Style Guide

SUNY ORANGE

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The SUNY Orange Brand

BACKGROUND

Recognizing that Orange County Community College and the State University of New York are both powerful brands with long-standing reputations for delivering high-quality educational experiences, College leadership made the decision to blend the two brands together to create one academic brand of exponential value and importance.

And while the College has, for a number of years, referred to itself as SUNY Orange in text and spoken references, and has recently developed a visual to support that position!

The College logo combines the power of SUNY and Orange County Community College to support the SUNY Orange name. The intent of the logo is not to replace the Orange County Community College seal, but to use the two in tandem to build brand and name recognition.

In addition to strengthening the usage and recognition of the SUNY Orange brand on both of our campuses and within the community, the logo has been developed in such a manner that individual department names may be incorporated, allowing academic and administrative departments to more closely align themselves with the College. Hi-resolution JPEG logo files have been created for many departments and distributed to department heads. Additionally, copies of department logos may be found on the College's public drive (P:\Logos_and_Templates). If your department has not received a SUNY Orange logo incorporating your department name, please contact Steve Hedderton, Assistant Director of Communications for Publications, and one will be created for you.

Please do NOT create your own department logo, or use previously created department logos.

THE LOGO

The contemporary logo, designed to reinforce our identity within the community, features the words "SUNY Orange" in classic blue text with an orange script "O" rising above and behind the SUNY Orange text.

The logo, as well as the supplemental secondary logos for departments and organizations, will be primarily used for internal and external marketing purposes and are intended to support the College seal, which will remain as SUNY Orange's "official" graphic identifier. Because the College seal will remain our "official" graphic identifier, it will continue to be used on letterhead, envelopes, business cards, etc. ... so there is no need to reorder these items with the new logo.

THE NAME OF THE COLLEGE

The official name of the college is ***Orange County Community College***.

If a formal reference is not required, the institution should be referred to as ***SUNY Orange.***

On second and subsequent references, you may use *the College*.

SUNY Orange County Community College, or the acronym *OCCC* are **NOT** acceptable references!

WHY IT'S IMPORTANT

In these highly competitive times, it's essential that the College present itself in a polished, professional, ***consistent*** manner. Our many constituents and publics should all see SUNY Orange as a top-tier institution of higher learning. Therefore, it is essential that collectively we produce materials that support that positioning – and this guide is the foundation to accomplish that goal.

College Logo & Seal

OUR PUBLICS & CONSTITUENTS

The College serves many segments of the community. Each is important. And each needs to view the College in a positive light. The chart at right shows the many publics and constituents that SUNY Orange serves.

LOGO & SEAL USAGE

The SUNY Orange logo or the Orange County Community College seal must appear on every official College publication and document. Whenever possible, larger publications should contain both the SUNY Orange logo and the Orange County Community College seal. They should not be used within close proximity to each other. Select one for the front of a document, and one for the back of a document. But not both on the same side. For flyers, templates that include the SUNY Orange logo have been created for your use.

Please make sure to use the correct version of the College seal as minor modifications have been made over time. Discard all previous versions of the seal. You can download JPG, PDF and PNG versions of the seal from the SUNY Orange Public drive (P:\Logos_and_Templates). Please note that the PDF logo files have been created to serve as vector files which can be opened using Adobe Illustrator or a similar professional graphic design software. If you need a file format other than the current files, please contact Steve Hedderton.

Both the College seal and the SUNY Orange logo may be re-sized to fit your document. However, **all sizing and re-sizing must be done proportionally** so that the College seal and logo retain their original shape. (to re-size artwork proportionally, click on the art, then hold the control key while dragging the corner of the box either in (to reduce the size) or out (to increase the size).

In all cases the logo and seal are to be used as drawn. Additions or modifications to the seal or the logo are not permitted. Remember also to use the proper logo for its intended final output (black/white logo or seal for black/white printing or color logo or seal for color printing).

Illustrative examples in this publication are NOT for reproduction!

COLLEGE SEAL EXAMPLES

While the color specifications below may seem foreign to you, professional printers and designers are quite familiar with them. Printers will be happy to receive this information. In fact, providing it is essential to the success of your printed material. The College seal is NOT to be modified or altered in any way.

