This Stylebook is designed to guide the College in the consistent preparation of a variety of print and web applications. The Stylebook is subject to periodic revision and will be maintained and updated on the ACC Intranet.

Responsibility for interpreting and implementing our Stylebook (also referred to as “standards”) rests with the Director of Marketing and Public Information (Director). If you need clarification or assistance, contact Murry Unell, Ext. 5901 or murry.unell@arapahoe.edu.
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ARAPAHOE COMMUNITY COLLEGE
STYLEBOOK

The need for a Stylebook
The College’s goal is to produce marketing material and communications that reflect the pride we take in Arapahoe Community College. The adoption of standards enables us to build brand strength through consistency and quality. Consistency is needed to ensure that public perception of ACC reflects the personality, mission and educational excellence of our College, and to distinguish us from other institutions. Creating, changing or managing perceptions is not easily achieved and only through repetition and familiarity can the ACC brand become well known and help the College grow. If you have questions or would like help in designing or producing publications, contact the Director.

This document contains:
- Graphic and design requirements including the proper use of ACC logos, typefaces and artwork.
- Guidelines for the consistent use of capitalization, punctuation, titles and similar topics.

Waivers and exceptions
The standards set forth in this Stylebook may not fit every possible application. Any user who feels they need a waiver to a standard is encouraged to contact the Director of Marketing. While the intent of the College is to establish norms for graphic and literary consistency, considerations may be given to unusual circumstances.

Approval processes
To maintain consistency and quality, all ACC communications require advance approvals before publication or distribution.
- The Director must review all communications prior to publication or distribution for compliance with our graphic standards.
- The College Web Manager oversees the ACC, UCC and DTC Web sites.
- The College Communications Coordinator (CCC) moist reviews all communications for language and writing style.

Marketing materials
Marketing materials means anything used to promote or represent the College or any of its divisions (departments, programs, extended campuses, etc.) through display or distribution on campus or off. Intended audiences include current or prospective students, campus guests, faculty, staff, donors, the administration and the public.

*Marketing materials includes, but is not be limited to: Brochures, posters, flyers, signs, press releases, newsletters, catalogs, postcards, programs, advertisements, banners, trinkets (pens, mugs, etc.), Web sites, class schedules, catalogs, viewbooks, etc., whether in electronic or hard copy.*
GETTING STARTED

Highlights of the ACC Stylebook
Refer to complete document for details and exceptions.

All marketing materials must be approved by the Director of Marketing in advance of use.

1. Use consistency and quality.
2. Use approved ACC logos without changes or distortion
3. Approved logos and colors are available from Graphics.
4. Use Times New Roman and Arial as primary typefaces.
5. Paragraph style is aligned left.
6. Use photographs, not clip art.
7. Use “associate” degree, not “associate’s degree.”
8. Use a.m./p.m. – not A.M./P.M. or AM/PM.
9. For dates, use: May 1, 2006 or 5.6.06 (NOTE: In latter example use periods, not slash marks or hyphens.). Do not use May 1st, June 2nd, or 12 October 2006. (Exception: 4th of July when referring to the holiday.)
10. Make it a priority to use our logo in the College colors, 
    **PMS 266 purple and PMS 404 gray**.
11. Use e-mail (hyphenated) and Web site (two words).
12. Focus on positive messages that reflect our “student-centered” philosophy.
13. Write in clear, friendly and knowledgeable style.
14. Remember that we are educators and are expected to set a good example in the use of proper style and language.
The backbone of our graphics standards is visual identity
Visual identity includes elements such as logo, colors, typography and imagery. Consistency in the use of these elements is considered essential. Here are most important things required to help enhance the ACC identity:

**ACC Logo**

The single most important element in our communications strategy is the correct and frequent use of our logo. **These are the only approved logos.**

A logo must appear at least once on every communication.

The ACC logo typeface is Fritz Quadrata. That face **CANNOT BE USED** in any way except in the official logo. Do not try to recreate the logo using Fritz Quadrata – the official logo has been customized.

