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BRAND  BOOK

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STYLE AND SIGNATURE GUIDE

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A **brand** is more than a logo, a color combination or a slogan. It's about **reputation.**

## Our Brand

Santa Fe College's brand is a promise to our students and community. It tells them what they can expect from our services, and it differentiates our offerings from that of other colleges. The SF brand is derived from who we are, who we want to be and who people perceive us to be.

Things that make our brand unique are SF's open access, innovation and our service philosophy — we honor learning and put students first. All of these things make us who we are. **We are Santa Fe College. We are SF.**

We're all responsible for promoting the college and upholding our reputation and our brand, whether you're developing publications and websites, posting to social media or just talking with others about SF. We can make our college a better place by being consistent in what we say, what we do, and the publications we design.

"A brand...is like a reputation for a person. You earn reputation by trying to do hard things well."  
– Jeff Bezos, amazon.com CEO

"Good words are worth so much, and cost so little."  
- 17th century poet  
George Herbert

## Our Story

An important part of branding is sharing our story. When you share the SF story in writing — whether on our website or your department's Facebook page, in a letter to students, through a press release, or some other form — it is important that you uphold our brand.

Good words are not hard to find. Good words can tell the SF story using only a few letters. Keep the following words in mind when writing about SF.

ARTS  
WELCOMING  
CONFIDENCE  
ADVANTAGE GLOBAL  
INSPIRE LEADERSHIP  
COMMUNITY  
POTENTIAL DIVERSITY  
FUN PROMISE OPPORTUNITY  
INITIATIVE TRADITION  
ACCESSIBLE  
SOLUTIONS  
PROGRESS LOCAL SUSTAINABILITY  
INNOVATION

Remember, we are known as “Santa Fe College,” or “SF,” never “Santa Fe.”

# SANTA FE

College  
Crossings  
Ford  
River  
High School  
Hyundai  
New Mexico

When writing about SF, make the wording bright, clear and brief. Avoid institutional or educational language and acronyms; instead, be conversational. Know your audience and speak to that audience in simple words. Include images to illustrate the message when appropriate.

All Santa Fe College communications should follow Associated Press style. There are also some things unique to our brand alone that we call SF style. Maintaining SF style in all your communications is an important part of the college’s branding.

“I know nothing in the world with so much power as a word.”  
– Emily Dickenson

Remember, SF is student centered and committed to civil rights, diversity and equal opportunity. Where applicable, include the appropriate statements regarding these policies.

And most importantly, please remember that we are known as “Santa Fe College,” or “SF,” never “Santa Fe.” This defines our brand as a college and sets us apart from the lake, river, model of car, high school, city in another state ...

See **Appendix A** for the complete SF style guide.

## Handling the Media

Our brand is best represented by the faces of SF, rather than some anonymous “spokesperson” from the communications office. And, as the subject matter expert in your area, you know far more about your program or event than we do.

If you are contacted by the media for an interview, it is important that you let the director of communications know. Include the name of the media outlet, the subject matter of the story, and when the interview will take place.

**Don’t panic.** You can always ask the interviewer for a list of questions ahead of time. Don’t let them put you on the spot or catch you off guard. If you need support from CCS, don’t hesitate to call.

>> [communications@sfcollege.edu](mailto:communications@sfcollege.edu)  
>> 352-395-5235

# OUR VISUAL LANGUAGE

The following core elements — signature, typography, color palette and photographic style — embody the SF brand. As with our writing style, it is important to maintain consistency in our visual language as well.



# Signature

The official Santa Fe College logo, which we call our signature, helps the SF brand get recognized far and wide. It is often the first impression SF makes on prospective students and the community.

The signature is comprised of the SF monogram and the words Santa Fe College. These two elements identify the college graphically and appear on all college-authorized communications. The consistent presence of SF's signature creates a family of publications that clearly reinforce the college's brand.

Who can use the SF signature without prior approval from Communications & Creative Services?

- SF District Board of Trustees, departments and units.
- SF faculty, staff and Student Government for official college-related business.

Anyone else must secure permission in writing from Communications & Creative Services prior to using the signature — this includes, but is not limited to, student clubs and organizations registered with Student Life.

If you plan to use the signature for your college-related communications, please adhere to the complete signature guide in **Appendix B**. Note, the college seal is not available for use without the express permission of the President's Office.

Vertical Signature



Horizontal Signature



See **Appendix B** for the complete signature guide.

## Why the Peacock?

There's a good chance you've seen the Teaching Zoo's peacocks strutting about the grounds of SF's Northwest Campus. You can't possibly miss these elegant birds, which makes them a natural part of the iconography of the SF brand.



