office making the request. At times it may be necessary to contract with an outside vendor to arrange for other professional writing, graphic design, and/or Web services to complete your project in a timely and professional manner.
5. **Copywriting and Design.** You should provide the proposed copy/text, photos and all other materials to the Public Relations Office for production of the publication. The Public Relations Office will help polish your work, if needed, to help ensure the final professional product meets college guidelines for style and content, and motivates your audience to take action.
6. **Photography.** We manage an extensive archive of Milligan College photography and stock photography. Should you need photography not in our files for your project, we will hire an appropriate professional photographer for you at your cost and direct his or her work. In most cases, the resulting film will be the property of the Public Relations Office and will be maintained in our archives.
7. **Editing and Proofreading.** Editing and proofreading is a shared responsibility. You will be given an approval form with each proof that provides you and your supervisor(s) the opportunity to approve the project before it goes to the vendor. Watch for the form and be sure to sign and date it for our records.
8. **Compliance with Standards.** The Public Relations Office will review your final material to ensure compliance with the *Publication Policy, Identity Standards and Style Guide*. A compliance checklist on the *Printing Request & Approval Form* will be completed and signed by the Public Relations Office. The final job must also have approval from your Vice President before final approval.
9. **Purchase Order.** Purchase Orders for all printed communication and publications require the signature (indicating approval and compliance with standards) of the Public Relations Office before the area Vice President will sign-off and before the Business Office will issue a purchase order. All purchase order paperwork is the responsibility of the person or office making the request.
10. **Delivery.** After delivery, please submit at least five copies of your finished product to the Public Relations Office to keep on file.

IDENTITY ELEMENTS

The College Name

The institution's full name is Milligan College. In most cases, the full name should be used in the first reference to the college. Once the identity of the institution is clearly established, subsequent written references to the college may use just *Milligan* or just *the College*. Capitalize *College* if the shortened version represents the proper noun.

History of Name

On December 10, **1866**, *Buffalo Male and Female Institute*, under the leadership of Wilson G. Barker, was chartered by the State of Tennessee. In 1875 the leadership of this academy was transferred to Josephus Hopwood, a native of Kentucky. In 1881, Hopwood laid the cornerstone for an expanded building. At the same time he announced both the elevation of the Institute to collegiate rank and the new name, **Milligan College**.

This name was chosen to honor Professor Robert Milligan of Kentucky University (Transylvania), whom President Hopwood regarded as the embodiment of Christian scholarship and Christian gentility. For more information about the heritage and nature of the college, see the *Milligan College Catalog*.



The College Logo

This document sets forth the physical standards for appearance and reproduction of the Milligan College logo. To be visually effective, the Milligan College logo, symbol and wording must be used consistently. A consistent identity is critical to build and maintain brand awareness, which is essential in attracting new students, building a loyal alumni base, and redefining Milligan's commitment to excellence.

Milligan College faculty and staff are charged to ensure that the use of Milligan's logo is accomplished without alteration and only as originally intended. Any employee noting use of an altered Milligan logo, or with a question regarding these standards, is encouraged to notify the Public Relations Office.

Editors and those responsible for publication of all printed materials where the Milligan College name or logo may be used must be familiar with the **Logo Standards** addressed here.

History of Logo

The Milligan College logo has evolved and changed over the years, with new logos being adopted in the 1970s, 1980s, and the most recent logo change in 2001. Standards for the use of the logo were established in 1994 and updated in 2001 to maintain the integrity of the logo and provide standards as a condition for its use.

