

NORTHWEST  
FLORIDA  
STATE COLLEGE



# BRANDING & EDITORIAL STYLE GUIDE

Publication Procedures • 2022 - 2023



# BRANDING & EDITORIAL STYLE GUIDE

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# BRANDING & EDITORIAL STYLE GUIDE

## PUBLICATION PROCEDURES

These guidelines outline the standards for the College's visual and written identity to ensure consistent presentation of Northwest Florida State College in all applications. Questions should be directed to the NWFSC Office of Strategic Communications, Chief Communications Officer at (850) 729-5307, or [stratcomm@nwfsc.edu](mailto:stratcomm@nwfsc.edu).



## STRATEGIC COMMUNICATIONS SERVICES PROVIDED

### Providing Accurate and Professional Brand Standards

The Strategic Communications department oversees the design and promotional efforts conducted within the College to maintain accurate and professional branding standards. We depend on a guided workflow to maintain a consistent and efficient timeline in order to provide you with a satisfactory product.

### Services

Our department consists of visual designers, a multimedia content creator, a digital content writer, a public relations specialist, and a marketing strategist. We are happy to complete your project in-house or assist in coordinating with third-party vendors for certain specialty projects.

#### Our services and products include, but are not limited to:

- Photography/Videography
- Promotional print material/advertisements
- Publicity and Press Releases
- Signage
- Social media graphics



## STRATEGIC COMMUNICATIONS PROJECT REQUESTS

### How We Work

After submitting your project request, our department will review your request and assign a project lead. This project lead will contact you within two business days to schedule a consultation to determine a realistic project timeline. We will then begin production on your project and produce a draft for your review. Once approved, your project is complete.

### Submitting a Request

Before submitting your request, we encourage you to review the project policies and procedures to ensure a smooth and timely project turnaround. No requests within a 14-day notice will be accepted. Our projects follow a strict schedule; therefore, you should plan your project's deadline accordingly. Please note that an incomplete or incorrect request form may add additional time delays to your project. Any form response that does not provide clarity, such as "N/A," will result in the request being returned to you, and you will be asked to resubmit your project. If you need assistance completing the form or have questions, please contact us.

Once a proof is provided to the customer, it should be returned to Strategic Communications within 24 hours. Minor changes or text edits will be made, and a second proof will be provided within 48 hours. If edits alter the project design (ie: photo changes, major text revisions, or design elements) in any manner, the job must then go back into the production schedule and be scheduled accordingly.



## STRATEGIC COMMUNICATIONS PROJECT REQUESTS

### Additional Information

Once your project request has been completed and Strat Comm has provided you with the approved file, then you will need to enter a copy/print request form (<https://www.nwfsc.edu/about/stratcomm/copy/>) if printing is needed.

Most in-house copy requests will be completed in one day and delivered by Receiving's courier service. Please note that complicated print requests will take longer (i.e.: booklets, folding, plastic comb binding). If your request is beyond our equipment abilities, a Copy Services member will contact you to discuss further steps to complete your project. Please keep in mind that off-campus printing typically requires 7-12 days for production and delivery, after approving the printer's proof of the job.

NOTE: If you are in need of reprints for existing projects, enter a Copy Request form and provide the most up-to-date version of your project.



# BRANDING & EDITORIAL STYLE GUIDE

The name of Northwest Florida State College and the names/titles of the College's recognized student and other organizations are owned by the College. All College symbols/images, such as the official College seal, College logo and the logos of College organizations, are also the property of Northwest Florida State College and may not be altered or used in any fashion without written permission of the College. Authorization for use by the media for news purposes only is granted.

College employees may not provide College symbols to outside organizations or vendors without prior permission of the Chief Communications Officer of Strategic Communications. If a College symbol is to be imprinted on an item, the file must be created by and/or approved by Strategic Communications prior to production.

Approved original image files must always be used. Photocopied or low resolution versions/images are not acceptable. Digital files are available and may be requested from Strategic Communications for internal College usage only. Any usage outside the College must follow the guidelines noted above.





## WRITTEN REPRESENTATION OF THE COLLEGE

The official name of the College is “Northwest Florida State College.” The first reference to the College in any written document should always be the full name.

The official abbreviation of the College is “NWFSC.” NWFSC is an acceptable secondary reference to the College after the full name has been referenced or when a shortened version is necessary.

As of July 2022, no other abbreviations of the College name may be used outside of the Athletics Department.

### **When Referring to the Entire College:**

**First Reference:** Northwest Florida State College

**Second Reference:** NWFSC

### **When Referring to the Niceville Location:**

**First Reference:** Northwest Florida State College Niceville Campus

**Second Reference:** NWFSC Niceville Campus



## WRITTEN REPRESENTATION OF THE COLLEGE

### When Referring to the Fort Walton Beach Location:

**First Reference:** Northwest Florida State College/  
University of West Florida Fort Walton Beach Campus  
**Also Acceptable:** Northwest Florida State College Fort Walton Beach Campus  
**Second Reference:** NWFSC/UWF Fort Walton Beach Campus

**IMPORTANT NOTE:** Only the Niceville and Fort Walton Beach locations of the College may be referred to as a “campus” as the name “campus” has a specific meaning in terms of the College’s accreditation. All College locations other than Niceville and Fort Walton Beach must be referred to as a “center” as noted on the following pages.

### When Referring to the Crestview Location:

**First Reference:** Northwest Florida State College Robert L. F. Sikes Education Center  
**Second Reference:** NWFSC Robert L. F. Sikes Education Center  
**Also Acceptable:** NWFSC Sikes Center

### When Referring to the Aviation Center of Excellence:

**First Reference:** Aviation Center of Excellence at Northwest Florida State College



## WRITTEN REPRESENTATION OF THE COLLEGE

### When Referring to the Aviation Center of Excellence (*continued*):

**Second Reference:** ACE

### When Referring to the DeFuniak Springs Location:

**First Reference:** Northwest Florida State College Chautauqua Center

**Second Reference:** NWFSC Chautauqua Center

**NOT Acceptable:** Do not use “CNC Center” or “Chautauqua Neighborhood Center” – these are old terms from the 1970s and are no longer the name of the center.

**IMPORTANT NOTE:** Chautau**Q**ua is spelled with a “Q” not a “G”

### When Referring to the Santa Rosa Beach Location:

**First Reference:** Northwest Florida State College South Walton Center

**Second Reference:** NWFSC South Walton Center



## WRITTEN REPRESENTATION OF THE COLLEGE

### When Referring to the Hurlburt Field location:

**First Reference:** Northwest Florida State College Hurlburt Center  
**Also Acceptable:** Northwest Florida State College Hurlburt Field Center  
**Second Reference:** NWFSC Hurlburt Center  
**Also Acceptable:** NWFSC Hurlburt Field Center

### When Referring to the Mattie Kelly Arts Center:

**First Reference:** Mattie Kelly Fine and Performing Arts Center  
at Northwest Florida State College  
**Also Acceptable:** Mattie Kelly Fine & Performing Arts Center at NWFSC  
**Also Acceptable:** Mattie Kelly Arts Center at NWFSC  
**Second Reference:** Mattie Kelly Arts Center

**NOT Acceptable:** It is not acceptable to refer to the center without the full Mattie Kelly name. The name may not be shortened (as in Kelly Arts Center) or abbreviated. Additionally, if “Fine and Performing” is used – it must also be used in full, it is not acceptable to simply use “Fine Arts Center.”

**NOTE:** “Arts” is plural. It is not acceptable to use the singular – “Art.”



## WRITTEN REPRESENTATION OF THE COLLEGE

### **When Referring to Building Names, Center/Programs, and Labs/Classrooms:**

Commemorative or memorial gifts made to the College enable donors or their loved ones to have buildings, portions of buildings or classrooms at the Niceville campus, and other College centers named in their honor.

The following is a list of the proper names that must always be used when referencing such locations:

#### **Building Namings:**

Marie Snow Greene Visual Arts Building  
Mattie Kelly Fine & Performing Arts Center  
Robert E. Greene Jr. Science Building  
Susan Myers Learning Resources Center

#### **Center/Program Namings:**

Costa Leadership Institute  
Allyn C. Donaldson Entrepreneurial Institute  
Dewitt and Else Hardmant Orchestra Rehearsal Hall  
Dewitt and Else Hardmant Recording Studio  
Dotty Blacker Gallery  
Dotty Blacker Soapstone Fountain  
Eva “Kay” and Don Tyler Recital Hall  
Fort Walton Beach Medical Center Nursing Lab



## WRITTEN REPRESENTATION OF THE COLLEGE

### **Center/Program Namings (*continued*):**

Frances Smith Herron Dance Studio  
Gallimore Center for Healthcare Education  
Mary Lou O'Connor Child Development & Education Center  
McIlroy Gallery  
Sprint Theater  
Zoghby Learning Commons

### **Labs/Classrooms:**

Bill and Pearl Robinson Classroom  
Blanche and Allyn Donaldson Business Classroom  
Carr, Riggs and Ingram Conference Room  
Carroll Richard Stegall, III Classroom  
Charles K. and Eileen H. Arpke Conference Room  
Colonel George E. "Bud" Day Wing  
Crystal Beach Development Classroom  
Evelyn Walters Nelson Classroom  
Frank and Nan Barlow Classroom  
G.L. "Jack" Prince Jr. / First City Bank Classroom  
Goetsch Gallery  
Heapy Family/Carpet One Classroom



## WRITTEN REPRESENTATION OF THE COLLEGE

### **Labs/Classrooms (*continued*):**

Howard F. McGee/First City Bank Classroom  
Ira Mae and Gaius Bruce Wellness Classrooms  
James Leslie Gibson Drafting Classroom and Arts Center Bench  
Janet Nadel Morell Conference Room  
Juanita Harbaugh Nursing Classroom  
Judge Ben Gordon Classroom  
Kathrine C. McGee/First City Bank Classroom  
Kay Litke Culinary Arts Greenhouse  
L.E. (Zack) and Henrietta Laird Classroom  
Margaret S. Gebauer Literacy Classroom  
Marjorie Cox Gray & Hugh Gray Health Technology Computer Lab  
Maurice F. Mettee Engineering Plant  
Meagan Campbell Nursing Lab  
Mickey and Dottie Gilmore Classroom  
Shirley A. Howard Classroom  
Dr. Ty Handy Shoot House  
T.P. and Annie R. Campbell Classroom  
Twin Cities Hospital Surgical Technology Lab  
William T. Neshem Business Classroom

## EQUAL ACCESS/EQUAL OPPORTUNITY STATEMENT

NWFSC publications (non-instructional materials) distributed to the public must include an Equal Access/Equal Opportunity statement. The statement varies depending on the type of publication.