“It is the designer/  
typographer’s task to  
match form with  
content; to create an  
authoritative document.”  
– Nick Shinn,  
typeface designer

## Typography (A.K.A. Fonts)

Communications are most effective when the words are consistent in content and in appearance. The following typefaces were carefully chosen to reflect our brand.

In simple words, these fonts were chosen because they are readable and look good. On their own, there’s nothing extravagant about them, but with good images and well-thought-out text, they look neat, clean and professional.

When selecting fonts, you should limit yourself to two fonts per document. Too many different fonts can make a document disorganized and difficult to read. Bickham Script and Ostrich Bold should never be used for body text.

If you would like a zip file of SF’s approved fonts, contact the Communications & Creative Services department.

See **Our Brand In Action** for typography examples.

Helvetica Neue 57 Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$\$%^&\*()

Helvetica Neue 65 LT Std Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$\$%^&\*()

Museo 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz  
0123456789 !@#\$\$%^&\*()

Ostrich Sans Inline

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 !@#\$\$%^&\*()

Bickham Script

*ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 !@#\$\$%^&\*()*



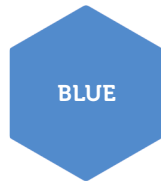
# Color Palette

Color is a crucial component of our visual communications. The color palette we have chosen represents energy, confidence and originality — all an important part of our brand. The color palette is your guide to complement the official colors and enhance our brand.

The official SF colors are Pantone 654 (dark teal blue in Microsoft™ programs) and white. Although blue and white are the college's official colors, communication products can be designed in any color appropriate for the concept. It's best to find a strong combination of three or four colors, and use that scheme consistently and creatively. We only have one warning: don't use blue and orange together. You know why.



PMS 654  
C100 M73 Y10 K48  
R0 G61 B121  
#003366



PMS 660  
C84 M48 Y0 K0  
R100 G138 B204  
#1578C1



White  
C0 M0 Y0 K0  
R255 G255 B255  
#FFFFFF



PMS 7548  
C4 M27 Y92 K0  
R255 G199 B0  
#F4BB33



PMS 429  
C3 M2 Y0 K32  
R204 G204 B204  
#CCCCCC



PMS 446  
C61 M49 Y51 K19  
R99 G105 B105  
#444444

"I found I could say things with color and shapes that I couldn't say any other way - things I had no words for."  
– Georgia O'Keeffe, artist



## Photographic Style

Photography is a key element in communicating SF's brand. Our photographic style is forward thinking. We do not rely on the outdated "formula" of three students of different ethnicities posing next to a tree (A.K.A. "three and a tree"). The images we shoot and use in our publications are simple, direct, and often candid.

Our photographic style is student centered. Showcasing our students is an important part of our brand. Posed photo shoots are sometimes necessary to create a specific look that best exemplifies our brand, but we never alter photos electronically other than to correct color or contrast. Integrity is important in our photos. It is important to our brand.

To source images for your publication, visit our photo bank at [portfolio.sfcollege.edu/photo](http://portfolio.sfcollege.edu/photo). Can't find anything you like? Fill out

an online photo request and Communications & Creative Services may be able to schedule a photo shoot if you plan far enough in advance.

If you already have photos you would like to use, Communications & Creative Services must approve them and the photos should meet the following resolution guidelines: **Images used for print must be 300 dpi (dots per inch) or higher; images used on the Web can be as low as 72 dpi.** This means an image you pull from a website cannot be used in your print publication, unfortunately.

*"The art of photography is all about directing the attention of the viewer." – Steven Pinker, author*

If you provide your own photos, please be sure to get a photo release signed by the subjects to protect the college from potential legal claims regarding photographs and videos. You do not need a release if the picture is taken in a public area like a breezeway or during an event.



# OUR BRAND IN ACTION

"I strive for two things in design: simplicity and clarity. Great design is born of those two things."

– Lindon Leader, graphic designer

## Working with Outside Designers

It is your responsibility as a Santa Fe College representative to maintain SF's look and feel. When you work with printers, graphic designers, merchandisers, photographers and Web designers, make sure the standards are applied to materials being produced for a cohesive look.

# Postcard Front

(scaled image)

title of the event (one font used)