Logo Standards

1. **Permission.** Permission for the internal or external use of the Milligan College name and logo may be granted by the Public Relations Office, provided there is compliance with these Standards and the Publication Policy. The Public Relations Office can address specific questions and requests for use.
2. **Reproduction.** The Milligan College logo should be reproduced only from authorized original illustrations, available in hard copy and digital art from the Public Relations Office. Never reproduce the Milligan College logo by hand or substitute it with another typeface. Do not alter the letters or logo, redraw it or re-space the elements.
3. **Alteration.** Do not distort the logo in any way. The Milligan College logo may not be altered, distorted or reproduced in any form other than the official design. It is a design element.
4. **Resizing.** The Milligan College logo must be treated as a complete element and resized proportionally. If enlarged or reduced in size, the relative proportions of each component of the design must remain unchanged.
5. **Elements.** Do not use elements of the logo separately and do not add other words or visual elements to the logo. The Milligan College logo is proprietary and is comprised of four unique elements: (1) The Milligan College wording, (2) the cross symbol, (3) the line, and (4) the tagline, "Academic excellence since 1866." The logo may be used without the tagline when the reproduction size is too small for readability, but the cross symbol, wording, and line should always appear together. Requests to use only the symbol as a design element must be approved by the Milligan College Public Relations Office.
6. **Fonts.** The fonts used in the Milligan College logo may *not* be used in any other design or for any other purpose.
7. **Color.** Do not use color options other than those shown in these guidelines. Whenever possible, the logo should appear in two colors. In *two-color use*, the type should appear in black and the line should be printed in orange, using Pantone (PMS) 158. Where the logo can only be printed in *one color*, it should appear in black, or the darkest color available. The logo may be *reversed* from a dark background or photograph. In a two-color reverse application, the line should be rendered only in PMS 158 orange, and the type should appear only in white. In a one-color reverse application, the logo should appear in white.
8. **Multimedia.** Use of the Milligan College logo in a 3D Format or multimedia (i.e. Web) environment are reviewed on a case-by-case basis. Contact the Public Relations Office for more details.
9. **Outside Use.** Organizations outside the college (both non-profit and for-profit) desiring to use the Milligan College logo must request approval from the Milligan Public Relations Office for the design, application, and/or placement.
10. **Merchandise.** The college logo, seal, or mascot may not be used for apparel and various specialty, merchandising, or promotional items without specific written approval from the Public Relations Office.
11. **Departmental Logos.** In an effort to present a cohesive college graphic image, departments and offices may not have their own logos. With help from the Public Relations Office, logos may be developed for special purposes, such as fundraising campaigns, special events, academic centers or programs, student recruiting events or projects, or special projects designated by the President or Board of Trustees.
12. **Exemption.** No publications are exempt from the logo and identity standards. Any questions should be directed to the Public Relations Office.

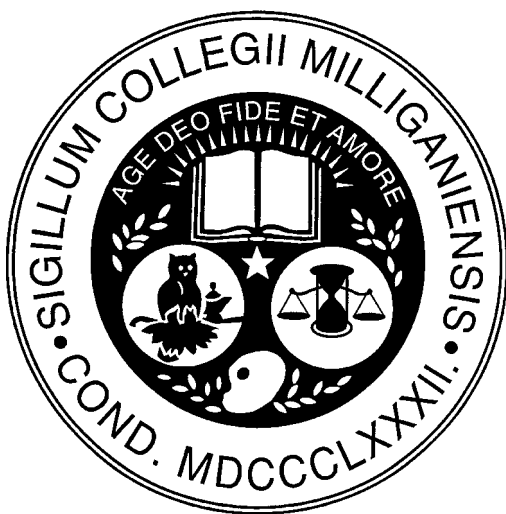
The College Seal

Milligan's seal represents its history, mission, and distinctive characteristics and is reserved primarily for official and ceremonial use, on official documents such as diplomas, transcripts and certain institutional literature. Other use must be approved by the Public Relations Office.

In 1995, changes were made to the seal regarding its graphic design. The old version should not be used without prior permission from the Public Relations Office.

The official college seal should be reproduced from authorized original illustrations and should not be redrawn, re-proportioned or modified in any way. Please do not use parts of the seal to create other logos.

The Public Relations Office will provide camera-ready artwork or digital art on disk for approved uses.



The College Colors

Milligan's colors are black and orange. Whenever orange is used, **Pantone 158**, also known as PMS 158 (PMS is an acronym for Pantone Matching System) should be used. This includes any printed item, uniform, banner or other object. Color samples are available in the Public Relations Office.

While the source or vendor selection of colors may limit choices, every effort should be made to choose colors that closely represent the established Milligan colors listed above. Consideration should be given to using alternate sources or vendors if acceptable shades of orange are not available. Special care should be exercised with vendors to ensure that they honor specific color requests and do not arbitrarily change the requested color without seeking authorization. When placing an order with a firm, the importance of the color selection should be stressed.