### Shortened Version (Non-Enrollment Materials):

**"Northwest Florida State College is committed to equal access/equal opportunity in its programs, activities, and employment. For additional information, visit [www.nwfsc.edu](http://www.nwfsc.edu)."**

Use either statement on:

- All non-enrollment College brochures, documents, booklets, pamphlets, flyers, etc.

### Shortened Version (Enrollment Materials):

**"Northwest Florida State College is committed to equal access/equal opportunity in its programs, activities, and employment. For additional information, visit [www.nwfsc.edu](http://www.nwfsc.edu). Por favor llame a la Oficina de Admisiones de Northwest Florida State College al 850-729-5205 para obtener materiales de la Universidad en Español."**

Use either statement on:

- All printed and video advertisements
- Official Policy Documents
- Student Publications
- Memoranda or written notices to students and parents
- Application forms for admission and employment

### Complete Version

**"Northwest Florida State College is dedicated to the concepts of equity and equal opportunity. It is the specific intention of the College not to discriminate on the basis of age, color, ethnicity, disability, marital status, national origin, race, pregnancy, religion, genetic information, or gender, in its employment practices or in the admission and treatment of students in its programs or activities. Por favor llame a la Oficina de Admisiones de Northwest Florida State College al 850-729-5205 para obtener materiales de la Universidad en Español."**

Use statement on:

- College Catalog
- Staff, Student and Faculty Handbooks
- Student & Employee recruitment materials (in some cases short version may be used)
- Other permanent documents as deemed appropriate by the College Equity Coordinator





## SACSCOC ACCREDITATION STATEMENT

The institution is expected (1) to be accurate in reporting to the public its status with SACSCOC and (2) to publish the name of its primary accreditor and its address and phone number in accordance with federal requirements. In order to meet these requirements, the institution publishes the following statement in its catalog or website:

### Representation of status with SACSCOC

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**“Northwest Florida State College is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award associate and baccalaureate degrees. Questions about the accreditation of Northwest Florida State College may be directed in writing to the Southern Association of Colleges and Schools Commission on Colleges at 1866 Southern Lane, Decatur, GA 30033-4097, by calling (404) 679-4500, or by using information available on SACSCOC’s website ([www.sacscoc.org](http://www.sacscoc.org)).”**

It is acceptable to reference accreditation by SACSCOC in flyers and other recruiting materials without the full statement found in the *Institutional Obligations for Public Disclosure* policy. However, the full statement must appear in official publications such as the catalog, handbooks, or website pages where accreditation information is provided. Care must be taken in recruitment materials when referring to SACSCOC to ensure that accreditation status is not misrepresented, as discussed in the above-referenced policy.



## BOARD OF TRUSTEES


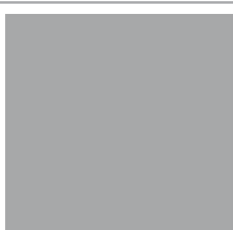
The College Board of Trustees will be listed in all permanent or large annual College publications (non-instructional material). Inclusion of correct/current Trustee names should be confirmed by contacting the Office of the President or Strategic Communications.

- College newsletters, including President's Perspective
- College Catalog
- Staff, Student and Faculty Handbooks
- Official Policy Documents
- All large booklets and pamphlets

## THE COLLEGE COLORS

The official College colors are scarlet and silver and may be used in concert with black and white. Scarlet is represented by Pantone Matching System (PMS) 200C. When one color versions of the College seal or logo are used, NWFSC symbols may be printed in black, scarlet or silver. No other color is authorized for the College logo or College seal.

The chart below shows reproduction options for the College's standard red and silver color. Please use only these color formulas for ink (CMYK) and digital (RGB) environments. Questions regarding color usage should be directed to the Chief Communications Officer of Strategic Communications.

	Solid (Spot Color)	Process (CMYK)	RGB	Hexidecimal
	PMS200C	C 0 M 100 Y 100 K 40	R 153 G 0 B 0	99 00 00
	Solid	Process (CMYK)	RGB	Hexidecimal
	PMS Cool Gray 6C	C 16 M 11 Y 11 K 27	R 166 G 167 B 168	a6a7a9

**NOTE:** Working with different media and materials can produce different color results (i.e., vinyl, plastic, fabric, cloth). **Prior to placing an order with an outside vendor, please consult with the Chief Communications Officer of Strategic Communications. This will ensure that your purchase meets the College's branding guidelines.**

## THE COLLEGE SEAL



The College seal is the official formal emblem of the College and is to be used on diplomas, official transcripts, legal documents and similar items only. The College seal must always be used in its entirety and is not to be altered in any manner. The two-color version is scarlet and black. Scarlet is represented by Pantone Matching System (PMS) color 200C. The seal may only be used with prior permission of the Chief Communications Officer of Strategic Communications.

**SEAL BACKGROUND:** In August 2008, a new College seal was created by Benjamin Gillham, Professor of Graphic Design at Northwest Florida State College. The new seal retains the motto “Educatio Optima” from the College’s original seal – to reflect the College’s vital mission of providing higher education opportunities for the region’s citizens – and denotes the 1963 founding date of the College. The artistic outline of the “Seven Dancers” sculpture, which is an architectural feature on the College’s main campus in Niceville, reflects both a visual image of the college as well as a symbolic statement of the College’s mission – as the diversity of ages, gender, and ethnicity represent the College’s diverse student population. The dancers are set against a backdrop of a sunburst to represent the State of Florida and the light of knowledge. The dancers reach upward toward seven stars which are placed in the sky in the geographic location of the College’s seven area campuses and centers. The edge of the “sky” in which the stars are placed is an outline of the Northwest Florida coastline (minus bays and inlets) and represents the regional nature of the College’s expanded mission as a State College.

The original College seal was created at the founding of the College in 1963 and was utilized for more than 44 years for Okaloosa-Walton Junior College, Okaloosa-Walton Community College, and Okaloosa-Walton College. On July 8, 2008, the Okaloosa-Walton College Board of Trustees officially renamed the institution as Northwest Florida State College – a change made in conjunction with OWC being named as one of the public colleges included in a new State College System created by the 2008 Florida Legislature.

## THE COLLEGE LOGO



The College logo is an official emblem of Northwest Florida State College and should be used only in accordance with the following guidelines to ensure consistent presentation of the College in all applications. The official College logo shall be used in most non-instructional College documents except the diploma, transcript and legal documents – which shall all use the official College seal. Logo usage shall be according to the most recent Branding & Style Guide. Questions should be directed to the Office of Strategic Communications at [stratcomm@nwfsc.edu](mailto:stratcomm@nwfsc.edu).



In general, the College logo shall be used in the following materials:

- All printed or video advertisements
- Student publications
- College Catalog
- Application forms for admission and employment
- Staff, student and faculty handbooks and recruitment materials
- All brochures, booklets, pamphlets and fliers, etc.
- Instructional material may include the logo at the discretion of the instructor or department chair



## COLLEGE LOGO BACKGROUND

In August 2008, a new College logo was created by Benjamin Gillham, Professor of Graphic Design at Northwest Florida State College. The original abstract design incorporates the unique proportions/shape of the Northwest Florida coastline to represent the College's expanded service area. The arc design central to the logo was created as a freehand artistic interpretation of the coastline as seen from satellite imagery. The arc is in forward motion to symbolize the positive future created for students through the pursuit of higher education. According to the designer, the arc – due to its abstract nature – may also be interpreted as open book, representing the foundation of the educational process; waves in water – indicating the College's proximity to the Gulf of Mexico; or a bird in flight, soaring into the future and also bespeaking the College's connection with the Doolittle Raiders who trained at Eglin for their historic mission during WWII (for which the College's athletic mascot, J.R., is named in honor).

The design also echoes many of the architectural features of the main campus in Niceville, including the arcing water feature at the Susan Myers Learning Resources Center (LRC), and the prominent arcs included in the LRC building, the Robert E. Greene Jr. Science Building, and the Mattie Kelly Arts Center. As a freehand brush stroke, the arc also reflects the creative and visual arts which are a prominent part of the College's educational offerings and the College's athletics programs – as seen by a bouncing ball's movement in space.

The image is the exclusive property of Northwest Florida State College and may not be altered or used in any fashion without permission of the College.



## COLLEGE LOGO USAGE

The logo and logo icon should primarily be used in the two-color black and red version. This is the primary approved usage of the logo. The two-color version is scarlet and black. Scarlet is represented by Pantone Matching System (PMS) color 200C. If the logo is imprinted on colored items, such as a black, silver, or red background – consult the Office of Strategic Communications to obtain the necessary reversed logos. The icon may not be altered or stretched. The font (Trajan Pro - Adobe) used for the name of the College should not be altered. The size and spatial relationship of the name, presented with larger and smaller font sizes, should not be altered. Employees should not attempt to recreate the fonts or spatial relationship on desktop computers, simply use the original image provided or consult with the Office of Strategic Communications on your specific needs.

### **Use By Outside Organizations or Vendors**

Written authorization is required for use of NWFSC logo by organizations outside the College, except for the news media. Authorization for use by the media is granted for news purposes only. College employees may not provide the College Logo to outside organizations or vendors without prior permission of the Office of Strategic Communications. If the College logo is to be imprinted on an item, the file must be created and/or approved by the Office of Strategic Communications prior to production. Approved original image files must always be used.

Faxed, photocopied or low resolution versions/images are not acceptable. Digital files are for internal College usage only. Any usage outside the College must follow the guidelines noted above.