300 dpi image

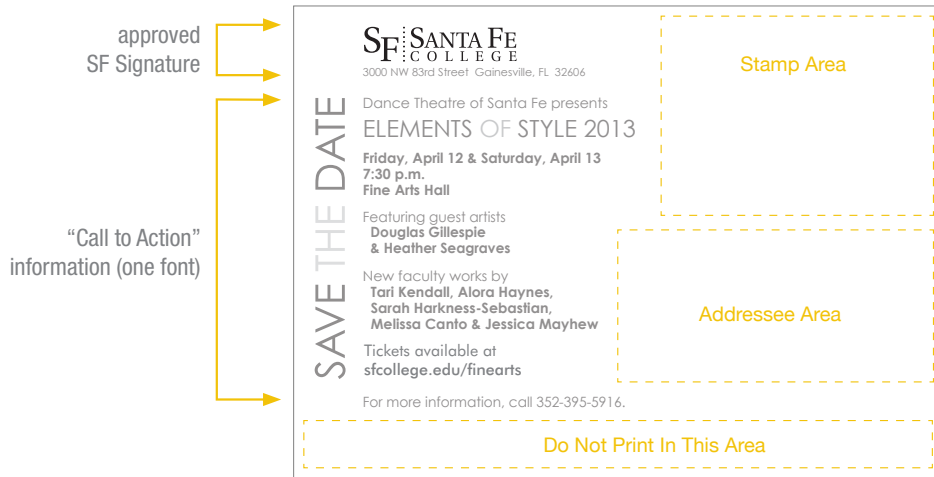


approved SF Signature

This design is based on the standard 4.25" x 6" postcard size. Larger sizes will require letter postage or more.

# Postcard Back

(scaled image)



## Why Can't the Postcard be Delivered?

The post office has rules for the design of mail pieces to make delivery as smooth as possible. Check with the mailroom to see if your design is compliant to the latest United States Post Office's rules and regulations.

### When to get the Word Out

Two to three weeks before an event is the “window” to have media printed and posted. More time than that means your event will be forgotten; a week or less out means few people will be there. **So plan ahead**, and have publicity among the first things to think about for your event.

### Where’s Our Event in the Newspaper?

The newsroom editor is the gatekeeper and his or her goal is to serve the public’s right to know. Decisions to cover stories are based on newsworthiness and are the sole discretion of the newspaper editor.

### Embrace the White Space

White space is the empty area of a printed page. Do not fear it. You might feel like you have to fill every inch of a page with images and text. DON’T DO IT. Embrace white space. It’s restful on the eyes and when done right, directs the eyes to where they need to go on a page.

## Flier/Poster (scaled image) Template is available from CCS

**GUEST LECTURE SERIES**

**HOW TO COMPETE WITH A BILLION PEOPLE: Report from a Provincial Classroom in India**

**Dr. Amitava Kumar,**  
*Award-winning author, journalist, and professor of English at Vassar College*

This lecture will touch on the wide-ranging issues facing India's students in small, underprivileged towns. Dr. Kumar will also read from his forthcoming book, *A Matter of Rats: A Short Biography of Patna*, to be published by Duke University Press in March, 2014.

**Oct. 14, 7-8:30 p.m.**

**The Santa Fe College Fine Arts Hall**  
*Admission is free*

**SFC SANTA FE COLLEGE**  
Title VIA

To learn more about how SF College is "Opening Doors to Asia" please visit: [www.sfcollge.edu/international](http://www.sfcollge.edu/international)

300 dpi image

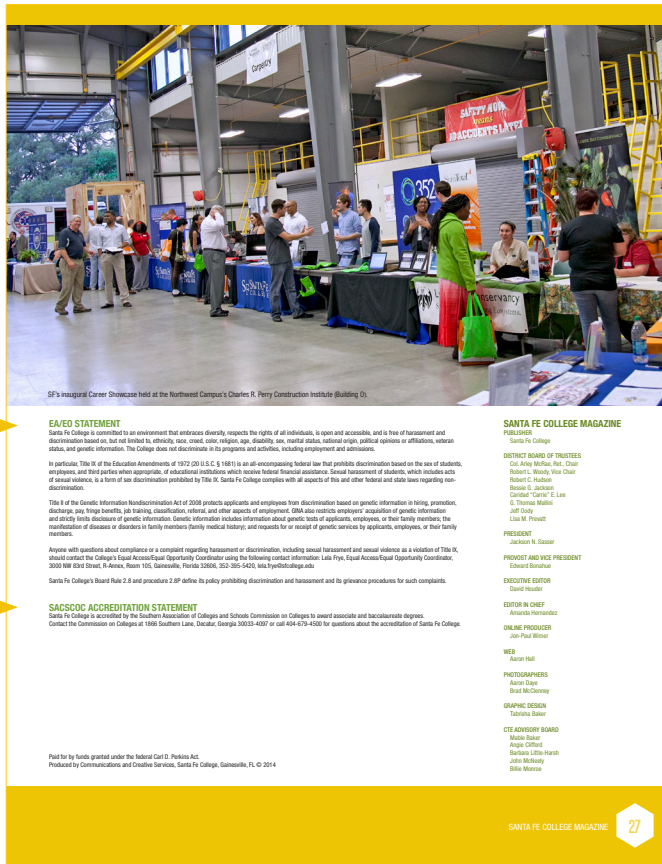
300 dpi stock image

information that's to the point

approved SF Signature

This flier has two fonts: Helvetica Neue LT Std and Ostrich Sans Inline.