Many people use the words “logo” and “logotype” interchangeably; however, these words refer to separate elements in the ACC visual brand. The **ACC logo** is the triangle with curved accents. The **ACC logotype** is the full name of the College in Fritz Quadrata type in conjunction to the logo (triangle).

The logo and logotype should always be used together, except with explicit approval of the Director.

The logo and logotype can be reversed out of solid black or PMS 266 only. Do not reverse from other colors or from artwork.

**For print use, either logo must be at least 1.25” wide.**

The ACC color logo (centered or stacked) may be used in the drop shadow style. Black or reverse logos may not. Do not put the logo more than once on a page.

If there is more than one logo on a document, use the same logo version (horizontal or stacked).
The following represent examples of incorrect logo uses:

The ACC logo is a trademarked symbol and must always be used in ways deemed acceptable by the College.

The logo cannot have any graphic or typography attached to it.

The elements of the logotype cannot be separated or rearranged in any way.

The logotype cannot be stretched, condensed or positioned on an angle. Do not resize, retype or recreate any part of the logo.

The logotype cannot be used in any colors or color combinations except as sown on the previous page.

Exceptions to the Logo rules
In limited cases, certain applications will warrant limited flexibility. For example:

- In wearables, such as T-shirts and sweatshirts sold in the ACC Bookstore, where color palette and printing quality are inexact.
- Promotional items, such as pens or mugs having different shapes and sizes might require variation.

Advertising
Any ACC advertising must be approved in advance by the Director for compliance with these standards. All advertising must include the college signature (logo and logotype).

Art
In all ACC marketing materials the use of art is highly recommended – to add visual interest, attract attention, telegraph key messages quickly. However, art used must be consistent with our requirement for maintaining a quality image.

Photos such as those available in Microsoft Clip Art are ideal. Cartoon style clip art images, see example, are not to be used.
**Business Cards**
There is one approved design for ACC business cards, with the exception of the UCC campus. The Purchasing Department has the correct styles. Please submit requests for variance to the Director.

**College Seal**
The College seal is used ONLY on Official Documents such as diplomas and Commencement announcements. The President’s Office must authorize use of the seal.

**Graphics (not WordGraphics anymore) — ACC in-house graphics service**
The print quality and results of your publications will be greatly improved if you use the highest quality computer printer and laser paper available to print the master copy that you will use for reproduction. Graphics has quality computer printers and laser paper.

**Mailing Requirements**
There are strict regulations for what can be mailed under ACC’s non-profit status versus bulk-rate or first-class postage rate. You must consult ACC mailroom personnel prior to designing and printing any publications. Our mailroom staff can save you money, headaches and postmaster hassles. In addition, they may have ideas for less expensive ways to mail your materials.

Consult the mailroom for the proper mailing indicia and mailing label to use. (Ext. 5747)

**Paragraph style: Flush Left**

> The public is invited to join with students, alumni, retirees, faculty and staff in celebrating the 40th anniversary of Arapahoe Community College (ACC) at a reception on Thursday, May 11. The ACC 40th Anniversary Reception will be held at The Wildlife Experience, 10035 S. Peoria in Parker. Sponsors of this special event include KWGN Channel 2, Colorado Community Newspapers, Wells Fargo, Centennial Airport, Coventry Development Corporation, R.C. Myles and Terry Nolan.

Justified paragraphs (as shown below) are not approved because they generally create unattractive word spacing.

> The public is invited to join with students, alumni, retirees, faculty and staff in celebrating the 40th anniversary of Arapahoe Community College (ACC) at a reception on Thursday, May 11. The ACC 40th Anniversary Reception will be held at The Wildlife Experience, 10035 S. Peoria in Parker. Sponsors of this special event include KWGN Channel 2, Colorado Community Newspapers, Wells Fargo, Centennial Airport, Coventry Development Corporation, R.C. Myles and Terry Nolan.