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## COLLEGE LOGO USAGE

### Use by College Employees (Internal Use of Logo)

Approved original image files must always be used. Faxed, photocopied or low resolution versions/images are not acceptable. **Digital files are available from the Office of Strategic Communications upon request and should be used according to the provided guidelines and in a manner consistent with the mission of the College.** College employees may not provide the College logo to outside organizations or vendors without prior permission of the Chief Communications Officer of Strategic Communications – see “use by outside vendors” on page 20.



### Square Logo – Primary Logo

The square logo (with all elements in a self-contained square) is the primary usage of the logo when square application works best. The icon may not be altered or stretched. The icon should not be separated to use the elements in other manners. (Specifically do not use the arc as a separate element). The self-contained square logo should primarily be used in the two-color black and red version shown. If the logo is imprinted on colored items, such as a black, silver, or red background, then consult the Office of Strategic Communications to obtain the necessary reversed logos.

**For digital files of the College logo, please contact the Office of Strategic Communications.**



## COLLEGE LOGO USAGE

### **Horizontal Logo (Two-Color) – Secondary Logo**

The horizontal image of the logo (full College name with icon to the left of the College name) is an approved secondary use of the logo, which may be used if the primary version of the logo is not appropriate. Whenever possible, it should be used in the two-color black and red version shown. The icon may not be altered or stretched. The icon should not be separated to use the elements in other manners. (Specifically do not use the arc as a separate element). If the logo is imprinted on colored items, such as a black, silver, or red background, then consult the Office of Strategic Communications to obtain the necessary reversed logos. The font (Trajan Pro – Adobe) used for the name of the College should not be altered. The size and spatial relationship of the name on two lines with larger and smaller fonts should not be altered.



**NORTHWEST FLORIDA  
STATE COLLEGE**

**For digital files of the College logo, please contact the Office of Strategic Communications.**

## COLLEGE LOGO USAGE

### **Stacked Logo (Two-Color) – Secondary Logo**

The stacked image of the logo (full College name with icon on top of College name) is an approved secondary use of the logo, which may be used if the primary version of the logo is not appropriate. Whenever possible, it should be used in the two-color black and red version shown. The icon may not be altered or stretched. The icon should not be separated to use the elements in other manners. (Specifically do not use the arc as a separate element). If the logo is imprinted on colored items, such as a black, silver, or red background, then consult the Office of Strategic Communications to obtain the necessary reversed logos. The font (Trajan Pro – Adobe) used for the name of the College should not be altered. The size and spatial relationship of the name on two lines with larger and smaller fonts should not be altered.



**For digital files of the College logo, please contact the Office of Strategic Communications.**



## OTHER APPROVED COLLEGE LOGOS

Use of the following approved Northwest Florida State College logos are restricted and require permission from the related department chair or administrator. Once permission of use is granted, contact the Office of Strategic Communications for access to the appropriate logo.

### **Name of Restricted Use NWFSC Logos**

Association of Florida Colleges/NWFSC Chapter  
Choctawhatchee Basin Alliance (CBA)\*  
Costa Leadership Institute at NWFSC  
Criminal Justice Training Center  
Health Programs:  
    EMS/EMT, Paramedic, Fire Academy  
    Nursing – ASN and BSN  
    Radiography  
Mattie M. Kelly Environmental Institute (MKEI)  
Mattie Kelly Fine and Performing Arts Center\*  
NWFSC Foundation  
Northwest Florida Symphony Guild\*  
Northwest Florida Symphony Orchestra\*  
Northwest Florida Symphony Youth Orchestra\*  
Raider Athletics\*  
Student Life

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*\*Use of logo by the media is granted for news purposes only.*



## DOWNLOADING COLLEGE TEMPLATES

Please go to [www.nwfsc.edu/stratcomm](http://www.nwfsc.edu/stratcomm) and click Templates in the sidebar to download the following templates:

- Mattie Kelly Fine and Performing Arts Center Letterhead
- NWFSC Collegiate High School Letterhead
- NWFSC Email Signature Template
- NWFSC Letterhead
- NWFSC Photo and Video Release
- NWFSC PowerPoint

Additional templates will be added in the future.

## PRESERVING THE COLLEGE IDENTITY

To maintain the integrity of the College logos, please keep these helpful points in mind. Examples below show the self-contained square logo, but the helpful points apply to all variations of the College logo.

**NEVER** stretch the logo out of proportion.

X



**NEVER** change the official colors of the logo.

X



**NEVER** place the logo on a color that provides inadequate contrast.

X



**NEVER** use a font to recreate the logo.

X



**NEVER** place the logo on a photograph that provides inadequate contrast.

X



**NEVER** separate the arc from the logo.

X

Niceville Campus

[www.nwfs.edu](http://www.nwfs.edu)

**NEVER** place the logo on a photograph whose complexity competes with the legibility of the logo.

X





## PHOTOGRAPHY & VIDEO POLICY

The College often has professional photographers visit the campus to produce professional images of facilities, programs, students, faculty and activities. These images are used in advertisements and printed materials. The College owns all rights to the photos, and they are available to faculty and staff for use in PowerPoint presentations or other uses. The Office of Strategic Communications maintains a collection of professional photographs of most departments and programs at the College. Faculty and staff should use these professionally lighted shots over lower quality images whenever possible. Photos from the College's collection can also be supplied to the media, including scholastic and trade journals.

All students included in photographs or video footage to be used in advertising or printed materials are asked to sign a release form which can be obtained from the Office of Strategic Communications or downloaded from the Strategic Communications portal. These release forms are then kept on file in the Office of Strategic Communications.

If a professional photographer is needed for an internal event, faculty and staff may request the Strategic Communications photographer by submitting a project request on the Strategic Communications website. If an outside photographer is preferred, the Chief Communications Officer of Strategic Communications must be notified.



## PRESS RELEASE, E-NEWSLETTER LISTING AND INTERNAL COMMUNICATIONS

All media within the Northwest Florida State College service area receive all press releases sent from the Office of Strategic Communications.

In an effort to halt excessive emails funneling through the Office of Strategic Communications, all internal faculty/staff communication will be sent via the *Raider Review* internal newsletter on Wednesday of each week. All information is due to the Office of Strategic Communications each Tuesday by noon for Wednesday's e-communication. Press releases will continue to be sent to the media in a timely manner throughout the week. Student communications are sent out each Friday by the Student Life department. This method provides a more customized message to Northwest Florida State College students.

If faculty and staff find that their notice cannot wait for the weekly internal e-communication, then the message must be sent by select leaders with "All-NWF" access. "All-Student" and "Current Students" is limited to the Vice President of Student Success and the Chief Communications Officer of Strategic Communications.

## CLIPPING SERVICE

The Office of Strategic Communications utilizes Google alerts, Google Analytics, Meltwater, Coverage Book and hard-copy clippings for all print media coverage of Northwest Florida State College news and events.



## MEDIA CONTACT POLICY

Communication with the news media plays a vital role in enhancing the reputation of the College. To ensure that the College provides accurate and complete information, the following procedures are adopted:

- Media inquiries about College issues, policies and activities should be referred to the Office of Strategic Communications.
- Should a member of the faculty, administration or staff be contacted in reference to his or her personal views or professional activities as an expert or authority on a particular topic, the individual is encouraged to respond; however, such contacts should be reported to his or her dean or supervisor and to the Office of Strategic Communications.
- Whenever members of the faculty, administration and staff speak to media representatives, they are urged to be aware of the sensitive nature of quotations with regard to the College in relationship to issues of political, moral or social impact.

If a faculty or staff member is contacted directly and does not feel comfortable talking with the media, the inquiry should be directed to Strategic Communications. This response gives the Chief Communications Officer of Strategic Communications an opportunity to prepare faculty and staff with a correct statement for the media or to find the appropriate spokesperson to make the statement. Faculty and staff should not tell the media that they are “busy” or do not have a comment. Faculty and staff should assure the media that they will direct their request to Strategic Communications so that their questions can be answered promptly.





## ADVERTISING POLICY

All advertising in relation to general College activities, recruiting and admissions, with the exception of the Human Resources Office, must go through the Office of Strategic Communications. This is to ensure that the College's message and look are cohesive throughout its campuses and service area. This policy is also to ensure that ads are run properly by the papers (not resized or distorted, etc.) and that the papers are paid appropriately. All newspapers and radio are required to provide tear-sheets and affidavits with invoices. This is a requirement of the State of Florida as well as Northwest Florida State College. We do not place (or agree to) advertisements over the phone -- insertion orders must be sent to the papers to confirm any ad placement.

College-wide marketing and registration ads, radio ads, etc., are automatically handled by Strategic Communications each semester.



## WEBSITE POLICY

The most up-to-date information about the College appears on the website, [www.nwfsc.edu](http://www.nwfsc.edu). Please submit an IT Website ticket to report changes, additions or corrections that need to be made to the website. No changes can be made to the website without the approval of the Chief Communications Officer of Strategic Communications.

### Website Copyright Policy

Website material is for the noncommercial use of the general public.

Northwest Florida State College shall remain the sole and exclusive owner of all rights, title and interest in and to all specifically copyrighted information created and posted for inclusion in this system. Photographs and graphics on the Northwest Florida State College website are the property of Northwest Florida State College, unless specifically stated otherwise. For copy or use of information on the Northwest Florida State College website, or if faculty and staff have any questions on using material on the Northwest Florida State College web pages, please submit a web ticket located in RaiderNet. Downloading or copying of Northwest Florida State College material from the website- for reproduction- is prohibited.

***Example: Do not copy or download the College logo for reproduction in printed materials.***

If permission to reproduce or redistribute is granted, the following statement shall be included on all reproduced information: "Reproduced with permission from Northwest Florida State College."



## PRINTED MATERIALS POLICY

Any printed material intended for external use must come through the Office of Strategic Communications. Please allow time for material to be printed. Faculty and staff will be provided with a proof of materials to approve before printing. This allows the College to maintain a cohesive message, print quality and look.

Northwest Florida State College publications are prepared and distributed for the purpose of accomplishing specific administrative and/or educational goals. College publications will be governed by standards consistent with the purposes and objectives of the College. Final authority regarding the nature of the material to be published and the distribution of the publications is reserved to the College administration/Office of Strategic Communications.