2 PMS Color Option
(uncoated paper)
Pantone 294 U (blue)
Pantone 1665 U (orange)

(coated paper)
Pantone 294 C (blue)
Pantone 1665 C (orange)

1 PMS Color Option
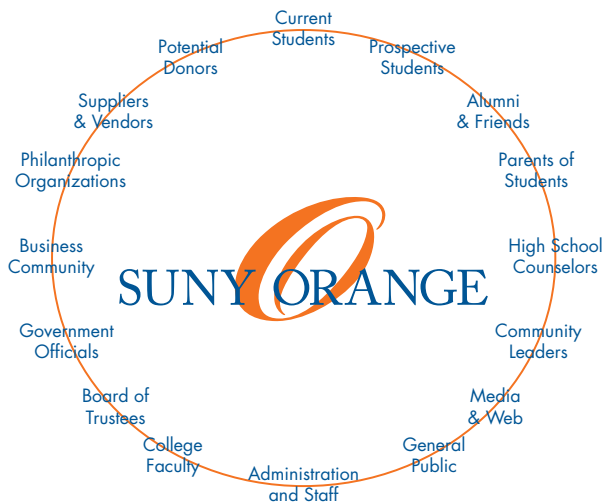(uncoated paper)
Pantone 294 U (blue)

(coated paper)
Pantone 294 C (blue)

4-color Process Color Option
C=100
M=58
Y=0
K=21

B&W Option
Black = 100

SUNY ORANGE LOGO EXAMPLES

In addition to the traditional Orange County Community College seal, the College's more contemporary logo is also available for use.

2 PMS Color Option
(uncoated paper)
Pantone 294 U (blue)
Pantone 1665 U (orange)

(coated paper)
Pantone 294 C (blue)
Pantone 1665 C (orange)

4-color Process Color Option
C=100
M=58
Y=0
K=21

B&W Option
Black = 100

ACCEPTABLE ALTERNATE LOGOS

Every effort has been made to anticipate how the new SUNY Orange logo may be used. As such, the College has created two alternative logos which may be utilized in place of the standard SUNY Orange logo in **very specific** circumstances. Those instances are...

White on Black Logo
This logo may be used if the application calls for a single color logo on a black background. A white logo on any other color background MUST be approved by the Communications Department before the material my be printed.

Color on Blue Logo
This logo should be used if the application calls for a color logo to be placed on a PMS 294 (blue) background. Please note: PMS 294 (blue) is the ONLY acceptable color background to be used behind the SUNY Orange logo.

SUNY Orange Athletics Logo
This logo may be used with prior permission of the Athletic Department. Please contact Wayne Smith, Athletic Director, for permission and specific details on using this logo.

SUNY ORANGE SECONDARY LOGO EXAMPLES

SUNY Orange's secondary logos are those logos that identify College departments and organizations and link those areas with the College's primary logo. As you see in the examples below, departments will have two options for secondary logos ... one that includes the department name and one that includes the department name accompanied by a third line of text (tag line) that includes a particular location, an explanation of an abbreviation or a College-approved slogan. Departments and organizations who wish to have a secondary logo **MUST** contact Steve Hedderton. College personnel **ARE NOT** permitted to create their own department, organization or group logos.

Secondary Logo

Secondary Logo with Tag Line

2 PMS Color Option	4-color Process Color Option	B&W Option
(uncoated paper)	C=100	Black = 100
Pantone 294 U (blue)	M=58	
Pantone 1665 U (orange)	Y=0	
	K=21	
(coated paper)		
Pantone 294 C (blue)		
Pantone 1665 C (orange)		

TEMPLATES FOR PROMOTIONAL FLYERS AND PUBLICATIONS

To further add uniformity to the SUNY Orange brand for both internal and external audiences, the College has established a series of templates for publication covers, flyers, posters and newsletters. Flyer templates, available in both color and black/white formats, offer several variations for selection. At minimum, the College logo and accompanying "swoosh" must be anchored at the bottom of the piece. The logo appears in the lower left section of the footer. The lower right section of the swoosh can ONLY be overlaid with the following items: department/organization name, contact phone number, College mailing address and/or College web site address. However, it is suggested that only one or two of these items be included in that space, and the department name does not need to be added here if the template you are using already includes your department logo. No logos from other institutions, organizations or businesses should be placed upon the "swoosh."