While these PMS codes will not be applicable when dealing with anything other than printing ink colors, color samples provided by the Public Relations Office will allow comparison and matching with other color systems. It is to these sample colors that potential selections should be compared.

History of Colors

The college's colors were clearly established by 1921 as "Black and Orange" and remain so today. In the mid 1980s, a dark green color was adopted as our "business color" and was used in promotional materials until 2001, when the college returned to using its official college colors of black and orange.

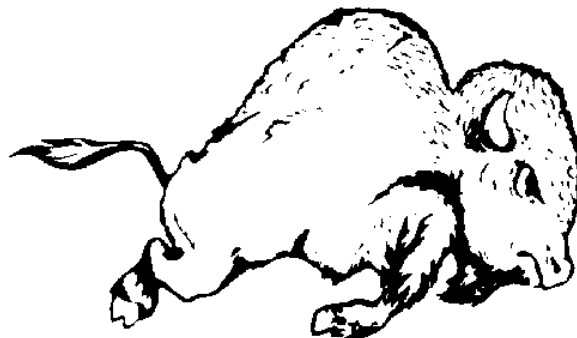
ATHLETIC IDENTIFIERS

Team Name

Milligan College's athletic team name is the **Buffaloes**. Women's teams are referred to as the **Lady Buffs**.

School Colors

Milligan's official colors are **black and orange (to match PMS 158)**. See color standards for more guidelines.



Mascot

Milligan's college mascot is the Buffalo, officially adopted in 1921. **The buffalo symbol is reserved for use by intercollegiate athletics.** Other use must be approved by the Public Relations Office and the Sports Marketing Director.

The official mascot should be reproduced from authorized original illustrations and should not be redrawn, re-proportioned or modified in any way. Camera-ready and electronic versions are available from the Public Relations Office or Sports Marketing Office.



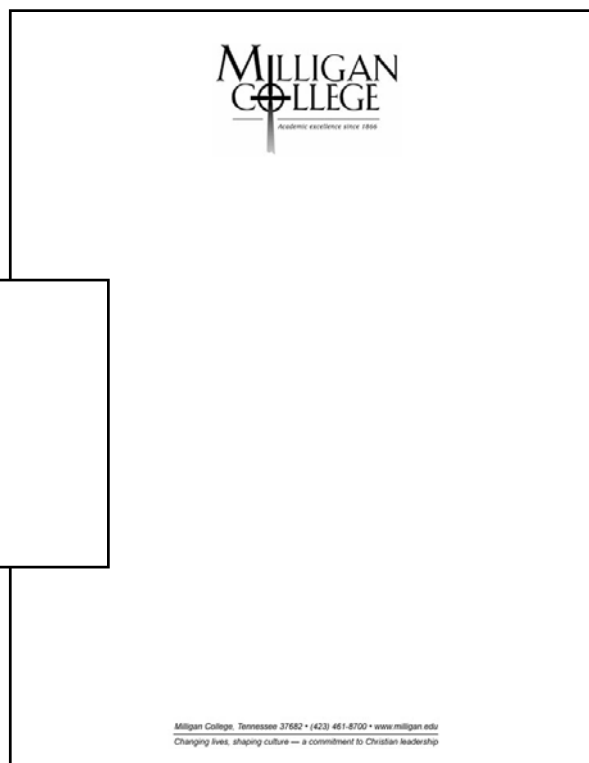
APPLYING IDENTITY ELEMENTS: OFFICIAL PRODUCTS

Stationery & Letterhead

Milligan's stationery includes its letterhead, envelopes, memo and fax forms, note cards, mailing labels, various business and catalog envelopes, business cards and name tags. They are most often used by individuals in making one-to-one contact with persons off campus and are a primary means of establishing an image of the college at the individual level.

All campus offices and personnel will use the standard stationery items (letterhead, envelopes, shipping labels, catalog envelopes, etc.) **stocked by the Milligan College Bookstore.** Exceptions must be approved by the Public Relations Office.

Use of the college's letterhead and stationery items is permitted only for official business conducted by persons under contract in officially recognized areas, departments, offices or other units. The letterhead and envelopes must never be used for correspondence of a personal nature.