# Legal Statements (scaled image)



EA/EO

SACSCOC

**EA/EO STATEMENT**  
 Santa Fe College is committed to an environment that embraces diversity, respects the rights of all individuals, is open and accessible, and is free of harassment and discrimination based on, but not limited to, ethnicity, race, creed, color, religion, age, disability, sex, marital status, national origin, political opinions or affiliations, veteran status, and genetic information. The College does not discriminate in its programs and activities, including employment and admissions.  
 In particular, Title IX of the Education Amendments of 1972 (20 U.S.C. § 1681) is an all-encompassing federal law that prohibits discrimination based on the sex of students, employees, and third parties when appropriate, of educational institutions which receive federal financial assistance. Sexual harassment of students, which includes acts of sexual violence, is a form of sex discrimination prohibited by Title IX. Santa Fe College complies with all aspects of this and other federal and state laws regarding non-discrimination.  
 Title of the Genetic Information Nondiscrimination Act of 2008 protects applicants and employees from discrimination based on genetic information in hiring, promotion, discharge, pay, fringe benefits, job training, classification, referral, and other aspects of employment. DNA also restricts employers' acquisition of genetic information and strictly prohibits disclosure of genetic information. Genetic information includes information about genetic test of applicants, employees, or their family members; the manifestation of diseases or disorders in family members (family medical history), and requests for or receipt of genetic services by applicants, employees, or their family members.  
 Anyone with questions about compliance or a complaint regarding harassment or discrimination, including sexual harassment and sexual violence as a violation of Title IX, should contact the College's Equal Access/Equal Opportunity Coordinator using the following contact information: Lita Flynn, Equal Access/Equal Opportunity Coordinator, 2000 NW 68th Street, Ft. Pierce, FL 34946, Phone: 352-365-2420, lita.flynn@sfcollege.edu.  
 Santa Fe College's Board Rule 2.8 and procedure 2.8P define its policy prohibiting discrimination and harassment and its grievance procedures for such complaints.

**SACSCOC ACCREDITATION STATEMENT**  
 Santa Fe College is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award associate and baccalaureate degrees. Contact the Commission on Colleges at 1886 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of Santa Fe College.

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**SANTA FE COLLEGE MAGAZINE**

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## EA/EO Statement

The Equal Access/Equal Opportunity statement affirms that SF does not discriminate, and provides an avenue to report an offense for anyone who feels they may have been discriminated against. The EA/EO statement is available online at [sfcollege.edu/eaao](http://sfcollege.edu/eaao).

The EA/EO statement should be included on documents that form a formal relationship or contract, and on materials that might be the college's first contact with an external audience. It does not need to be included on materials that are part of a package where other documents already display the EA/EO statement. It also does not need to be added to your Web page, as the statement at [www.sfcollege.edu](http://www.sfcollege.edu) covers that.

## SACSCOC Statement

SF's accreditation statement from the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) must be included on publications used to recruit or inform students, other than temporary-use publications such as posters and fliers.

## Appendix A



# STYLE GUIDE

The purpose of having a selected style is simply to maintain consistency across all communications.

The SF Style Guide includes some of the most frequently used or troublesome items for writers and editors, and will assist you in adhering to our brand standards.

SF style is based primarily on AP style and Webster's New World Dictionary, but you'll find some things are unique to our brand and won't be found in any style book other than this one.

When in doubt, always use AP style. If you do a lot of writing for the college, we suggest you purchase an AP Stylebook and keep it handy. If you're still at a loss (for words?), contact Communications & Creative Services at 352-395-5235.



# A

## a, an

Use a before words and acronyms that start with consonant sounds. Use an before words and acronyms that start with vowel sounds.

*Applicants must fill out an SF application.*

## academic adviser

Lowercase.

## academic degrees

Use an apostrophe in bachelor's and master's, but no apostrophe in associate or doctorate. Capitalize, without an apostrophe when referring to a specific degree such as, Bachelor of Science in nursing or an Associate of Arts. Lowercase when standing alone such as, an associate degree. Abbreviate with periods and no spaces for all degrees including: A.A., A.S., B.A.S., B.S., Ph.D., B.F.A., M.F.A. and M.B.A..

## accredit, accredited, accreditation

Recognition that an educational institution maintains specific standards. Avoid saying fully accredited since partial accreditation is not possible.

## adviser

Preferred spelling, though advisor is also correct.

## administration

Lowercase and spelled out (not admin) when not part of a proper name.

## alumnus

An alumnus (alumni in the plural) is a man who has attended SF. An alumna (alumnae in the plural) is a woman who attended SF. Alumni references men and women collectively. If uncertain of the correct term, just refer to the person as a graduate.