## FACULTY AND STAFF SUPPORT

Strategic Communications assists faculty, staff and student organizations in developing news releases, media advisories and event promotion. Faculty, staff and student leaders should contact the Office of Strategic Communications to coordinate all releases and events to the media and the public. If faculty and staff have an event that needs to be covered for the media, by the media, etc. please contact Strategic Communications to help coordinate that event and handle the scheduling of coverage for your event. Strategic Communications needs at least four weeks (before the event is to occur) notice to help in the promotion of the event in a timely manner. **Please complete a Strategic Communications Request form for assistance.**

### **Guidelines for News Submissions**

Story ideas are welcomed! Faculty and staff should include the basic following information in any submission:

- Basic facts of the story, issue or event (who, what, when, where and why)
- A point of contact for Strategic Communications to follow-up
- Identify, in left to right order, all people in a photograph
- Correct titles of individuals in stories or photographs, and student names, classifications and hometowns.
- If for media release, please indicate media outlets requested, or if information is for an individual achievement or recognition, the name of the appropriate media outlet



## NORTHWEST FLORIDA STATE COLLEGE SOCIAL MEDIA GUIDELINES

Northwest Florida State College is committed to supporting honest, transparent, and knowledgeable dialogue on the internet through social media, and we recognize social media as a powerful tool for connection and engagement.

The following guidelines are intended to serve as a set of “best practices” for the College’s official and non-official affiliated promotional social media channels, and may not necessarily apply to social media for instructional use. Social media guidelines for instructional use can be found in the Faculty Handbook.

Social media is constantly evolving, and these guidelines are subject to change.

### Goals

As marketing and informational tools for NWFSC, our purpose is to provide social media channels that:

- Build and maintain relationships with students, community members, and supporters
- Encourage discussion of topical events and issues
- Provide relevant, accurate, up-to-date and concise information

Our social media channels must also:

- Provide NWFSC content that is concise and relevant
- Maintain consistency and branding
- Allow for ease of navigation



# NORTHWEST FLORIDA STATE COLLEGE

## SOCIAL MEDIA GUIDELINES

### Staff Roles

NWFSC's Office of Strategic Communications maintains official NWFSC social media accounts including a Facebook page, Twitter account, Instagram account, LinkedIn account, TikTok, and YouTube account.

All official College social media accounts are managed by the Office of Strategic Communications. Staff who are granted access to submit content in an official capacity must have undergone training in appropriate conduct specific to each platform as well as reviewed these guidelines.

The Office of Strategic Communications holds editorial discretion in determining the frequency and focus of material posted to these channels.

Any non-official affiliated social media sites created and managed by NWFSC staff members will be supported whenever possible. If needed, communications staff may provide help in order to bring those channels up to standards. The staff liaison to these groups will provide support for these sites, including notification of changes in College-wide policy and messaging.

All College social media accounts must be approved by the Office of Strategic Communications. No new social media accounts are to be created without prior approval by the Office of Strategic Communications. Any accounts created without receiving prior approval will be subject to removal.



# NORTHWEST FLORIDA STATE COLLEGE

## SOCIAL MEDIA GUIDELINES

### **Content Strategy**

NWFSC believes that the sharing of information and experiences benefits the communities and members that we serve. Content shared on our social channels should be relevant to the work of NWFSC, and the interests and values of our community. If we post content on behalf of partner organizations, it should also support our strategic goals and be consistent with our values and beliefs. Information should be shared from credible sources, and when possible, link back to the NWFSC website.

More than straight promotion, the goal of social media is to spark conversation and engagement. NWFSC will limit the number of posts which promote individual classes and programs, and instead, strive to post content which highlights interesting or thought-provoking aspects of programs.

Finally, it is important to reflect the diversity of NWFSC and our work. No one program, topic, campus, type of post, or issue should dominate NWFSC's social media at all times. Content should be posted with a comprehensive approach to our work in mind.



# NORTHWEST FLORIDA STATE COLLEGE

## SOCIAL MEDIA GUIDELINES

### Monitoring Policy

Social media must be monitored. A qualified staff member should have the responsibility of monitoring social media channels daily, and backup administrators/monitors should be designated so there is no gap in the monitoring.

NWFSC social media users should be present and responsive, which helps develop credibility and value. If your department or unit does not have sufficient staffing to support responding to questions or comments within 24 hours, your account should be disabled or deleted.

Quickly address any inappropriate messages or misuse of the sites. Such inappropriate posts or comments include those which contain spam or are off-topic, derogatory, discriminating, threatening or violate existing NWFSC policies.

When posting or replying to a message, take the time to review the content and respond in-kind.





## NORTHWEST FLORIDA STATE COLLEGE SOCIAL MEDIA GUIDELINES

### **Responding to Negative Comments**

- Don't delete negative comments unless they violate College privacy standards, are expressly racist/sexist/homophobic, or are otherwise disparaging to members of a protected group.
- If a comment is inflammatory or deliberately trolling for a response, do not engage or delete. Hide it instead.
- Be prepared to respond to negative or inaccurate posts if response is warranted. Some negative comments do not require a response, while others should be taken seriously and addressed. Factors such as the number of followers and the severity of the conversations should temper if and how you respond. When possible, try to move negative discussions to a private medium – direct messaging, email, phone, etc.
- Direct media inquiries to Strategic Communications.
- Refrain from engaging in dialogue that is partisan in nature. As a state school and with Foundation partners holding 501(c)-(3) nonprofit organization, do not participate in or condone expressly partisan positions. Also refrain from discussing specific candidates for office.
- Refrain from engaging in dialogue that disparages colleagues, partner organizations or critics.



# NORTHWEST FLORIDA STATE COLLEGE

## SOCIAL MEDIA GUIDELINES

### **Responding to Positive and Neutral Comments**

- Keep a friendly and professional tone when posting updates and having conversations with other users.
- Avoid “corporate” or formal tone.
- Encourage discussion by asking additional questions, thanking people for comments/sharing, and referring to additional resources (such as the NWFSC website) when appropriate.

### **Responding to Wall Posts**

Occasionally, members of the community may post content on the Facebook wall that does not have anything to do with NWFSC or our work. For example, users may share local community events or fundraisers, promote another organization, or ask for support for their personal projects. Use the following to guide your response:

- If it is inflammatory or disparaging in any way, hide the post.
- If it is for a Florida-based event that does not align with NWFSC values, mission, or the interests of our members, hide or delete the post – but first, contact the user to let them know that while we do not allow outside posts on our Facebook page, they can submit inquiries through email for other possible help promoting.
- If the post is commercial in nature, hide or delete the post.
- If there are any questions on a particular post, refer to the Office of Strategic Communications.



# NORTHWEST FLORIDA STATE COLLEGE

## SOCIAL MEDIA GUIDELINES

### **Terms of Use Statement**

*“This platform is intended to inform users of NWFSC-related news and events and to foster a sense of community among users. We encourage you to share your opinions, but ask you that you keep your comments respectful. If we become aware of posts that contain spam or are off-topic, derogatory, discriminating, threatening, or obscene, we reserve the right to remove them.”*

### **Commercial Use and Advertising**

Staff may not use any NWFSC social media site for advertising or commercial use.



# NORTHWEST FLORIDA STATE COLLEGE

## SOCIAL MEDIA GUIDELINES

### **Logo and Trademarks**

The logo, name, and all graphics on NWFSC social media channels are exclusive to Northwest Florida State College. If an image, quote, or article is used, attribute it to the original source. Users will properly cite sources, and post only items that are covered by fair use. Otherwise, seek permission first.

### **Privacy for Employees**

Employees who disclose their roles at NWFSC on social media should be conscientious about the content that they post, and it should reflect positively on the organization. Even if profile settings are set to private, employees are prohibited from sharing internal or confidential information. This includes information about NWFSC's students, its staff and board, as well as donors, contact information for others, and other private information. Employees should also include a disclaimer stating that the views expressed are their own and do not necessarily reflect the organization. In reality, anything that you post reflects both on you and on Northwest Florida State College.



## EDITORIAL STYLE GUIDE

### INTRODUCTION

At some point, everyone in the Northwest Florida State College family who writes for nonacademic internal and external audiences will be faced with many writing-style decisions.

The NWFSC Editorial Style Guide is designed to provide consistency, eliminate the guesswork and make writing for NWFSC publications and websites easier.

The College's official reference for nonacademic communications is the ***Associated Press (AP) Stylebook***. Used by nearly all newspapers and magazines, AP style is clear and easy to read. Although a few AP rules differ from those taught in English classes (e.g., the final comma in a simple series is eliminated), this is done intentionally for brevity and clarity.

Some writing-style preferences given here are unique to NWFSC and may deviate from AP style. For example, the word "college" should be lowercase except when referring to Northwest Florida State College. This guide will address those preferences.

These alphabetically arranged guidelines focus on style issues frequently encountered by those writing about and for NWFSC. For spelling issues not addressed by AP style or NWFSC style, consult ***Webster's New World College Dictionary***.

If you cannot find what you need, please email [stratcomm@nwfsc.edu](mailto:stratcomm@nwfsc.edu).



## EDITORIAL STYLE GUIDE

### **associate in arts**

Associate in Arts degree. A degree awarded to students with a 2.0 or higher GPA who have completed a minimum of 60 credit hours, including a general education core of 30 credit hours. This degree is designed to transfer to four-year colleges and universities.

Can be abbreviated to A.A.

*See academic degrees.*

### **associate in science**

Associate in Science degree. A degree awarded to students with a 2.0 or higher GPA who have completed a minimum of 60 credit hours, including a general education core of 20 credit hours. This degree is primarily designed to prepare students for immediate employment.

Can be abbreviated to A.S.

*See academic degrees.*

### **abbreviations and acronyms**

Avoid using abbreviations and acronyms on first reference unless they are widely recognized, such as FBI, FAFSA, ROTC, etc. Do not use periods with these familiar abbreviations and acronyms. If in doubt, check the **AP Stylebook**.

*\* The grant is funded by the National Institutes of Health (NIH). The NIH funds a majority of the researcher's projects.*



## EDITORIAL STYLE GUIDE

### **abbreviations and acronyms (*continued*)**

Avoid using acronyms for Northwest Florida State College for external publication. If an acronym is necessary, please use NWFSC (no periods) in informal writing. See Northwest Florida State College on page 6 of the Branding and Editorial Style Guide.