Business Cards

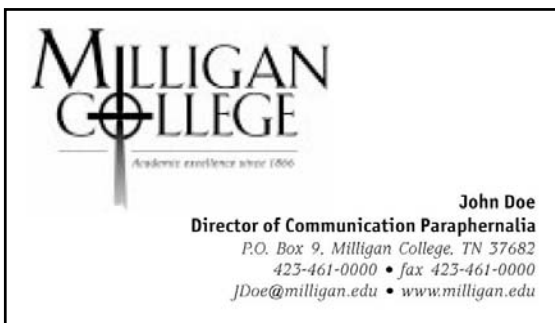
Business cards often introduce the college to people who are not familiar with our institution. It is important that this visual contact convey an identity that can be reinforced in subsequent contacts through consistent use.

All campus personnel will use the established style and format for official business cards. Cards are ordered through the Public Relations Office. Exceptions must be approved by the Public Relations Office.

Cards are two-color (black and orange logo, black text on white stock) cards printed on one side only. Orders are collected by the Public Relations Office periodically throughout the year and are produced at a low cost when multiple orders are placed at once. Individual orders can be placed at any time, but the expense is considerably higher.

The business card should include:

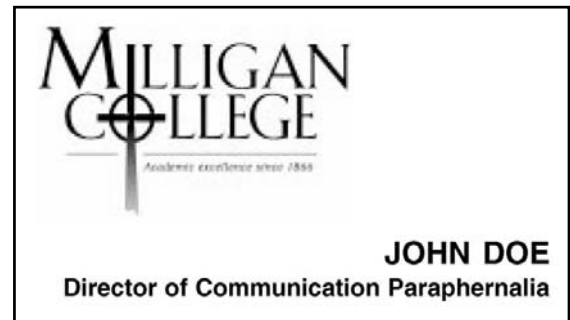
- College logo
- Employee's name
- Contractual or working titles approved by area administrator
- Professional affiliations or credentials
- Department address (P.O. Box #, Milligan College, TN 37682)
- Telephone number
- Fax number (optional)
- e-mail address
- College website address



Name Badges

Official employee name badges should be ordered through the Public Relations Office and take about two weeks to arrive.

Name badges include the college logo, the employee's name, and the employee's title or department. Faculty name badges use the academic area (Communication Faculty) rather than actual titles (since titles change frequently from assistant to associate to professor). Academic degrees are used in the name (John Doe, Ph.D.), rather than titles (Dr. John Doe).



Nameplates for Desks

Engraved nameplates for desks are available through a local vendor. Please contact the Public Relations Office for the name and phone number of the appropriate vendor to use.

Signage & Banners

It is important that campus signage and banners are consistent and of professional quality. Contact the Public Relations Office for guidance in producing campus signage and banners.

Certificates and Awards

It is important that these official documents carry appropriate logos and signatures and meet college style guidelines. Check with the Public Relations Office.

Templates for Other Products

Templates (with the college logo) you can customize are available in Microsoft Word for the following products:

- Fax cover sheet
- Memorandum
- General letterhead

You can access these files in the Public Folders of Microsoft Outlook.

Other Graphic Applications

All possible uses of the college's graphic identifiers cannot be anticipated. The Public Relations Office will review proposed applications not covered specifically by this standard on a case-by-case basis, and develop new areas of standards as needed.



STYLE GUIDE

An important component of institutional identity is the style used to present words in publications. Our audiences deserve to have information about Milligan presented in a consistent manner, including punctuation, spelling and usage. It makes our message more clear.

Like most college public relations offices, Milligan uses the **Associated Press Stylebook** because writing done for press releases and printed material is often repurposed for use in the media. And the news media follows "A.P. Style." You can purchase a copy in the campus bookstore. The *Associated Press Stylebook* follows the Webster's New International Dictionary.

Exemptions from Associated Press Style include scholarly papers or works produced by college employees for external organizations, instructional (i.e. classroom) materials, grant applications, and publications produced by approved student organizations.

Style and Usage

abbreviations – Use only standard abbreviations. If an organization, committee, or document is referred to more than once, use the shortened form in parentheses after the first full reference. Thereafter, use the abbreviation.

- National Association of Intercollegiate Athletics (NAIA)

academic areas – Use lowercase except for words that are proper nouns or adjectives, or when the area, office or department is part of the official and formal name.