**Recycled Paper Logo**
ACC is committed to recycling. Whenever possible use recycled or recyclable paper for official publications. Use this logo to signify use of recycled paper: Logo is available from Graphics.
**Signs**
Departments frequently post signs on a limited basis. The style, type and colors used are controlled by these standards, but room for creativity by the requesting individuals or groups is allowed. Refer to statement above for variances and exemptions.

**Templates (under development)**
Templates are highly useful tools in developing marketing materials. They provide a consistent framework for communications, and make it quicker and easier for those developing the material, especially work-studies. A variety of ACC templates for brochures and posters in Microsoft Publisher will be available to download from the ACC Intranet. To accommodate different design requirements, several approved configurations will be available for creating brochures and posters.

College divisions (e.g. Student Affairs or the Library) are encouraged to develop a unifying look for all communications they produce. The Director will be available to assist.

**Stationary**
The official College letterhead is available for use by all College staff. The Purchasing Director will order stationary that coincides with the approved format.

**Typography**
Times New Roman (serif style) for text and Arial (sans-serif style) for headlines and emphasized information have been selected as the standard fonts for ACC communications. These fonts are available on all College computers. Using them will encourage consistency, and afford flexibility. For example:

<table>
<thead>
<tr>
<th>Times New Roman</th>
<th>Arial</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arapahoe Community College rocks. (Regular)</td>
<td>Arapahoe Community College rocks. (Regular)</td>
</tr>
<tr>
<td>Arapahoe Community College rocks. (Italic)</td>
<td>Arapahoe Community College rocks. (Italic)</td>
</tr>
<tr>
<td>Arapahoe Community College rocks. (Bold)</td>
<td>Arapahoe Community College rocks. (Bold)</td>
</tr>
<tr>
<td>Arapahoe Community College rocks. (Bold italic)</td>
<td>Arapahoe Community College rocks. (Bold italic)</td>
</tr>
<tr>
<td>Arapahoe Community College rocks. (Regular &amp; BI)</td>
<td>Arapahoe Community College rocks. (Regular &amp; BI)</td>
</tr>
</tbody>
</table>

Add emphasis with *italics*, **CAPS**, **bold**, *underlining*, or reverse areas such as in this example. Be judicious in the use of these techniques at the same time.

The minimum point size for text is **10**, however, footnotes, legal notices or disclaimers may appear in 9 point.

This font, **Arial Black**, is permitted in **limited use** as a headline or for feature words. The Director of Marketing will interpret “limited use” if necessary.

Limited variance from the typography standards will be permitted for promoting posters for a theatre performance, for example, where the title of the show itself is a piece of art.
**Accent fonts**
Creative flexibility will be extended to the controlled use of accent fonts. Examples of where accent fonts can be used are posters or flyers for events like Casino Night or concerts. The majority of posters and flyers currently produced would not require anything other than our standard fonts, Times New Roman and Arial. Any accent font chosen must be legible (ADA requirements will be applied) and used for headline and featured words only.

Standard folded brochures, Class Schedules and the Catalog will use Times New Roman and Arial family of typefaces. Exceptions must have the express advance approval of the Director.

The following types of WordArt treatment **cannot be used.**

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**Web site**
The Web Manager will maintain all sites in compliance with approved content and graphic standards. Contact the Web Manager, Ext. 5099, for assistance with any Web site concerns.

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**WRITING STANDARDS**

**Style Sources**
The College has selected the *Associated Press Stylebook and Briefing on Media Law (AP Stylebook)* and *The American Heritage Dictionary* (http://www.bartleby.com/61/) as our guides. The AP Stylebook is available to borrow from the Director. The AP Stylebook is used by the media for providing coverage of sports, news, business, entertainment, politics and other topics to 15,000 news outlets worldwide. It is distributed by satellite and the Internet to more than 120 nations.

We chose the AP Stylebook over the American Psychological Association (APA) Publications Manual or the Modern Language Association (MLA) format because the APA and MLA are primarily used for academic writing such as manuscripts, research papers, tables, citation of references and the presentation of statistics.