## ampersand (&)

Do not use in place of the word and. The ampersand is only acceptable as part of a proper name or a heading. *Proctor & Gamble; Communications & Creative Services.*

## Andrews Center

SF's educational center located in Starke, Florida.

## annual

An event cannot be described as annual until it has been held in at least two successive years. Do not use the term first annual, use inaugural instead.

## artwork

One word.

## assistant/associate, vice president, director

Lowercase in most cases. Capitalize only when preceding a person's name. Do not abbreviate.

*She is an associate vice president. Associate Vice President Jane Doe spoke to the faculty.*

## associate

When used to refer to the degree never use a possessive form. Lowercase when standing alone.

## Associate of Applied Science

Abbreviate A.A.S. with periods after the letters. Capitalize Associate of Applied Science when spelled out. Note that science is singular, not plural.

## Associate of Arts

Abbreviate A.A. with periods after the letters. Capitalize Associate of Arts when spelled out.

## Associate of Science

Abbreviate A.S. with periods after the letters. Capitalize Associate of Science when spelled out. Note that science is singular, not plural.

## B

### **baccalaureate**

Due to multiple definitions, this term should be avoided so as not to confuse the reader. When referring to the degree, use bachelor's degree.

### **Bachelor of Applied Science**

Abbreviate B.A.S. with periods after the letters. Capitalize Bachelor of Applied Science when spelled out. Note that science is singular, not plural.

### **Bachelor of Science**

Abbreviate B.S. with periods after the letters. Capitalize Bachelor of Science when spelled out. Note that science is singular, not plural.

### **bachelor's degree**

Use an apostrophe and the word degree or program when referring to degrees in general. Avoid using bachelor's alone in a sentence. Always follow with degree when not part of a direct quote.

### **Blount Center**

SF's educational center located in downtown Gainesville. Refer to only by its proper name, Blount Center, not downtown center.

### **buildings**

Always capitalize the names of buildings, such as the Fine Arts Hall, and use full name on first reference. When referring to SF buildings by letter, the letter comes last, as in *Building P*.

## C

### **campus**

The only SF location referred to as a campus is the Northwest Campus. All other locations are centers.

### **capitalization**

Do not capitalize words to emphasize their importance. Terms and seasons (spring, summer, winter and fall) are not capitalized. Names of languages are capitalized in all use. Refer to the AP Stylebook for specific instances not addressed here.

### **catalog**

Preferred spelling, though catalogue is also correct.

### **cellphone**

One word.

### **chair**

Not chairman, chairwoman or chairperson.

### **college centers**

Andrews Center, Blount Center, Davis Center, Kirkpatrick Center, Open Campus, Perry Center for Emerging Technologies, Watson Center.

### **comma**

Use a comma after each item in a series, but not after a conjunction (and, or) such as: *The building is large, modern and beautiful*. But use a comma before the final conjunction in a series if necessary to avoid confusion such as: *I had orange juice, toast, and green eggs and ham for breakfast*.

### **composition titles**

Place magazine book titles in italics. Use quotation marks around magazine and newspaper articles, visual art, movie titles, play titles, song titles and titles of lectures and speeches. Do not use quotation marks or italicize event titles.

### **course number**

No space after the letters, and the letters are capitalized, as in ENC1101 or ENC1102.

### **course work**

Two words.

**courtesy titles (Mr., Ms., Mrs., etc.)**

Do not use courtesy titles. Refer to both men and women by first and last name on first reference, and by last name only thereafter.

**D****dash**

Equivalent of two hyphens. Use to denote an abrupt change in thought or an emphatic pause. On Mac, type Shift-Option-Hyphen. On PC, type two hyphens.

**dates**

Use Arabic figures without st, nd, rd or th.

**Davis Center**

SF's educational center located in Archer, Florida.

**days**

Day names should never be abbreviated unless used in tabular form. Use M-T-W-H-F-S-U for class schedules when necessary.

**department, division or center**

Capitalize as part of formal names. Lowercase when used alone to refer to a particular department.

**email, emailed and emailing**

Lowercase, no hyphen.

**E****email addresses**

Do not capitalize, italicize or underline. When an email address falls at the end of a sentence, follow it with a period.

**emeritus**

Honorary title of someone retired from an office or position.

**eSantaFe**

Use a lowercase e.

**everyday vs. every day**

Everyday means something that is common or routine, for example *everyday clothes*. Every day means something that is done every day. *I go to the store every day.*

**exclamation marks**

Don't use exclamation marks, except to show extreme emotion. Try not to use them in headings or more than once on a page.

**F****faculty**

A collective noun that takes on the singular form.