- Milligan College Area of Humane Learning

academic degrees – Do not precede a name with a courtesy title for an academic degree and follow it with the abbreviation for the degree in the same reference.

- *Dr. Pam Jones* or *Pam Jones, Ph.D.*
- But not both: *Dr. Pam Jones, Ph.D.*

academic titles – see *titles*

accreditation – Any reference to the college's accreditation status must be stated **only** as shown below. When used, these statements must appear in full and may not be altered in any way.

- **general:** Milligan College is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (1866 Southern Lane, Decatur, Georgia 30033-4097; Telephone number 404-679-4501) to award bachelor's and master's degrees.
- **education:** The education program at Milligan is accredited by the National Council for Accreditation of Teacher Education (NCATE), 2010 Massachusetts Ave. NW, Washington, DC, 20036; Telephone number 202-466-7496. This accreditation program covers initial teacher and advanced educator preparation programs.
- **MSOT:** The occupational therapy program at Milligan College is accredited by the Accreditation Council for Occupational Therapy Education (ACOTE), a division of The American Occupational Therapy Association (AOTA), located at 4720 Montgomery Lane, P.O. Box 31220, Bethesda, MD 20824-1220. Their phone number is 800-652-AOTA.

addresses – Use *P.O. Box*, not *PO Box*. Use Milligan street addresses only for package delivery.

adviser/advisor– Use *adviser* when referring to academic advisers at Milligan. Use *advisor* when referring to the Board of Advisors.

area/department – Use *area*, not *department*, when referring to Milligan's academic areas.

athletics – Not the *Athletic* Office – an office cannot be athletic.

biblical – *Bible* is capitalized, *biblical* is not.

B.S.N. – Bachelor of Science in Nursing program. Not *BSN*.

Buffaloes – Not *Buffalos*. Milligan colors are black and orange (PMS 158).

capitalization – Do not capitalize common names such as college, committee, library or bookstore. Capitalize the names of committees, areas, departments and colleges when the shortened version represents the proper noun. See “titles” for how to capitalize titles of persons.

Christian churches/churches of Christ – Use the lower case for *churches* since it is not a formal denomination.

class year – Always provide a class year when mentioning alumni. Class years should be in parentheses following the name. In cases of female alums who are now married, provide the class year following the maiden name, all in parentheses.

- John Doe ('79)
- Jane (Smith '79) Jones

college – Capitalize when used by itself if the shortened version represents the proper noun.

- The College was founded in 1866.

comma – 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.

A comma *is* needed before the concluding conjunction in a complex series of phrases, or when its absence otherwise changes the intended meaning:

- The review included the Office of Student Development, Department of Institutional Advancement, the Area of Humane Learning, and Admissions.

course titles – Use full official names of courses as listed in the Milligan College *Catalog*, followed by the course number in parentheses.

- Cell and Molecular Biology (BIOL 450)

dates – It's *May 24, 2000*, and *May 2000*.

e-mail – Lowercase e; hyphenated.

he/she – Use inclusive language. Do not use the generic *he* or *him* when your subject could

be either male or female. Use the third person plural or the phrase *he or she* (not *he/she*). Do not overuse *he or she* or *his or hers* constructions. In general, it is better to use plural constructions when possible. Use *human beings* or *people*, not *man* or *mankind*.

Internet – Always capitalized.

italics – See “A.P. Stylebook” entry on this topic. If you have to emphasize something, make it **bold**. Don't underscore copy for emphasis. In general save italics for these uses:

- Titles of magazines and newspapers
- Titles of official college documents
- Web and e-mail addresses

majors – majors are not capitalized unless naming the title of a specific program, or part of a proper noun

- biology
- Bachelor of Science in Nursing program
- English

master's degree – not *masters* degree. Also acceptable: *master of arts* or *master of science*. Not capitalized unless naming the actual title of a program.

- John has a *master's* degree in Bible.
- Jane has a *master of arts* degree
- Jack is in the *Master of Science in Occupational Therapy* program.

McMahan Student Center – Not the *SUB* or the *Student Center*. Use full official names (list available in the *Catalog*) when referring to campus buildings in publications.

M.Ed. – Master of Education degree program. Not *MEd*.

mission – Not the same as the *vision statement* (see *vision*). Use the official mission statement of the college, located in the *Catalog*, or on the college's Web site. Make sure you use the most current mission statement, which was amended by the Board of Trustees in October 2000.