*See academic degrees for degree abbreviation rules.*

Abbreviate “junior” and “senior” as part of a name; do not set off with commas.

*\* John Smith Jr.*

### **academic degrees**

There are many correct options when citing academic degrees.

*\* He holds a bachelor’s degree. She has a master’s degree. He holds a Bachelor of Arts in mathematics. She received a Master of Arts in psychology.*

*\* Also correct: She has a master’s. He holds a bachelor’s in journalism. He received a doctorate in education.*

Use abbreviations only when needed for brevity due to space limitations:

*\* She has B.A. and M.S. degrees.*

Do not use periods for degrees with three or more capital letters, such as MBA, MFA, OTD, APRN, DDS, BSBA, etc.



## EDITORIAL STYLE GUIDE

### **academic degrees (*continued*)**

Periods should be used with degrees with two capital letters, such as Ph.D., M.D., B.A., B.S., M.A., J.D., Phar.D., etc. In comprehensive listings of degrees offered at NWFSC, do not use periods.

After a name, use abbreviations such as B.A., M.A., and Ph.D.

*\* She has B.A. and M.S. degrees. John Smith, Ph.D.*

Do not use both Dr. and Ph.D. (M.D., DDS, etc.) with a name.

*\* Incorrect: Dr. Jane Williams, Ph.D.; Dr. James Thomas, M.D.*

*\* Correct: Jane Williams, Ph.D.; James Thomas, M.D.*

Use lowercase when spelling out degrees: associate, bachelor of science, master of business administration, doctoral.

*\* John Smith has a doctoral degree in chemistry.*

*\* Sue has a bachelor's degree from NWFSC.*

Remember, it is associate degree, not associate's degree, but bachelor's degree, master's degree, doctorate, and doctoral degree.

Students at a variety of levels seek certificates. Some certificates are earned after high school and others are earned after graduate school. You may earn a certificate in place of a degree or as a supplement to a degree that you already possess. **Please use certificate or certificates. No apostrophe.**





## EDITORIAL STYLE GUIDE

### **academic degrees (*continued*)**

For Northwest Florida State College graduates, the style is to use periods for degrees with two capital letters, immediately followed by the graduation year:

\* *Jane Smith, A.A. '99; Martin Jones, MBA '84, JD '87*

NWFSC style allows for the use of the courtesy title Dr. for people holding doctorates or dental or medical degrees. (Note: This is an exception to AP Style). Remember, when using Dr., do not also include the degree after the name.

### **academic departments, divisions**

Capitalize when using the full and official name of the department or division:

\* *Department of English; Department of Math; Division of Nursing*

Capitalize shortened versions of the official titles (Note: This is an exception to AP Style):

\* *the History Department; the Science Department; the Communications Division*

Capitalize proper nouns in all references:

\* *the English curriculum, the Spanish class*

### **academic titles**

Capitalize formal titles before a name and lowercase elsewhere. Professor should always be lowercase, even when preceding a name.

\* *Dean John Smith, Ph.D.; John Smith, Ph.D., dean of the School of Medicine*



## EDITORIAL STYLE GUIDE

### **academic year**

NWFSC's academic year starts with the fall term. A full academic year includes the fall, winter/spring, and summer terms. The winter can be a mini-session and the summer can be several mini-sessions. The academic year and the catalog year coincide.

### **Academic Success Center**

The Academic Success Center provides free tutoring and other types of academic support services to all students enrolled in credit courses.

Please do not abbreviate for external communications. ASC is acceptable for internal communications only.

### **Acalog**

Acalog is the software used for the NWFSC online course catalog.

### **add/drop**

A class may be added during scheduled registration and schedule adjustment period.

### **addresses (including states)**

Use abbreviations Ave., Blvd. and St. with numbered addresses and abbreviate directional indications:

\* *100 College Blvd. E.*

Exception for formal invitations:

\* *1700 East 1st Avenue, Destin, Florida*

\* *524 Cedar Street, Niceville, Florida*



## EDITORIAL STYLE GUIDE

### **addresses (*including states, continued*)**

When giving locations with two streets, always lowercase streets.

*\* The Jones Center is located at 20th and California streets.*

Spell out the names of the 50 states when they stand alone:

*\* He lives in Delaware. She visited New Hampshire.*

Otherwise, when a city is named, use AP style for state abbreviations, not postal abbreviations:

*\* The two students were from Kansas City, Mo., and Grand Junction, Colo.*

Only use the two-letter Postal Service abbreviations when you are giving a full address, including ZIP code:

*\* John Jones, 123 Main St., Niceville, FL 32578*

This above situation most often occurs in lists.

*\* Otherwise: John Jones lives at 123 Main St., in Niceville, FL.*

## EDITORIAL STYLE GUIDE

### addresses (*including states, continued*)

State abbreviations and two-letter Postal Service abbreviations (in parentheses) are:

Alabama Ala. (AL)	Nebraska Neb. (NE)
Arizona Ariz. (AZ)	Nevada Nev. (NV)
Arkansas Ark. (AR)	New Hampshire N.H. (NH)
California Calif. (CA)	New Jersey N.J. (NJ)
Colorado Colo. (CO)	New Mexico N.M. (NM)
Connecticut Conn. (CT)	New York N.Y. (NY)
Delaware Del. (DE)	North Carolina N.C. (NC)
Florida Fla. (FL)	North Dakota N.D. (ND)
Georgia Ga. (GA)	Oklahoma Okla. (OK)
Illinois Ill. (IL)	Oregon Ore. (OR)
Indiana Ind. (IN)	Pennsylvania Pa. (PA)
Kansas Kan. (KS)	Rhode Island R.I. (RI)
Kentucky Ky. (KY)	South Carolina S.C. (SC)
Louisiana La. (LA)	South Dakota S.D. (SD)
Maryland Md. (MD)	Tennessee Tenn. (TN)
Massachusetts Mass. (MA)	Vermont Vt. (VT)
Michigan Mich. (MI)	Virginia Va. (VA)
Minnesota Minn. (MN)	Washington Wash. (WA)
Mississippi Miss. (MS)	West Virginia W.Va. (WV)
Missouri Mo. (MO)	Wisconsin Wis. (WI)
Montana Mont. (MT)	Wyoming Wyo. (WY)



## EDITORIAL STYLE GUIDE

### **addresses (*including states, continued*)**

Eight states' names are never abbreviated in text:

Alaska, Maine, Hawaii, Ohio, Idaho, Texas, Iowa and Utah

Their postal abbreviations are:

AK (Alaska)

ME (Maine)

HI (Hawaii)

OH (Ohio)

ID (Idaho)

TX (Texas)

IA (Iowa)

UT (Utah)

Also: District of Columbia (DC)

See AP Stylebook for further details.

### **administrative departments, offices**

Capitalize shortened versions of the official titles:

Office of the Registrar (Registrar's Office); Office of Admissions (Admissions Office); Department of Human Resources (Human Resources)

### **administrative titles**

Generally, titles are lowercase when not preceding a name, including such titles as pope, vice president and president.

*\* The pope is visiting Niceville.*



## EDITORIAL STYLE GUIDE

### **administrative titles (*continued*)**

\* *The president of NWFSC is Dr. Devin Stephenson.*

Likewise, use lowercase when the title follows a name:

\* *Dr. Devin Stephenson, president of NWFSC, is attending.*

Uppercase only when a title precedes a name:

\* *NWFSC President Devin Stephenson, Ed.D.*

### **advisor (Student Success Navigator)**

Preferred spelling (a variation from AP style). A Student Success Navigator is a professional advisor, staff or faculty member with specific expertise in helping students with academic planning.

### **air base**

Two words. Follow the practice of the U.S. Air Force, which uses air force base as part of the proper name for its bases in the United States and air base for its installations abroad.

On second reference: *the Air Force base, the air base, or the base.*

Do not abbreviate.

### **air force**

Capitalize when referring to U.S. forces: *the U.S. Air Force, the Air Force, Air Force regulations.* Do not use the abbreviation USAF.

Use lowercase when referring to forces from other nations: *the Australian air force.*



## EDITORIAL STYLE GUIDE

### **allied health**

Allied health programs include Emergency Medical Services, Nursing, and Radiography. These programs lead to certificates and/or degrees that provide immediate entry into a career field.

### **alma mater**

Lowercase; non-italics.

### **alumna, alumnae, alumnus, alumni**

NWFSC alumni are former students who have successfully completed their academic programming while attending the College. They may have transferred and may not have necessarily attained degrees. Check with the Office of the Registrar if you are not sure of a person's status.

The plural word alumni includes both men and women. Use alumnus for singular references to men and alumna for singular references to women. The plural alumnae refers to a group solely composed of women.

*\* She is an alumna of NWFSC. He is an alumnus. They joined the other alumni. She joined the other alumnae in her sorority.*

### **a.m., p.m.**

Always use lowercase letters and periods. Use without 0s to designate hour:

*\* 9 a.m.; 10 p.m.*

### **and, &**

And is preferred to an ampersand, and should not be used as an abbreviation for and in reference to NWFSC schools/colleges, buildings or offices. Ampersands should be used only when the name of a company, group or composition specifically calls for it, such as AT&T or U.S. News & World Report.



## EDITORIAL STYLE GUIDE

### **app**

Short for application and acceptable on first reference. Typically used to refer to computer programs that run on phones, tablets and PCs, or as part of a larger online service — for instance, Facebook apps.

### **army**

Capitalize when referring to U.S. forces; *the U.S. army, the Army, Army regulations*. Do not use the abbreviation USA. Use lowercase when referring to forces of other nations: the Iranian army.

### **audit**

An audit is an enrollment option for a credit class. No credit is earned for audited courses. A final grade of “X” (designating “audit”) will appear on the transcript. Students must select this option within a specified time period.

### **award package**

The total amount of financial aid a student receives for a single academic year. A financial aid package may include a combination of grants, scholarships, work and/or loans. These awards could be from federal or state funds, the College, or private sources such as the NWFSC Foundation.