Correct usage: *The faculty is meeting at 3 p.m.* -or- *The faculty members are meeting at 3 p.m.*

**fast pitch**

Two words, the preferred spelling. *She plays on a fast pitch team.*

**Fastpitch**

One word when referring to SF's softball team, *Saints Fastpitch.*

**fast track**

Hyphenate when used as a verb. *Fast-track your education at SF.* As a noun, two words. *She is on the fast track to promotion.*

**first annual**

No such thing. Say inaugural instead.

**FL**

Postal code abbreviation used only in a mailing address. Spell out Florida in text, or abbreviate Fla. in datelines or when otherwise necessary.

**flier, flyer**

These are often confused. Flier is an informational handout or an aviator. Flyer is the proper name of some trains and buses.

**foreign**

Avoid using. For foreign language, just say language. For foreign students, say international students. Multicultural is also a useful descriptor.

### **full time**

Hyphenate only when used as an adjective. *He is a full-time teacher.* Two words in all other uses. *She goes to school full time -or- The job is full time.*

## **G**

### **GPA**

Acceptable on all references. Capitalize and do not use periods.

## **H**

### **hands-on**

Hyphenate only when used as an adjective. *Students get hands-on experience.*

### **health care**

Two words unless part of a formal name.

### **home page**

Two words, lowercase.

### **high-tech**

Always hyphenate.

### **honors**

Lowercase unless part of a proper name. Also lowercase cum laude, magna cum laude and summa cum laude.

### **hyperlinks**

Do not capitalize, underline or italicize. At the end of a sentence, follow with a period. Reconstruct the sentence to avoid confusion if you prefer.

## **I**

### **inaugural**

First in a projected series. Use inaugural when tempted to say first annual.

### **instructor**

Lowercase in all usages.

### **intramural**

Competitive units within the confines of a single community or institution.

### **Internet**

Always capitalize.

## **J**

### **junior, senior, II, III**

A comma does not precede Jr., Sr., II, III, or any other such numerals following a person's name.

### **juris doctor**

Lowercase when referencing the degree. Capitalize with periods when abbreviating as J.D.

## **K**

### **kickoff**

As a noun, one word. *The kickoff is at noon.*  
As a verb, kick off is two words. *We will kick off the campaign.*

### **Kirkpatrick Center**

SF's educational center located in East Gainesville. The Kirkpatrick Center is home to SF's Institute of Public Safety (IPS).

## **M**

### **main campus**

Do not use. Refer to SF's main campus by name as the Northwest Campus.

### **manikin**

Anatomical representations of the human form used for training in health sciences.

### **money/moneys/monies**

Say funds instead of money or moneys. SF prefers monies as the plural spelling when necessary, though moneys is also correct.

**months**

When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec. Do not abbreviate March, April, May, June or July.

**N**

**nonresident**

One word, no hyphen.

**North Central Florida**

Each word is capitalized when used as a specific region.

**Northwest Campus**

Always capitalize.

**numbers**

One through nine are spelled out, 10 and above are Arabic numerals. Spell out a number that is at the beginning of a sentence unless it is a calendar year.

**O**

**online**

One word, lowercase, no hyphen.

**Open Campus**

SF's virtual educational center, offering online courses.

**over**

Use this word only as a spatial reference. Reword phrases such as *over 500 students* to say *more than 500 students*.

**P**

**part time**

Hyphenate only when used as an adjective. *He is a part-time instructor.* Two words in all other uses. *She goes to school part time -or- The job is part time.*

**peacock**

Applies to the male; the female is a peahen; together they are peafowl. However, in common usage, peacock is acceptable in any reference.

**percent**

One word, spelled out. Do not use the symbol.

**Perry Center for Emerging Technologies**

SF's educational center located in Alachua, Florida. Programs offered at the Perry Center focus specifically on emerging technologies.

**phone numbers**

Place hyphens, not parentheses or periods, between number groups. Example: 352-395-5000 or 1-800-395-5000. For numbers with extensions use the format 352-395-5000, ext. 4.

**podcast**

One word. Lowercase.

**post-secondary**

Hyphenated, as in post-secondary education.

**preprofessional**

One word, no hyphen.

**prerequisite**

One word, no hyphen.

**Q**

**quotation marks**

Periods and commas always go inside quotation marks.

**R**

**résumé**

Two accent marks. Also may be used with no accent marks if necessary.

### **roundtable**

One word when used as a conference or discussion.

## **S**

### **SACSCOC**

Southern Association of Colleges and Schools Commission on Colleges, formerly SACS.

### **Saints**

The college's formal athletic name. Capitalize when referring to the SF Saints. Note there is no apostrophe in Saints Sports because Saints is not possessive.