To maintain quality and consistency in all publications, materials produced anywhere within the College should be well written, appealing, and grammatically correct. Please remember to proof your copy for correct spelling, punctuation and grammar; accurate details; and avoidance of any form of discriminatory language, including gender stereotyping.

Although we would like to make firm rules, there are always exceptions, and we have included only a few frequently used rules in this document. When in doubt, consult one of the references or call 303.797.5901.

**Academic Degrees/ Certificates**
Capitalize the name of academic degrees (Note: the word degree is not capitalized):

> Jim has an Associate of Arts degree. At ACC, associate degrees are available online.
NOTE: ACC uses “associate” degree, not “associate’s degree.” (Per AP Stylebook)

Use abbreviations (A.A., A.A.S., B.A., M.A., and Ed.D., Ph.D.) only after a full name:
   The new Dean is Steven Smith, Ph.D. Send the document to David Clark, Ed.D.
There are periods but no spaces between the letters.

Capitalize vocational certificate program areas, but not the word certificate.
   Jim has an Advertising Media certificate.

Use an apostrophe in bachelor’s degree, a master’s, etc. There is no possessive in this usage: Bachelor of Arts or Master of Science, etc.

**Academic Titles**
Capitalize the title when it is part of an address:
   Mary Alexander, Dean of Humanities
   123 South Littleton Blvd.
   Littleton, CO 80120

Capitalize and spell out a formal title following a name:
   Peggy Vigil, Math Instructor, spoke at the seminar.

Capitalize when the title substitutes for an individual’s complete name.
   The President invited questions from faculty members.

Professor. Never abbreviate. Lowercase before a name.

Spell out but do not capitalize titles when they follow a name in sentence form:
   Jenny Jones, chair of the History Department, loves Colorado. Mary Alexander, council member, will chair the meeting.

**NOTE:** All publications listing faculty members MUST include academic credentials.

**Accreditation**
The correct statement of the college’s affiliation status with the North Central Association is:

   Arapahoe Community College is accredited by The Higher Learning Commission of the North Central Association of Colleges and Schools.

The adjacent logo may be used in lieu of the above statement. The logo is available to download on the Intranet site. It is available from Graphics, Ext. 5747.

Several programs of the College also hold program accreditation by specialized accrediting agencies. References to program accreditation or program approved by an outside agency should be made exactly in accordance with the individual accrediting body’s statement of accreditation.

In accordance with new regulations of accrediting agencies of the U.S. Department of Education, all official ACC publications such as catalogs and course schedules that refer to ACC’s North Central accreditation should also include the Association’s mailing address and telephone number.
Accuracy
Check facts, figures, dates, times, spelling, punctuation and grammar very carefully.

Spell or grammar checks do not replace proofing. Have someone other than the author(s) proof all copy.

a.m. and p.m.
Use lower-case with periods: a.m., p.m. Do not use all caps: A.M., P.M. or AM, PM.

NOTE: There is a space between the last digit in the time and “a.m.” or “p.m.” Example: 7:30 a.m.

Exception: In certain uses, such as on posters, it is acceptable to omit minutes if the times are on the hour. 

Pool Tournament, April 12, 2-4 p.m.

12 p.m. or Noon? Noon is correct rather than “12 p.m.” and midnight instead of 12 a.m.

Ampersand (&)
Use the ampersand only when it is part of a company’s formal name: Baltimore & Ohio Railroad. The ampersand should not otherwise be used in place of and. Example: Art and Design Center.

Campus location names
Spell out the first reference to Arapahoe Community College. Subsequent references may be either ACC or the College. Before you use ACC, the first reference should include the abbreviation in parenthesis:

Arapahoe Community College (ACC) was founded in 1964.