If you are designing a publication (event program, etc.) without the help of the Communications Office, you are still expected to utilize a standardized template. Promotional flyer templates (designed at 8 1/2 x 11 inches) may not necessarily be able to be re-sized appropriately if your finished publication will be a different size. If you need to have a specialized publication template created (5 1/2 x 8 1/2, 6 x 9, etc.), contact Steve Hedderton.

REMEMBER: Use the appropriate templates for the appropriate applications (black/white for black/white printing and color for color printing ... color logos and templates will not always translate well when printed in black/white).

DIGITAL COLLEGE LETTERHEAD

The College letterhead is available as a Microsoft Word template in both color and black & white. These files can be found on the shared public drive (P:\Institutional_Advancement\Logos_and_Templates). Please remember to use the appropriate version relative to your final output. If you will be printing and photocopying, you should use the black & white version.

COLLEGE LOGO & SEAL USAGE – WHAT TO AVOID

Making a good, lasting impression is vital in today's marketplace; and a large part of the initial impression that we make on prospective students, potential employees, vendors and the community-at-large is visual – specifically the College logo and seal. For that reason it is vital that we adhere to the following do's and don'ts of logo usage.

DO - use your department-specific logo to reinforce your department's reputation through the tie-in to the College

DON'T - use old department logos, or new create ones. If you do not have a SUNY Orange department logo, please contact Steve Hedderton, Assistant Director of Communications for Publications at 341-4727 to have one created.

DO - use the College Seal and SUNY Orange logos as drawn.

DON'T - alter the logo. It must be re-sized proportionally. It should not be stretched, squeezed, elongated or manipulated in any other way.

DON'T - re-position any part of the logo or seal

DON'T - place photography, illustrations, text or other graphics across or within any part of the logo or seal.

DON'T - reset the logo or seal in other typefaces

DON'T - re-size any part of the logo or seal
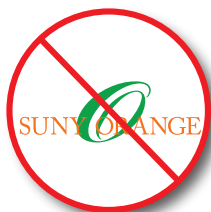
DON'T - alter the logo or seal colors

DON'T - integrate the logo or seal into another logo

DON'T - apply patterns or textures to the logo or seal

DON'T - use the logo or seal at an angle

DON'T - confine the logo or seal in a shaped background or decorative border.

Getting Your Word Out

MEDIA INQUIRY POLICY

In order to best facilitate consistent, clear and effective media communication, only authorized spokespeople for SUNY Orange are permitted to speak on behalf of the organization. Should a member of the media contact an employee and ask to speak about SUNY Orange or anything pertaining to the manner in which SUNY Orange has, plans to, or currently conducts its business, the employee shall refer him/her to an authorized spokesperson for SUNY Orange.

The authorized spokespersons for SUNY Orange are:

Mike Albright, communications officer   Dr. William Richards, president
(845) 341-4728   (845) 341-4701
mike.albright@sunyorange.edu

Communicating with the media is an important responsibility for SUNY Orange and all of its stakeholders. Employees are to assist those charged with the responsibility of communicating with the media by ensuring that all inquiries from the media are directed to the appropriate people.

When appropriate, the Communications Office will work to make employees who may be suitable "sources" of information available to the media for interviews, and will offer training and/or assistance as necessary.

PRESS RELEASES AND MEDIA COVERAGE

The Communications Office is responsible for promoting the College, its people and events.

The Communications Office plans a coordinated institutional public relations strategy and offers media outlets stories or ideas that will be of interest. This is done by targeting stories to each medium's styles or needs and by developing and maintaining good working relationships with reporters and editors.

Channeling all contact with the media through the Communications Office is essential and helps to assure that correct and institutionally approved information is released and made available to the proper outlets.

Please DO NOT contact the media on your own.

PREPARING YOUR PUBLICITY

For your publicity to be successful, you will need to follow a few simple guidelines...

PLAN AHEAD! The earlier you provide your materials to the Communications Office, the more likely you are to get media coverage. Keep in mind that media deadlines may be weeks prior to publication – depending on the publication. That – coupled with the time to write and edit your press release, schedule photography (if necessary) – means that you may need to be working on promoting your event more than a month ahead of time.

WHAT'S UNIQUE? Whether you goal is to promote an event, increase awareness of an issue, or recap a recently completed project, you want to attract attention. Therefore, you will need to think about a "hook" or an "angle" that will set your information apart and attract interest.