### **Santa Fe**

A city in New Mexico. For consistent branding, refer to the college as Santa Fe College, or by its acronym, SF. Exceptions are when Santa Fe is part of an already identified brand name: *Santa Fe Singers, Sustainable Santa Fe, Dance Theatre Santa Fe*.

### **Santa Fe College**

Never abbreviate a single word or portions of the college's name — always choose between Santa Fe College, SF or the college. Websites are written in lowercase, even when containing a title or an acronym such as sfcollege.edu.

### **school**

School can be used to refer to SF, but limit use as college is the preferred term.

### **semester**

Use term instead; fall, spring, summer, flexterm are lowercase.

### **SF**

Use SF in place of Santa Fe College on second reference or for in-house publications on first reference. Always capitalize SF. Never separate or punctuate the letters. Use in text alternately with the full college name. Never refer to the college as SFC or Santa Fe.

### **SFID**

The abbreviation for the Santa Fe College identification card or number for students, faculty and staff.

### **smartphone**

One word.

### **spring break**

Lowercase.

### **staff**

A collective noun that takes on the singular form. *The staff is meeting at 10 a.m. -or- The staff members are meeting at 10 a.m.*

### **state names**

In body copy, write out the full state name. Use the two-letter postal code abbreviations only with full addresses that include ZIP codes.

### **state**

Capitalize the word state only when part of a name, such as State University System. Do not capitalize when referring to the state of Florida unless it's part of a formal name.

### **state-of-the-art**

Hyphenate as an adjective, such as *state-of-the-art facility*. Do not hyphenate when following the subject, as in *our facility is state of the art*.

## **T**

### **term**

Term is preferred over semester.

### **textbook**

One word.

**theatre and theater**

Use the formal spelling for SF's formal entities (Dance Theatre Santa Fe), but theater in all other references.

**time of day**

Use Arabic numerals except for noon and midnight, which are to be spelled out, lowercase, without numerals. Double zeroes are not necessary. Also, a.m. and p.m. should always be lowercase and include periods. Use 9 AM only when design would be compromised by lowercase, never in body copy.

Correct: 11 a.m.

Incorrect: 11:00am

**titles**

Capitalize academic and business titles, such as provost or chair, when used immediately before a name. Lowercase formal titles when used after a name. Capitalize areas of study, but not stand-alone job titles.

**toward**

Never add an s. Same goes for backward, forward, upward and downward.

**transfer, transferred, transferring**

But transferable (with one r).

**T-shirt**

Not tee shirt.

**U****underserved**

One Word.

**U.S.**

The abbreviation is acceptable as a noun or adjective for United States. In headlines, it's US (no periods).

**USA**

Has no periods.

**V****viewbook**

One word. A marketing publication usually with many images and little text.

**W****Watson Center**

SF's educational center located in Keystone Heights, Florida.

**Web**

Always capitalize Web when referring to the World Wide Web. For terms with separate words, Web should be capitalized: Web page, Web address, Web feed. Lowercase when part of a compound word: webcam, webcast, webmaster.

**Web addresses**

Do not capitalize, underline or italicize. At the end of a sentence, follow with a period. Reconstruct the sentence to avoid confusion if you prefer.

**website**

One word, lowercase.

**wide-**

Usually hyphenated, as in wide-angle, wide-awake; exception: widespread.

**work-study**

Hyphenate when used as a noun.

**Y****years**

Do not use an apostrophe for spans of years such as decades—write 1950s, 1990s, etc. It is acceptable to start sentences with numerals for years (the only exception to starting a sentence with numerals).

**year-to-date**

Use hyphens.

# Style Book Cheat Sheet

## To the nth degree.

Use an apostrophe in bachelor's degree and master's degree but not in associate degree. Abbreviate with periods. (B.S., B.A.S., A.A., A.S.)

## You can quote me on that!

Periods and commas always go within quotation marks. Exclamation marks and question marks go outside the quotes, unless they are part of the quoted material.

## What's in a name?

Job titles are capitalized when they appear before a person's name, but lowercase after the name. Also, do not use courtesy titles (Mr., Ms., etc.) when referring to someone by name.

## Moving forward.

Forward never ends in an s. Neither does toward. Same for backward, upward and downward.

## Writing by the numbers.

Spell out the numbers one through nine. Use numerals for 10 and above. For phone numbers, separate number groups with hyphens, not parentheses or periods.

## Why SF?

As part of our branding initiative that began in 2009 with the college's name change, SF was chosen as the acronym to represent Santa Fe College. Although you may see SFC in some places, it is not correct and should not be used.

## It's about time.

When writing times of day, use numerals, except for noon and midnight, which should always be spelled out, lowercase. Use a.m., not am or AM. The periods may seem picky, but they're proper.

## Make it a date!

Dates are expressed as numerals without st, nd, rd or th. Spell out days of the week, but abbreviate the months August through February.