Capitalize names of campus locations.
Arapahoe Community College Main Campus
Arapahoe Community College DTC Campus (NOT ACC@DTC)
University Center at Chaparral (or UCC)

Capitalize building names:
Annex
Art and Design Center
Church Street Building
Main Building
North Building
South Building

Cashier’s Office, not Cashier’s Window

Rooms
Capitalize the name of a room when it is part of a formal name:
We reserved Half Moon for a special event.

Capitalize room when it is followed by a number and/or letter:
The class meets in Room A1600.
Capitalize a building letter when it precedes a room number: A2000.
Do not join the building letter and a room number with a hyphen: A-2065.

**College Mailing Addresses**
Main campus:
- Arapahoe Community College
  5900 S. Santa Fe Drive
  P.O. Box 9002
  Littleton, CO 80160-9002

  University Center at Chaparral
  15653 Brookstone Drive
  Parker, CO 80134

DTC campus:
- Arapahoe Community College
  DTC Campus
  5660 Greenwood Plaza Blvd.
  Triad North Building, Suite 111
  Greenwood Village, CO 80111

**College Advisory Council**
The official name of the group of individuals that advises the President is College Advisory Council.

**College Facts**
Current information about ACC (such as enrollment figures and transfer statistics) is available from the Institutional Research Department, Ext. 5870.

**College Publications**
Capitalize and italicize names of official College publications:
- Schedule of Classes
- Catalog (not Catalogue)
- Progenitor
- Student Handbook
- Viewbook

**Colorado Community College System**
The name of the administrative organization under the direction of the State Board for Community Colleges is Colorado Community College System. Spell out the name in the first reference and abbreviate it thereafter (CCCS).

**Counties**
Capitalize county when used to denote a specific governmental unit:
- Arapahoe County, Douglas County.

NOTE: Do not capitalize “county” when used to form a plural reference:
- Arapahoe and Douglas counties will host the event.

**Course/Class**
Course refers to a topic or subject (e.g., English 121 is a course).
Class refers to a particular section of a course. Each section of a course is a class, e.g., ENG 121 L1 is a class).

**Course Names**
Capitalize the name of a specific course:
Do not capitalize subject matter, unless it is a language or is derived from the name of a country:

*ACC offers a variety of topic areas including: math, history and English.*

**Dates**

*Use only these formats: May 1, 2006 or 5.6.06. (NOTE: In the latter example use periods, not slash marks or hyphens.)

Do not use May 1st, June 2nd, or 12 October 2006. (Exception: 4th of July is acceptable when referring to the Independence Day holiday.)

**Events:** When giving the date(s) for an event, it IS NOT necessary to include the YEAR.

**Days of the Week**

Capitalize and spell out days of the week, except when used in a tabular format.

**Disability Statements**

See “Equal Opportunity Statements”

**Dollars and Cents**

Use a dollar sign for dollar amounts in running text. If there are no cents, do not use zeros (see exceptions):

*Frank's books cost $52.75. Nancy received $52 toward her books.*

Use the word *cents* for amounts less than $1 (see exceptions):

*Snacks from the vending machine cost 60 cents.*

Use commas to separate the places in numerals with at least four digits; use a period to separate the cents.

*He spent $1,500.88.*

**Exceptions:** Use a dollar sign for all amounts if at least one item in the series is at least $1:

*We paid $.75 for the pencil but $9.50 for the pen.*

Use zeros with dollar amounts if at least one item in the series includes cents:

*We paid $9.50 for the pen but only $3.00 for the holder.*

In tables, use a dollar sign for all items if any item is at least $1, and include zeros with whole-dollar amounts if any items have cents.

\$ 3.00
\$ .60
\$11.47

**Equal Opportunity Statements**

The College is an equal-opportunity employer. You must include the correct EOE statement as listed below.

**Special Events:** An event happening on campus or sponsored by a campus group needs to have an access statement. *“For accommodations, please contact (department/group) at (phone number) at least three business days prior to the event.”*

It is desired to use the following symbols, space permitting:

![EEO](https://example.com/eoe.png)

**Ads, posters, postcards or any publications with little copy, always include “EOE”**

**Brochures, flyers:** *“Alternate formats of this document are available upon request.”*
Schedules, catalogs, annual reports, and multi-page, contract-type documents:
Arapahoe Community College is an equal opportunity/affirmative action employer. The College operates under an Affirmative Action Plan which ensures equal opportunity for all students, faculty and staff.