### **baccalaureate**

In running text, baccalaureate is not capitalized.

bachelor of arts, science, etc.

See academic degrees.





## EDITORIAL STYLE GUIDE

### **Board of Trustees**

Use lowercase for internal elements of an organization when they have names that are widely used generic terms:

*\*the board of directors of General Motors, the board of trustees of Columbia University, the history department of Harvard University, the sports department of the Daily Citizen-Leader.*

When speaking of the NWFSC Board of Trustees, use uppercase, using the full name upon first reference and Board thereafter.

- \* He was named to the NWFSC Board of Trustees in 2003.*
- \* She was honored to serve on our Board.*
- \* He has been on the boards of many corporations and nonprofits.*

### **campus buildings**

In general, use the proper (complete and capitalized) name on first reference when writing for external publications. Subsequent references may be shortened. When writing for internal publications, you may use the second or internal reference. Make sure to verify names.

### **capitalization**

As a general rule, lowercase is preferred in modern language usage over capitalization.

Capitalize job titles that immediately precede a person's name. Do not capitalize job titles if the title follows the person's name or is adapted from the title.

- \* John Smith, vice president, will speak at the meeting.*
- \* Vice President John Smith will speak at the meeting.*
- \* The office's vice president, John Smith, will speak.*



## EDITORIAL STYLE GUIDE

### **catalog**

Catalog describes the College's policies, procedures, services, learning programs, and courses. It also lists the College's full-time faculty and administrative and professional staff. The catalog is published online once a year.

*See Acalog, e-catalog.*

### **catalog year**

Catalog year coincides with its academic year. The College publishes a new online catalog for each new academic year. Students follow the programs and program requirements as outlined in the catalog in effect at the time they initially enroll. The exceptions to this rule are: a) if and when students change their learning program/major, they must follow the requirements of the catalog in effect at the time of the change (or a later catalog if they choose); b) if a student has been out of the College for more than two academic years, the catalog in place when they return is the one they must follow; and c) a student may always choose to follow a later catalog year (they may not choose an earlier one). It is very important to consult with a Student Success Navigator to determine how a new catalog may impact specific course prerequisites, transfer requirements, and other important academic requirements.

### **centers, institutes and programs**

Capitalize only when using the full and official name. Subsequent references may be shortened and in lowercase if the meaning is clear.

*See Mattie Kelly Arts Center, etc. on page 9.*

### **certifications**

Certification is a credential granted by an external organization or company confirming that an individual has specific skills in a certain area. Certification is often awarded as a result of testing. In some cases, some combination of experience, instruction, and testing may also be required. Certification is different than licensing



## EDITORIAL STYLE GUIDE

### **certifications (*continued*)**

in that a license is almost always granted by a local, state, and/or federal government agency, while certification is granted by companies and organizations. NWFSC has several programs that lead to certification.

### **certificates of proficiency**

Certificates are available in selected career programs and requiring specific career courses. Certificates involve fewer requirements than degree programs.

### **chair, chairman, chairwoman**

Chair is preferred.

*\* Jane Doe is chair of the Biology Department.*

### **clock hours**

Programs must provide training that prepares students for gainful employment in a recognized occupation and contain a minimum of

*\* 15 weeks instruction; 600 clock hours*

*\* 10 weeks of instruction; 300 clock hours*

### **colleges and schools**

College is capitalized when used to reference Northwest Florida State College, but school is not.

*\* She graduated from the College of Arts and Sciences.*

*\* The school's administrators were united.*

*\* The college was not prepared.*



## EDITORIAL STYLE GUIDE

### **commencement**

Capitalize commencement when in reference to a specific NWFSC graduation ceremony. Commencement is the ceremony marking graduation.

Students may be awarded diplomas following the fall, spring, and summer terms.

NWFSC commencement ceremonies take place in December and May, immediately following the end of the fall and spring semesters.

*\* She spoke at NWFSC's 50th Commencement.*

*\* Where is NWFSC's commencement held?*

### **committee**

Do not abbreviate. Capitalize when part of a formal name: the Student Communications Committee.

### **compound words**

Compound modifiers that precede a noun generally should be hyphenated, except the adverb very and adverbs that end in -ly:

*\* A well-spoken person; a full-time job; a very good time; an easily remembered rule.*

### **course, subject**

Capitalize a specific course or subject name, such as BSC 1005, General Biology.

Lowercase the names of academic subjects in running text, unless it is a proper noun such as English, French, etc. However, capitalize a subject when it is the title of a specific class.



## EDITORIAL STYLE GUIDE

### **course, subject (*continued*)**

Names of college studies, fields of study, options, curricula or subjects are not capitalized, except names of languages, unless a specific course name is noted.

*\*NWFSC students must take classes in math and English.*

### **course codes**

Course codes are alphabetic abbreviations for the subject areas; for example, the course code for English is ENC, the code for Biological Sciences is BSC, and so on. Course codes are found in the catalog.

### **course fee**

Course fees are charged for some courses to cover the specific costs of their required instructional materials and supplies. Course fees vary.

### **course number**

A four-digit number that identifies a specific course within each subject. e.g. English classes may be numbered/lettered ENC 0015.

### **course reference number**

Number combination used to identify the days and times the course is offered.

### **courtesy titles**

Refer to both men and women by first and last name, without courtesy titles, on first reference: *John Smith* or *Stephanie Smith*. Refer to both men and women by last name, without courtesy titles, in subsequent references. Use the courtesy titles Mr., Miss, Ms. or Mrs. only in direct quotations or after first reference when a woman specifically requests it: *for example, where a woman prefers to be known as Mrs. Smith or Ms. Smith.*



## EDITORIAL STYLE GUIDE

### **courtesy titles (*continued*)**

When it is necessary to distinguish between two people who use the same last name, as in married couples or brothers and sisters, use the first and last name, without courtesy title.

### **credit/semester hour**

A credit (sometimes called a semester hour) is a unit of measurement applied to college coursework. One credit equals approximately one hour of classroom instruction per week. Most college courses are three credits. Credits are also used to calculate tuition and are a factor in a student's grade point average (GPA).

### **credit load**

A credit load represents the number of credit hours a student has registered for in a given semester. It is generally recommended that a first-semester student take a maximum of 12-15 credits.

### **dates**

Spell out months when used alone or with the year only: October 2014. Abbreviate the month — except for March, April, May, June and July — when used with a specific date: Nov. 23. Correct month abbreviations are: *Jan.* (*January*), *Feb.* (*February*), *Aug.* (*August*), *Sept.* (*September*), *Oct.* (*October*), *Nov.* (*November*) and *Dec.* (*December*).

Do not use a comma between the month and the year when no specific day is mentioned: December 2013.

When referring to a month, day and year, place a comma between the day and year: June 13, 2015.

Place a comma after the year when a phrase is used with a month, day and year in a sentence.

*\* The NWFSC commencement ceremony was held on May 9, 2015, at the Raider Arena in Niceville.*



## EDITORIAL STYLE GUIDE

### **dates (*continued*)**

Do not use “st,” “rd” or “th” with dates:

\* *Sept. 23 NOT Sept. 23rd*

\* *Jan. 11 NOT Jan. 11th*

### **days of the week**

Capitalize. Do not abbreviate.

\* *Class will be held on Monday in the Student Services Center.*

\* *NOT – Class will be held Mon. in the Student Services Center.*

### **dean**

Capitalize when used as a formal title before a name: *Dean of Technical Education John Smith, Deans John Smith and Sue Smith, Ph.D.*

Lowercase in other uses: *John Smith, dean of technical education; the dean.*

### **Dean’s List**

Capitalize.

### **dollars and cents**

Always lowercase. Use figures and the \$ sign in all except casual references or amounts without a figure:

\* *The book cost \$24.*

\* *Please give a few dollars to the victims’ relief fund.*



## EDITORIAL STYLE GUIDE

### **dollars and cents (*continued*)**

For amounts more than \$1 million, use the \$ and numerals up to two decimal places. Do not link the numerals and the word by a hyphen:

\* *The project will cost \$6.33 million.*

\* *The project is worth exactly \$6,335,298.*

The form for amounts less than \$1 million: \$5, \$25, \$500, \$1,000, \$350,000, etc.

For cents, spell out the word and lowercase, using numerals for amounts less than a dollar: 7 cents, 18 cents

Use the \$ sign and decimal system for larger amounts: \$2.06, \$8.50

### **Doolittle Raiders**

The Doolittle Tokyo Raiders was a group of 80 men from all walks of life who flew into history on April 18, 1942. They were all volunteers and this was a very dangerous mission. Sixteen B-25 bombers took off from the deck of the USS Hornet, led by (then Col.) Jimmy Doolittle. The significance of the mission, many believe, was a turning point for World War II.

In Northwest Florida State College's first year of operation in 1964, then Okaloosa-Walton Junior College set about to choose a school mascot. Numerous names were suggested by students and staff. One day, Lanny Heath, OWJC charter faculty member, was driving by a monument to Gen. Doolittle in Valparaiso, Fla. He decided to suggest that the College use the name "Raiders" in honor of the heroic airmen who trained at Eglin Air Force Base for their famous World War II raid on Tokyo. The student body voted by secret ballot and chose the name "Raiders."





## EDITORIAL STYLE GUIDE

### **drop/add**

The process used during the beginning of the semester when students need to alter their class schedules after having been registered. Dropped courses do not appear on a student transcript. Full or partial refunds are available, depending on when in the drop period a student drops the class.

***Do not confuse “dropping” a class with “withdrawing” from a class. See “Withdrawal Period.”***

### **Eastern Standard Time (EST)**

Abbreviations can be used in all instances.

### **Eglin Air Force Base, Fla.**

A United States Air Force base located approximately three miles southwest of Valparaiso, Fla., in Okaloosa County. The host unit at Eglin is the 96th Test Wing (formerly the 96th Air Base Wing). The 96 TW is the test and evaluation center for Air Force air-delivered weapons, navigation and guidance systems, Command and Control systems, and Air Force Special Operations Command systems.

### **elective courses**

Courses that a student may choose to take as part of his/her learning program and that count toward graduation requirements.