MATCHING THE MESSAGE TO THE MEDIUM. Once the Communications Office has crafted your press release, staff will work to ensure that your story is placed in the appropriate media vehicle. The Communications Office has relationships with print and broadcast media representatives, and may pitch your story ideas to those outlets that it deems appropriate for your message.

It will be the decision of the communications officer regarding how and when, and by what method (press release, photo, pitch, etc.) that your information will be conveyed to the media outlet.

USING GRAPEVINE

The Grapevine is the College's primary internal communications tool. It is distributed twice weekly (Tuesday and Thursday mornings) via e-mail to all faculty and staff (Campus Grapevine) and students (Student Grapevine) with an @sunyorange.edu e-mail address. The Grapevine is also posted on the College web site with public announcements retained in an archive section for later reference.

Grapevine content will be restricted to official College-related business only. It can be used for such things as: announcing an official policy or procedure; delivering news of broad importance (inclement weather, security, etc.); announcing an official College event; delivering messages that must be communicated to the entire college community (required safety training, etc.).

Deadlines for submitting items for Grapevine consideration are Noon on Monday (for Tuesday's issue) and Noon on Wednesday (for Thursday's issue). Items that are submitted following the established deadlines can/will be considered for the next available Campus Grapevine distribution.

The only method for submitting information to the Campus Grapevine is through the online form available at www.sunyorange.edu/wea/posting/new. The form accommodates submissions of events (for the online College calendar), announcements or an event/announcement combination.

As a security measure (to confirm the poster's identity and relationship to the College), an e-mail confirmation notice will be generated for each submission request to the Grapevine. When users receive this notice, they will be required to access the included "confirmation link." Submitters can then edit their submission, or simply confirm. Upon confirmation, the items will enter the system, where they will await approval.

Submitted items for the Grapevine will be reviewed for approval by Mike Albright, Communications Officer, or Steve Hedderton, Assistant Director of Communications for Publications, utilizing the criteria above. Employees who have submissions that are denied or suspended (pending further review, information or editing) will be notified via e-mail of the reason for the denial or suspension.

When using the Grapevine submission form, you will be given a range of dates for when your item may be included in the Grapevine. If you are submitting an announcement ONLY, your range of dates will include all available Tuesdays and Thursdays within the three weeks following the date of your submission. If you are submitting an event/announcement combination, you will be given a range of dates that includes all available Tuesdays and Thursdays within the three weeks preceding your event date. The rationale is that "announcements only" are items that will need to be distributed soon, while event/announcement combinations may be entered into the system early — to take advantage of exposure on the College calendar — but submitters will want to hold the announcement until closer to the event. If you post an "event only," the information goes directly to the online calendar and you will not be presented with a series of dates on the form.

On those rare instances when items of importance must be delivered to the campus community outside of the framework of the Grapevine, information will be distributed campus-wide via an "urgent@sunyorange.edu" listserv. Items that must be sent via this method will be distributed via a Cabinet member, who has authorization to enforce the criteria above when determining the urgency of the message. Items that can be held for a future Grapevine issue will be rejected by Cabinet members and submitters will be asked to utilize the submission form.

Faculty and staff have the option of including their announcements and events only in the Campus Grapevine, only in the Student Grapevine, or in both areas simultaneously. Items intended for the Student Grapevine should have some relevance to students. Any announcements for student clubs or organizations will be processed through the Student Activities Office.

Submitters may occasionally have an announcement that is intended only for the campus community and is not suitable for viewing by students or external community members. In these instances, the submission form has a "Show on Public Website" check box that, when left unchecked, will allow the notice to be included in the e-mail version of the Grapevine, but not in the online version of the Grapevine.

Students are encouraged to submit announcements for clubs and organizations, however, all submissions must have the confirmation routed to the club advisor or sponsor so that the College is assured that the event/announcement meets all College and Grapevine criteria.

Crafting Your Message

WHAT IS ASSOCIATED PRESS STYLE?
The College follows Associated Press style, or AP style, in its message composition. AP style is a standardized way of writing everything from dates to street addresses to job titles. AP style was developed and is maintained by The Associated Press, the world's oldest news service.

WHY USE AP STYLE?
AP style is the gold standard for print journalism. It's used by the vast majority of newspapers in the U.S.

Since the goal of press release distribution is to get your message published, using AP style greatly increases our chances of getting published because we are actually making the editor's job easier. In fact, because our press release adhere so stridently to AP style, it is not uncommon for local weekly newspapers to include our press releases *verbatim*.