Arapahoe Community College does not discriminate on the basis of race, sex/gender, religion, age, national origin, veteran status, sexual orientation, or physical and mental disability in the admission or access to, or treatment or employment in, its educational programs or activities.

Inquiries may be referred to the Director of Human Resources, Arapahoe Community College, 5900 South Santa Fe Drive, Littleton, Colorado 80160-9002 or at 303-797-5720. Inquiries can also be addressed to the Vice President for Legal affairs and Vocational Education Administration for the Colorado Community College System, 9101 E. Lowry Blvd., Denver Colorado 80230-6001, telephone 303-595-1549; or to the Office of Civil Rights, U.S. Department of Education.

Forms
Do not capitalize the names of forms:
The admissions application should be filled out. The Mortuary Science application is here.

News Releases
All news releases must go through the College Communications Coordinator (CCC), who is available to help determine news worthiness and offer advice on the best way to get your story published. (Ext. 5709)

The key to gaining media attention is news worthiness. Before writing a release, ask yourself if your story idea includes a “first,” a “one and only,” a trend or a profound statistic. Does your idea have a unique human-interest angle? Ask yourself what benefit your story idea offers for the media’s readers. In other words, do you have a concept that will grab a reporter or reader’s attention?

Submit calendar items to the CCC four to six weeks prior to a special event. ALWAYS include contact name and phone number.

Numerals
Generally spell out numbers under ten and short numbers, e.g., one, ten, fifty.
Exceptions: Act 1, Scene 2, a 5-year-old girl, a 5-4 decision, 6-feet tall, 4 percent, etc.

In a series, apply the appropriate guidelines.
We sold five hats and eight T-shirts. We sold five hats, eight T-shirts and 15 sweatshirts.

Exception: Spell out numerals that begin a sentence unless it is a year:
One thousand people ran in the race. 1995 was a great year.

Spell out the shorter of two unrelated numbers in a sequence:
We sold seventy 25-page manuals. Sam Jones gave each employee two 3-credit-hour gift certificates.

Generally use numerals for numbers in running text in technical writing.

Plural forms: Numbers like 3s get the s but no apostrophe. The same rule applies to decades: The 1980s.)
Offices/Departments/Programs
Capitalize the names of offices, departments and programs.

Library cards are available in the Student Activities Office. Get a book about the Internet in the Library.

Capitalize names of academic departments and divisions:

The History Department is hosting a special event. The Business Division has several computer classrooms.

Capitalize names of academic programs:

The Pharmacy Technician Program is taught by instructor Wanda Smith.

Page Numbers
Print a page number on each page. Remember what happens if you drop a stack of unnumbered pages! Use figures: 1, 16, 44, etc.

Punctuation

Commas
Use commas to separate elements in a series, but do not put a comma before the conjunction in a simple series:

The marbles were orange, green and yellow. He would nominate Tom, Dick or Harry.

Exception: Put a comma before the concluding conjunction in a series, however, if an integral element of the series requires a conjunction:

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

Exception: Use semicolons to separate all the elements in a series if at least one of the elements contains commas:

Three members of the faculty attended the meeting: Tom Jones, chair of the History Department; Elizabeth Bennett; and Louis Pascal.