M.S.O.T. – Master of Science in Occupational Therapy degree program. Not *MSOT*.

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. 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, set off the year with commas.

- *January 1972* was a cold month.
- *Jan. 2* was the coldest day of the month.
- His birthday is *May 8*.
- *Feb. 14, 1987*, was the target date.

numbers – See the *A.P. Stylebook* entry. In general:

- Spell out numbers one through nine.
- All ages should be represented by numerals.
- All academic credit hours should be represented by numerals.
- \$22 million, not \$22,000,000.
- Spell out numbers that begin a sentence.

online – one word, lowercased. Not *Online* or *on-line*.

plurals – Be attentive to subject-verb agreement problems that can arise when plurals are used as subjects. To form the possessive case of plural nouns ending in *-s* or *-es*, add only an apostrophe.

- Two weeks' severance pay was available to some workers.

quotation marks – Commas and periods always go inside "quotation marks." Don't use *inch* and *foot* marks in place of "smart quotes" and apostrophes.

- "He wasn't ready to learn."
- Not "He wasn't ready to learn."

states – See the *A.P. Stylebook* entry. In general, A.P. abbreviations for states are different than USPS abbreviations. Except in news releases where A.P. style is followed, states should be spelled out completely in full text, not abbreviated.

- *Tenn.* is the correct A.P. abbreviation for news releases
- *TN* is only for USPS mail
- *Tennessee* is all other uses

student-faculty ratio – Not *student-to-faculty ratio*. The word *to* should be omitted when the phrase or numbers precede the word *ratio*.

time – It's *noon*, not *12 noon*. It's *midnight*, not *12 midnight*. It's *8 p.m.*, not *8:00 p.m.* or *8*

o'clock in the evening. It's *8-9 a.m.* not *8 a.m.* - *9 a.m.*

titles – In sentence/paragraph form, do not capitalize the title of anyone at the college, including the president. Use capitalization only for formal titles used directly before an individual's name.

- Jane Doe, assistant professor of biology, will chair the committee.
- The president issued a statement.
- Vice President Mary Smith
- Chairman John Doe

URLs – No need to include *http://* before a Web address in print. Exception: links in e-mail messages and on actual Web pages, which need this information to work properly.

vice president for – Not *vice-president of*

vision – Not the same as the *mission statement* (see *mission*). Use the official vision statement, which is part of the college's Long Range Plan. Make sure you use the most current vision statement, which was amended in October 2000 and is available on the college Web site.

Web site – It's two words, with "Web" capitalized.

world view – It's two words. Not *worldview*.

worshipping – One p. Not *worshipping*.

years – *1990s* not *1990's*. Use an apostrophe only when shortening a reference to a decade, such as the '90s. Unless, of course, you mean the air temperature was in the 90s throughout the '90s.

2001-02 – Not *2001-2002*.

423-461-8700 – Drop the *1* prefix from phone numbers where the area code is included. Do not enclose the area code in parentheses.

- *423-461-8700* or *800-262-8337*
- Not *1-800-262-8337* or *(423) 461-8700*

ADMINISTRATION OF POLICY

The Public Relations Office is charged with the responsibility of drafting and maintaining the *Publication Policy, Identity Standards and Style Guide*, as well as setting procedures to carry out the policy and meet institutional needs. The Public Relations Office will monitor compliance with the policy, as well as resolve conflicts and answer questions regarding the policy.

Periodically, the Public Relations Office may propose appropriate modifications to the policy, based on changed conditions. In addition, the Public Relations Office will hear requests for waivers from the publications standards, based on criteria governed by and enumerated by the policy.

Enforcement

The *Publication Policy, Identity Standards and Style Guide* will be enforced at the point of purchase. All Purchase Orders must have the approving signature of the Public Relations Office before the area Vice President will sign-off and before the Business Office will issue a purchase order.

Education & Awareness

The Public Relations Office will develop and implement an education program to ensure that all college employees are familiar with and have access to the *Publication Policy, Identity Standards and Style Guide*.

Contact

The official *Publication Policy, Identity Standards and Style Guide* and *Publication Guide* was published in August 2001 and will be updated annually by the Office of Public Relations at Milligan College.

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