## Appendix B



# SIGNATURE GUIDE

The Santa Fe College signature (sometimes referred to as a logo) is a crucial part of the SF brand, intended to make our identity recognized far and wide. It is our badge, our emblem. It creates, promotes and protects the integrity of the SF message. It should be used to identify SF on all official communication materials.

## Signature Anatomy 101

### Vertical Signature



### Horizontal Signature



## Signature Basics

There are two primary signatures, vertical and horizontal. Each is comprised of the SF monogram and the words Santa Fe College.

The vertical signature contains the SF monogram on the top and the words Santa Fe College at the bottom.



The horizontal signature has the SF monogram on the left and the words Santa Fe College on the right, separated by a dotted line.



## Authorized Users

Who can use the SF signature without prior approval from Communications & Creative Services?

Authorized users include:

- SF Board of Trustees, departments and units.
- SF faculty, staff and Student Government for official college-related business.

Anyone else must secure permission in writing from Communications & Creative Services prior to using the signature — this includes, but is not limited to, student clubs and organizations registered with Student Life. To download the SF signature, go to [sfcollege.edu/logos](http://sfcollege.edu/logos).

# Usage Guidelines

When using the signature on official SF print materials, follow these guidelines.

- For multiple page publications, the SF signature must appear on the front cover.
- No other logos may appear on a front cover.
- The use of other logos may be allowed on inside pages or back cover.
- The SF signature may be printed over a photograph only if it remains clearly distinguishable.
- All print ads must include the SF signature.

## Color

The official color of the SF signature is dark teal blue in Microsoft Programs or PMS654. Black, white or navy may be substituted for the official color when appropriate and necessary.

## Clear Space

There must be a clear space of at least one-half the height of the SF monogram on all sides of the signature. Nothing else may be in this clear space.

## Size

The minimum signature size is not less than one and one-half inches in length. The proportions may not be changed. If a partner logo is used, it must not be larger in size or more visually prominent than the SF signature.

## Uses To Avoid

The SF signature must be used as the original digital art file. The signature or logo may not be redrawn, re-proportioned or modified.

## Official Colors of the SF Signature

SF Blue (PMS654)



Black



White



# Other Signatures

## Departments and Centers

Centers, divisions and programs at SF sometimes have individual signatures created by Communications & Creative Services. These logos maintain brand consistency while identifying the individual entities. Departments,

divisions or programs should not attempt to create logos separate from the official SF signature. Competing graphics dilute the impact of a singular SF brand.

### Current Signatures In Use

Signature for a Center/Department



### Signature for a Center/Department

Horizontal Signature



### Signature for a Department with Divisions

Horizontal Signature



Signature for a Department with Divisions



Vertical Signature



Vertical Signature

(Department First and Divisions in alpha order)



“Socrates said, ‘Know thyself.’  
I say, ‘Know thy users.’  
And guess what?  
They don’t think like you do.”  
– Joshua Brewer, designer

### Signature for Multiple Departments/Divisions

Horizontal Signature



**Academic Affairs**  
**Student Affairs**  
**Student Development**

Vertical Signature (alpha order)



**Academic Affairs**  
**Career and Technical Programs**  
**Student Affairs**

## Signature Use Don'ts



stretch or squeeze  
(hold down shift key to scale properly)



change colors  
(must be black, white, or SF Blue)



use wordmark by itself



use discontinued logos



remove part of the signature



a bar instead of dots

“There are some teams and logos you see, no matter where you are in the world, and you know exactly who they are and what they mean.”  
– LeBron James, NBA Player

## Other Seals and Logos

### College Seal

The official college seal is reserved for official documents like diplomas, certificates and awards, and for ceremonies. Use is restricted to the SF Board of Trustees, Office of the President, Office of the Provost, and Office of the General Counsel. Aside from these entities, permission to use the seal must be obtained from the President's Office, 352-395-5168.



### Athletics Logos

Use of SF Athletics logos and wordmarks is restricted to SF Athletics, and not intended for use by authorized users of the SF signature. Permission for use of athletics logos must be requested in writing to Communications & Creative Services.



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# Resources

## **Communications & Creative Services**

[sfcollge.edu/ccs](http://sfcollge.edu/ccs)

## **Logos and Colors**

[sfcollge.edu/ccs/guidelines/logo-colors](http://sfcollge.edu/ccs/guidelines/logo-colors)

## **Photobank**

[portfolio.sfcollge.edu/photo](http://portfolio.sfcollge.edu/photo)

# Questions?

Feel free to contact Communications & Creative Services for answers to design standards and branding. We are more than happy to help.

Phone: 352-395-5235  
Email: [communications@sfcollge.edu](mailto:communications@sfcollge.edu)  
Office: Building P, room 238



SF

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COLLEGE