Hyphens
Hyphenate words when they are used as compound adjectives (adjectives that answer questions such as “what kind?”). Examples:

child-care center (Do not hyphenate “Do you need help with child care?”)
college-credit course (Do not hyphenate “Do you take this course for college credit?”)
credit-hour (Do not hyphenate “Do you know what a credit hour is?”)
degree-seeking student
e-mail
in-state student, out-of-state student
non-credit student
non-degree seeking student
non-transfer student
on-campus course, off-campus student
part-time or, full-time student (Do not hyphenate “He teaches part time.”)
post-secondary institution
school-to-work program
two-year or four-year college
work-study program

Rule for hyphenating prefixes: Except for coordinate and cooperate, use a hyphen if the prefix ends in a vowel and the root begins with the same vowel: Pre-exist, pre-engineered. If the root that follows does not begin with the same vowel, do not use a hyphen: Prenatal, prearrange, prehistoric.

Exception: Always hyphenate when forming new words that have the prefix self, ex, all, and half: Self-imposed, ex-representative, all-purpose, half-baked.

Period-Space-Space
Use one space, not two, after all punctuation, including periods, question marks, exclamation points and colons. Putting two spaces after these marks of punctuation is a convention that evolved from the use of typewriters and is no longer necessary. Most of the fonts in today's word processing software programs are proportional and do not require an additional space after end punctuation or colons.

Quotation Marks
Commas and periods always go inside quotation marks.

George Washington told a reporter, “I cannot tell a lie.”
Semicolons, colons, question marks and dashes go within the quotation marks when they apply to the quoted matter only. They go outside when they apply to the whole sentence.

“Are you going to the bookstore now?” the man asked.
“Will you be in class on Thursday?”

Seasons
Use lowercase for the names of seasons unless they are part of a title:

In the spring, we will publish our Summer Class Schedule.
Capitalize terms and semesters:
The Fall Term was great. Summer Semester enrollment starts April 24.

State Board for Community Colleges
The official name of the governing board for ACC and the other community colleges, which are part of the Community Colleges of Colorado system, is:

State Board for Community Colleges and Occupational Education
Spell out the name in the first reference and abbreviate it thereafter (SBCCOE).
Do not refer to SBCCOE as the “state board.”
See also Colorado Community College System.

Telephone numbers
Use this format: 303.555.1234. (NOTE: Use periods, not hyphens as separators, and do not use parenthesis to enclose the area code.

Titles
Capitalize and spell out any title that precedes the name:

President John Brown conducted the meeting.

Spell out but do not capitalize a title that follows a name:

Janice Smith, president, conducted the meeting.

Capitalize when the title substitutes for an individual’s complete name:

President Williams introduced new faculty and staff.

Lowercase and spell out titles when they are not used with an individual’s name:

The senator raised his hand.
Web site

The ACC Stylebook is a work in progress. It may be amended and updated periodically to make it better serve the College’s needs. Send suggestions for improving this document to murry.unell@arapahoe.edu.

Desktop Publishing Tips

**New Communications:** *Before any ACC communications are produced in any manner, they require approval from the Director of Marketing and Public Information. Production help is available from ACC Graphics, Ext. 5754.*

1. Who will do the production – and are they familiar with the software to use?
2. Include at least one of the two official ACC logos.
3. Include an affirmative action statement or EOE. (Contact Student Affairs)
4. How many copies will you need?
5. How will this product be distributed—in a rack, on a counter, in the mail, a job fair?
6. Will a brochure be a self-mailer or go in an envelope? (The latter is more personal and preferred)
7. Have you checked with Graphics on mailing requirements and costs?
8. Do you need to use the formal bidding process or will this be printed in-house?
9. What’s your deadline?
10. Is your deadline realistic based on the timing of your event?
11. Will document be created in Word? Publisher? PowerPoint? Other?
12. Will you include photos? Where will you get them? MAKE SURE THEY ARE GOOD QUALITY!
13. Will document be in color or black-and-white? (Color is preferred)
14. Do you have sufficient budget to produce a quality piece?
15. Do you have a clear concept of what the communication is intended to accomplish?
16. Who is your audience?
17. What do you want your audience to do? Buy tickets? Call for information? Sign up for a course? State it clearly!
18. If the audience is to request additional information, include phone number, e-mail address or web site.
19. If you are “selling” something (such as a new course), give the benefits.
20. Who is responsible for proofing?