SHOULD I USE AP STYLE FOR ALL OF MY PUBLICATIONS?
Yes! By following AP style in crafting messages for ALL communication and publications, we add a level of standardization and consistency to ALL of our messaging.

WHAT SHOULD I INCLUDE IN MY MESSAGE?
Whether you are crafting text for a promotional flyer, a Grapevine posting, or information to be the core of a press release, it is important to include the *"Four Ws + H."* Simply put, your message should tell the audience...
WHO – the article is about, or is performing
WHAT – is or has taken place
WHEN – the event will or has taken place
WHERE – give the location
WHY – the event is taking place; the audience should be interested in the event
HOW – the audience can get involved

WORKING THE INFORMATION INTO YOUR MESSAGE
Media writers and editors often talk about "the lead," essential information that the story or article is trying to convey. Like a good thesis statement in a term paper, the lead should be delivered in the first paragraph. Your message should be crafted as an inverted pyramid with the most important information at the top of the message. The information should then be "ranked" in order of importance from most important to least important. It's a pretty poorly kept secret that in order to "fit" stories into the allotted space, media editors start cutting paragraphs from the bottom of a press release to the top. Therefore, if you save the most important info for the last paragraph, there is a good chance that it won't make it into publication.

GRAPEVINE MESSAGES
Crafting your message for Grapevine is essentially the same as for print, except that your lead should be in the first 150 characters in order capture the audience's attention. By delivering the *"Four Ws + H"* in the first 150 characters, you ensure that the key elements of your message are delivered whether the reader clicks on that particular post.

Publications

GETTING YOUR MESSAGE PRINTED

To ensure consistency of image, accuracy and quality of presentation, all brochures, official Web pages, flyers, handbooks, posters, printed schedules, programs, invitations, promotional videos or other communications distributed to the public or general student body must be approved and/or produced by the Communications Office.

Producing a publication involves many interrelated steps, and the Communications Office is prepared to work closely with you through the process. We suggest that before you move forward with the design and printing process, you work with the Communications Office to plan the best strategy for execution.

HOW LONG DOES IT TAKE TO PRODUCE A PRINTED PIECE?

Publications produced in-house can take four to six weeks. Large or complex projects that require off-campus printing or bindery may take longer. Outside mailing services such as stuffing, labeling and stamping, and postal bulk-rate handling time are not included in this timeline and will require an additional two to three weeks. Generally, the following timetable applies. This timetable includes editorial and graphic services, two proofs, blueline review and printing:

Invitation: at least four weeks before distribution date
Brochure/newsletter: at least six weeks before distribution date
Full-color booklets: at least 10 weeks before distribution date

STARTING THE PUBLICATIONS PROCESS

First, set up a meeting with Steve Hedderton (ext. 4727) in the Communications Office to discuss the following questions:
- Who is your audience?
- What is the best way to communicate your idea to that audience?
- When do you need the information to reach your audience?
- What is the appropriate budget?
- How many copies of the publication do you need?
- Will the publication be mailed in volume?
- What other services do you need? (A mailing service? Special printing services?)
- Who is responsible for overseeing the project? The Communications Office will work with that person.
- Is there a current SUNY Orange publication that covers some or all of this topic?
- Does our competition have a similar brochure?

The Communications staff will help you answer all of these questions and select the most cost-effective options for your specific needs.

PREPARING COPY

The Communications Office will review and edit your initial copy. Where appropriate, we will make suggestions for improvement or rewrite to fit the College's Editorial Style Guide. Copy will be returned to you for review and approval. Please review the Editorial Style Guide, which is designed to help you prepare the copy for your publication. Final copy must be reviewed very carefully. Every word, number and piece of information should be exactly as you wish it to appear on the printed piece. Copy changes can be made later, but it can lead to unnecessary expense and delay the completion of your project.

THE DESIGN PROCESS

The Communications Office will help you determine the size, shape and design for your project. It is important to communicate publication options and requirements with accuracy. A short meeting may help ensure meeting your goals.