### **ellipsis ( ... )**

When using an ellipsis to indicate omitted material, type three periods and include a space before the first period and after the last period. Do not include spaces between the periods.

*\* Correct: Once upon a time ... and far away.*

*\* Incorrect: Once upon a time...and far away. Once upon a time . . . and far away.*



## EDITORIAL STYLE GUIDE

### **email, e-book, e-catalog, e-commerce, e-business, etc.**

Email and enewsletter are acceptable in all references for electronic mail and newsletters. Use a hyphen with other e-terms: e-book, e-business, e-commerce, etc. Do not use a hyphen with “Esports.”

### **faculty**

Lowercase unless it is part of a proper name, such as *General Faculty Council*.

### **FAFSA (Free Application for Federal Student Aid)**

Free Application for Federal Student Aid. The FAFSA is the form used to apply for federal financial aid. The FAFSA may be completed online. Students may use, if they desire, computers located in Raider Central to enter their information and complete the application process.

The priority deadline for submitting the FAFSA in the state of Florida is March 1 each year.

### **financial aid**

Scholarships, grants, loans and work assignments are various types of financial aid awarded to a student to help pay for all or part of college costs.

### **flier, flyer**

Flyer is the preferred term for a person flying in an aircraft, and for handbills.

*\*He used his frequent flyer miles; they put up flyers announcing the show.*



## EDITORIAL STYLE GUIDE

### **Florida College System**

The Florida College System, previously known as the Florida Community College System, comprises 28 public community colleges and state colleges in the state of Florida. In 2018-19, enrollment consisted of more than 733,000 students. Together with the State University System of Florida, which includes Florida's 12 public four-year universities, it is part of Florida's system of public higher education.

While governed by local boards of trustees, the colleges are coordinated under the jurisdiction of Florida's State Board of Education. Administratively, the Chancellor of the Florida College System is the chief executive officer of the system, reporting to the Commissioner of Education who serves as the chief executive officer of Florida's public education system. In 2009, the Florida Legislature changed the name from the "Florida Community College System" to the "Florida College System," reflecting the fact that some of its member institutions now offer four-year bachelor's degrees. As of 2014, only three members of the Florida College System retain the "community college" epithet.

Northwest Florida State College is a member of the Florida College System.

### **fundraising, fundraiser**

One word in all cases.

### **FSEOG (Federal Supplemental Educational Opportunity Grant)**

FSEOG is a federal grant program, officially entitled Federal Supplemental Educational Opportunity Grant, for students demonstrating exceptional financial need. Certain eligibility criteria apply.



## EDITORIAL STYLE GUIDE

### **full time**

Full-time enrollment status requires a student to be enrolled for 12 or more credits in a major term (fall or spring). Students in selected health career programs, including clinical course work, may be considered full time with fewer credits in some cases.

Hyphenate the adjective, not the noun.

### **GED<sup>TM</sup>**

A trademark abbreviation for General Educational Development tests, a battery of five exams designed by the American Council on Education to measure high school equivalency.

***GED should be used as an adjective, not as a noun. Those passing the tests earn a GED diploma or certificate, not a GED.***

Acceptable in all references for General Education Development tests.

### **general education core**

Core courses are those courses required of all students pursuing a college degree. They include courses in composition, literature, arts, humanities, mathematics, science, history, social sciences, and interdisciplinary and emerging issues. Students completing the associate of arts degree must complete at least 30 core credits; students completing the associate of applied science degree must complete at least 20 core credits.



## EDITORIAL STYLE GUIDE

### **GPA**

Acceptable in all references for grade-point average. GPA is also referred to as Quality Point Average (QPA).

The QPA is the ratio of grade points earned to the number of credit hours attempted. Grades of A, B, C, D, and F are part of the GPA calculation. To compute the GPA, add all the grade points earned and divide this sum by the number of semester hours attempted.

### **grade points**

Also referred to as quality points, the numerical value of a grade multiplied by the credit hours for a course. (A=4 pts.; B=3 pts.; C=2 pts.; D=1 pt.). Example: *A student earning an A (4 points/credit) in a 3 credit course will earn 12 grade points.*

### **graduate**

Graduate is correctly used in the active voice: *She graduated from the College.*

Do not drop *from*: *Colin Adams graduated from NWFSC.* NOT: *Colin Adams graduated NWFSC.*

### **graduation petition**

Petitioning to graduate is a formal process for all students planning to receive a certificate or degree. Students must complete a graduation petition form and meet with a Student Success Navigator, who will conduct the initial evaluation of their academic record. If the student has completed all certificate or degree requirements or will do so during the term this review is conducted, the navigator will sign the petition. For more information regarding graduation requirements, please consult the College Catalog.

### **grant**

A grant is considered financial aid that you do not have to pay back, and is given to students who have financial need.



## EDITORIAL STYLE GUIDE

### **health care**

Two words with no hyphen in all uses.

### **help desk**

The Help Desk provides a single point of contact for students, faculty and staff to get timely help with their technology needs.

***To contact the Technology Help Desk, call 729-5396, email [support@nwfsc.edu](mailto:support@nwfsc.edu), or submit a web ticket at [support.nwfsc.edu](http://support.nwfsc.edu).***

**home-school** (verb), **home-schooler** (noun), **home-schooled** (adjective), **home schooling**

### **Hurlburt Field**

A United States Air Force installation located in Okaloosa County, Florida, immediately west of the Town of Mary Esther, Fla. It is part of the greater Eglin Air Force Base reservation, and is home to Headquarters Air Force Special Operations Command (AFSOC), the 1st Special Operations Wing (1 SOW), the USAF Special Operations School (USAFSOS) and the Air Combat Command's (ACC) 505th Command and Control Wing.

Please do not abbreviate in external communications. For internal purposes, *Hurlburt* is acceptable.

### **hybrid course**

A hybrid course is a form of online course that combines online and on-campus classroom instruction. It is particularly recommended for students who are taking an online class for the first time and for those who like the convenience of an online course, but enjoy the dynamics of classroom instruction.

### **internet**

Always lower case.



## EDITORIAL STYLE GUIDE

### **J.R.**

J.R. is Northwest Florida State College's mascot. J.R. represents Col. Jimmy Doolittle of the Doolittle Raiders. Col. Doolittle's daring mission from Eglin Air Force Base to engage a raid on Tokyo helped spark a turning point in World War II.

In 2018, NWFSC graphic designer Blake Emerson drew a 2-D, animated depiction of Doolittle by hand and then translated into a digital rendering to encapture the fighting spirit of the war hero. Dressed in vintage pilot garb, the mascot sports a black bomber-style jacket, flight goggles, and a red scarf.

*See Doolittle Raiders, mascot and Raiders.*

### **lectures**

The full title of lectures should be in quotation marks.

*\* The topic of his lecture is "The Great Variety of Exoplanets Known Today."*

### **limited access programs**

Used for NWFSC's EMT, Paramedic, Firefighting, Nursing (RN), Radiography and Welding programs. Students must meet baseline criteria for inclusion in the pool of qualified candidates. Students are evaluated based on the baseline criteria, not against one another.

### **logo**

Information about the use of NWFSC logos is available on page 20 of this Branding and Editorial Style Guide.

### **magazine names**

Capitalize the initial letters of the name but do not place it in quotes. Lowercase magazine unless it is part of the publication's formal title: *Harper's Magazine*, *VUE magazine*.



## EDITORIAL STYLE GUIDE

### **Master of Arts, Master of Science, Master of Business Administration**

Abbreviated *M.A.*, *M.S.* but *MBA*. A *master's degree* or a *master's* is acceptable in any reference.

*See academic degrees.*

### **mascot**

J.R. is Northwest Florida State College's mascot. J.R. represents Col. Jimmy Doolittle of the Doolittle Raiders. Col. Doolittle's daring mission from Eglin Air Force Base to engage a raid on Tokyo helped spark a turning point in World War II.

***More information on history of NWFSC and the Doolittle Raiders is available in this guide.***

*See The Doolittle Raiders, J.R. and Raiders.*

### **midnight**

Do not put a 12 in front of midnight. For all times use figures, except noon and midnight.

### **names**

Use first and last names on first reference and last name only on second reference.

*\* Bob Smith has published several articles. Smith's most recent article focused on higher education.*

### **NJCAA**

The National Junior College Athletic Association, NJCAA is the national governing body for two-year college athletic programs. NWFSC is a member of NJCAA and follows its rules.





## EDITORIAL STYLE GUIDE

### **No. (use to indicate rank or position, especially in sports)**

Instead of using number or #, use No. when indicating rank or position.

*\* NWFSC was ranked as the No. 1 state college by U.S. News & World Report.*

*\* The team is ranked No. 1 nationally and No. 1 in the NJCAA Division I.*

### **nonprofit**

One word, not hyphenated.

### **noon**

Do not put a 12 in front of noon. For all times use figures, except noon and midnight.

### **numbers, numerals**

Use figures for numbers 10 and larger, including ordinal numbers (12th, 22nd, etc., with the exception of dates).

*\* They had 10 dogs and one cat.*

*\* He was the ninth recipient of the prestigious faculty award presented at the 50th commencement ceremony on May 9.*

**Exceptions:** Use numerals, even when the number is less than 10, to indicate age, quantities containing both whole numbers and decimals or fractions, statistics, voting results, sports scores, percentages, amounts of money, times of day, days of the month (when used after the name of the month, as in March 8), latitude and longitude, degrees of temperature, dimensions, measurements, proportions and distances.

**(Consult AP style for examples.)**



## EDITORIAL STYLE GUIDE

### **official transcript**

A printed record of a student's academic history, issued by the Office of Records and Registration, that is stamped and/or marked "Official" and is enclosed in a sealed envelope marked "Unofficial if Opened."

### **online**

One word, lowercase, not hyphenated.

### **parking lot**

Not capitalized.

*\* Parking is available in the parking lot next to the Mattie Kelly Arts Center.*

### **Pell Grant**

This is a need-based grant awarded by the U.S. government to eligible undergraduate students to promote access to postsecondary education. Capitalized in all references.

### **persons**

Substitute people or individuals.

### **placement tests- PERT**

These are computerized English and math tests that assess students' skills and place them into developmental or college-level courses. Their purpose is to ensure that students are equipped with the best possible skills for academic success. Test exemption may be possible based upon prior college level coursework or specific SAT, ACT, AP, IB or CLEP scores.



## EDITORIAL STYLE GUIDE

### **Ph.D., Ph.D.s**

The preferred form is to say a person *holds a doctorate* and name the individual's area of specialty.  
*See academic degrees.*

### **Phi Theta Kappa**

Phi Theta Kappa is a national two-year college honor society. NWFSC chapter of Phi Theta Kappa is *Sigma Mu*. To be invited to join, students must accumulate at least 12 credits in 100- and 200-level courses during a fall or spring semester and have at least a 3.5 cumulative grade point average with no F, L, or W grades.

### **prerequisite**

A course required before enrolling in another course, e.g., MAC 2311 - Calculus I required prior to enrolling in Calculus II.

### **President's List**

Capitalize.

### **professor, associate professor, assistant professor, instructor**

Professor, associate professor, assistant professor and instructor should always be lowercase, even when preceding a name. Do not continue in second reference unless part of a quotation.

*\* The lecture given by professor Janie Smith was held in Chicago. The local media interviewed Smith after her lecture.*

Professor, associate professor, assistant professor and instructor should never be abbreviated (e.g. prof. or Prof., assoc. prof., asst. prof., inst.).



## EDITORIAL STYLE GUIDE

### **professor, associate professor, assistant professor, instructor (*continued*)**

**Exception:** Full titles and endowed professorships are capitalized:

\* *Associate Professor of Nursing Sara Jones spoke at the symposium.*

\* *Professor of Math Jane Little offered math testing to faculty and staff.*

### **Raiders**

NWFSC's mascot was first dubbed as the Raiders in 1964, during the school's first year of operation as Okaloosa-Walton Junior College. According to College history, one day, Lanny Heath, an OWJC charter faculty member, was driving by a monument to Gen. Doolittle in Valparaiso and he decided to suggest that the College use the name "Raiders" in honor of the heroic airmen who trained at Eglin for their famous World War II raid. The student body officially chose the name "Raiders" when OWJC students voted on the mascot names and the ballots were collected in a shoebox with a slit on top.

***More information on history of NWFSC and the Doolittle Raiders is available in this guide.***

*See Jimmy Raider, mascot, Doolittle Raiders.*

### **RaiderNet**

RaiderNet is NWFSC's student registration system. It enables students to check course availability, register for credit classes, view their schedule, and pay their bills online. It also gives students access to their grades, unofficial transcripts, enrollment verification, academic standing and financial aid status. The course availability feature may be accessed by anyone; all other features require a login ID and personal identification number (PIN).

### **refund**

A refund is generated when a student has a credit on their account. This may be due to financial aid, class cancellation, or a class drop.



## EDITORIAL STYLE GUIDE

### **refund (*continued*)**

Please refer to the College Catalog for specific refund policies as they may vary depending on the type of refund, established deadlines, or other factors.

### **required courses**

Courses that are needed to complete a student's learning program.

### **room and room numbers**

Capitalize if followed by a number or if part of a proper noun.

\* *Smith Reading Room*

\* *Raider Central in building 400*

### **RSVP**

Uppercase and no periods. The abbreviation for the French *respondes s'il vous plait*, which means please reply so **do not include** "please" in front of RSVP. **Please is redundant.** Use this abbreviation with a telephone number or address and a deadline to request a response.

### **schedule of classes**

The schedule of classes lists all the classes being offered during a specific term (semester). Courses are listed in alphabetical and numerical order. Days and times of each courses' sections are listed.

***RaiderNet has the most up-to-date listing of open credit classes.***

### **scholarship**

A scholarship is considered financial aid that you do not have to pay back, and is usually given to students who have financial need, are recognized for academic achievements or other talents, and/or are preparing for certain



## EDITORIAL STYLE GUIDE

### **scholarship (*continued*)**

career fields. Each scholarship has different requirements. It is important to read the scholarship criteria required to be considered and/or maintain the scholarship.

Scholarships are available through Northwest Florida State College, the Northwest Florida State College Foundation and other outside sources.

### **seasons**

Lowercase, winter, summer, spring or fall when describing a season of the year or a specific semester.

\* *The flowers on campus are in full bloom this summer.*

\* *The fall semester begins in August.*

### **semesters**

A semester is a term of study. In addition to two 14-week semesters each year (fall and spring), there is a shorter summer term (usually 4-10 weeks long). Academic semesters are lowercase with no comma preceding a year:

\* *spring semester 2015*

\* *fall semester 2016*

### **SAB (Student Advisory Board)**

The SAB is the official voice of the NWFSC student body and enables students to be involved in the development and administration of College policies. In cooperation with Raider Life, the SAB is also responsible for designating funds for student clubs and organizations. It assists in selecting specific themes and issues for programs brought to the College by the student body. SAB members also represent students on various College and statewide committees.



## EDITORIAL STYLE GUIDE

### **spacing**

Single space between sentences rather than double space for publications and the web. There are no spaces between multiple initials in names:

*\* J.W. Smith*

There are no spaces around either side of a slash in text materials.

*\* Faculty/staff are invited to the event.*

### **state names**

*See addresses.*

### **student-athlete**

Hyphenate and lowercase in all uses.

### **Student Success Navigator**

A Student Success Navigator is a professional advisor, staff or faculty member with specific expertise in helping students with academic planning.

### **syllabus**

A syllabus is a summary or outline of specific course objectives, assignments, and the grading formula which is distributed in each class at the beginning of the semester.

### **T-shirt**

The “T” is always uppercase, the “s” is lowercase and the word is hyphenated.



## EDITORIAL STYLE GUIDE

### **telephone numbers**

Use a dash to separate area codes and prefixes. Do not use the numeral 1 before area codes, including 800 numbers.

\* 402-280-1740

\* 800-282-5835

### **time element (see also dates)**

Information for events should be written in this order: time, date and place. When possible, use the day of the week for upcoming events.

\* *The group will meet at 3 p.m. Tuesday, Sept. 12, in the NWFSC Student Activities Building.*

*See a.m. and p.m.*

Use figures, except for noon and midnight. Use a colon to separate hours from minutes. Do not use :00 if the time is on the hour.

\* 10 a.m.

\* 3:15 p.m.

\* *from noon to 1 p.m. (use "to" when the phrase includes "from")*

\* noon-1 p.m.

The abbreviations EST, CDT, etc., are acceptable on first reference for zones used within the continental United States, Canada and Mexico only if the abbreviation is linked with a clock reading.

\* *Noon EST, 9 a.m. PST.*

Do not set off the abbreviations with commas.





## EDITORIAL STYLE GUIDE

### **titles**

Always capitalized when they occur before the name:

\* *College Interim President John Smith*

\* *Dean Lucy Smith*

They are never capitalized when occurring after the name or in no direct relation to a name:

\* *John Smith, interim president of NWFSC*

\* *The vice president's position is open.*

*Also see capitalization and administrative titles.*

### **transcript**

This is a copy of a student's academic record. Transcripts may be obtained by visiting the College's website. Students may print unofficial copies from RaiderNet.

### **transfer credit**

Coursework completed at another accredited college that is similar in nature, content and level of instruction to courses at and applies to the student's learning program. Courses will be evaluated for transfer if an official transcript is submitted to the Office of Admissions along with a completed Transcript Evaluation Request Form.

### **transfer programs**

Programs of study (majors) designed for transfer to other colleges and universities to complete degree programs. It is important for students who select transfer programs to work closely with Student Success Navigators. Students planning to transfer to a Florida public (and some private) college or university should work with a navigator while taking courses at Northwest Florida State College ensure programs will transfer.



## EDITORIAL STYLE GUIDE

### **tuition**

Tuition is the cost of class instruction. It is charged by credit hour for credit classes.

There are two tuition rates: *in-state*; *out-of-state*. These rates are charged based on a student's legal residence (with certain exceptions provided by law).

### **tuition waiver**

Refers to any programs designed by various sources that waive tuition and/or fees under certain criteria for students. Each waiver program has its own set of criteria and requirements for students to participate.

### **underway**

One word in all uses.

### **unofficial transcript**

A printed record of a student's academic history that contains all courses both past and current, but is not stamped and/or marked "Official" and is not enclosed in a sealed envelope marked "Unofficial if opened." It may be obtained by using RaiderNet.

### **vice president**

Always two words, not hyphenated. Do not capitalize in text unless the title precedes the name. This usually should be avoided except in formal communications such as invitations and programs. When the title follows the name, vice president is lowercase and the division/area name is uppercase.

\* *John Smith, vice president for Information Technology, spoke during the ceremony.*

\* *Dr. Jane Doe, vice president for Teaching and Learning, announced the development of a new program.*



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### **web and email addresses**

Italicize Web addresses and email addresses in running text.

In most instances, it is no longer necessary to include `http://` or `www.` in web addresses:

*\* `nwfsc.edu`, `stratcomm@nwfsc.edu`*

However, be sure to check the address links without the prefix. Some Web addresses are secure and require `https://`.

If an Internet/Web address or email address falls at the end of a sentence, use a period.

*If an address breaks between lines, split it directly after a slash or a dot that is part of the address, without an inserted hyphen.*

*\* You can access the NWFSC website at `nwfsc.edu`.*

*\* Send your registration information to `stratcomm@nwfsc.edu`.*

### **Web, website**

Uppercase the word Web; lowercase related words such as *website*, *webpage*.

### **Welcome Information Center**

The Welcome Information Center is located on the second floor of the Student Services Center. This Center provides information about campus services, locations, and can assist with questions.

### **withdrawal period**

A period of time after the drop/add period, but well into the semester, when a student may withdraw from a class is referred to as the withdrawal period. A grade of W will appear on his/her transcript. Refunds are not available.



## EDITORIAL STYLE GUIDE

### Works Cited

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Christian, Darrell; Jacobsen, Sally; and Minthorn, David. *Associated Press, 2017 Stylebook and Briefing on Media Law, 52nd Edition* <http://www.apstylebook.com/web/>

*Official Website of The Doolittle Tokyo Raiders:* <http://www.doolittleraider.com/>