PREPARING AN ELECTRONIC FILE FOR THE DESIGNER

To expedite the design process, here are a few tips on preparing electronic copy for submission. The electronic file needs to be as simple and clean as possible. Follow these steps for preparation:

- Make all text one font.
- Keep text in one page column.
- Change capitalized words to lower case. Capitalized letters at beginning of sentences, titles, names, course descriptions (i.e. BIO) and acronyms are correct.
- Leave only one space after periods.
- Tab only once (it does not need to line up on the screen or hardcopy at this point).
- Delete extra hard returns. Typically only one or two are needed.
- Remove any boxes around type.
- Left align all text.
- Tables included in a text document will not import with any degree of logic. Call for details on how to set up that type of data.
- Remove graphic images from copy.
- Remove any headers or footers.
- Call for details required for photographic images.

THE PRINTING PROCESS

The designer submits your complete project to the printer. Depending on the project, it may take two to three weeks for a publication to be printed, dried, folded and delivered. Changes can be made on preliminary press proofs, but are expensive and discouraged unless absolutely necessary. Changes will delay the production of your piece and can be cost prohibitive.
NOTE: Your timely response in approving each stage of the process will ensure that the project will be completed on time.

DISTRIBUTION

When the publication is completed and delivered, be sure that you have a distribution plan, as well as a plan for mailing samples to key staff and any external audiences you wish to reach.

Photography

Please submit photography requests at least one week in advance of an event. Submit your photography request via e-mail to Steve Hedderton, Assistant Director of Communications for Publications. Not every event is suitable for photography. We will help you evaluate your need and arrange for appropriate coverage. We also will help you select the best photos for your purposes. In instances where the College photographer is not available, a high-quality camera may be borrowed from the Communications Office.

PHOTOGRAPHY GUIDELINES

- All requests for photography must be submitted in writing at least one week prior to the event.
- All requests for photographs must be considered legitimate official college business for institutional publicity purposes.
- All faculty/staff/visitors to be photographed by the College photographer must complete a Release/Consent agreement form. Students are covered by the blanket student photography policy published in the College Catalog and Student Handbook.

PHOTO TIPS

If you are taking the photos:

- Remember, line-ups of people are usually dull. Action photos are always best.
- Photos of students are of interest to newspapers. The students' hometown should always be identified.
- Try for sharp, high contrast pictures that will reproduce well in print.

College Website & Social Media

USING THE WEBSITE

The primary function of the College website is as a recruiting tool for prospective students. It also serves as another avenue for publicizing College events. While internal documents and documents for current students still reside on public areas of the website, these will eventually be moved behind single sign-on.

YOUR WEB PAGE MANAGER

Each department should have a Web Page Manager. This individual will have received training in "Contribute" software from the IT department. This person should submit all webpage updates from their department and is considered the liaison between the department and the Communications department. If you do not know who your web page manager is, please contact the Chair or Supervisor of your department, or contact Chris Thurtle, Assistant Director of Communications for New Media at (845) 341-4402.

PLAN AHEAD

For all webpage updates, please plan ahead and submit web changes at least one week before they need to be "live" on the website. Please note as per the training received by the web page manager, some web page submissions may be edited according to accessibility requirements, best practices for web coding, or best practices for the style of the website.

DON'T SUBMIT POSTERS OR FLYERS TO WEBSITE OR SOCIAL MEDIA

Because a website's strength is the combination of text and images, it is NOT recommended that you simply post an image of the poster or flyer of an event on your webpage (for example a JPG or PDF). This is not a best practice for several reasons: large images can take longer to load for people with slower connections, an image will not provide text for browsers that "read" the website for blind or partially sighted visitors, an image will not re-size itself as successfully on a mobile device as text, and a search engine (such as Google) cannot pull information from an image like it can from text.

COPYRIGHT FOR WEB OR SOCIAL MEDIA

Images/video/text or other media that you wish to place on the website or on a social media site should be either owned or produced by your department, or the College, or specifically be available in the public domain. (See COPYRIGHT at the end of this document).

USING SOCIAL MEDIA

The College has established an official presence on Facebook, Twitter, YouTube and Flickr. These can be used to promote your College events either before an event, or post information, images and video from an event. Feel free to utilize these social media sites to promote or recap College events. Contact the Communications Department staff to coordinate the posting of items to these accounts.

Facebook provides followers with news, photos and video updates from the College.

Twitter provides short news items and links from the College.

YouTube provides promotional College videos and videos of College events.

Flickr provides promotional photos from the College and photos of College events.

These four accounts are updated on a regular basis by the Communications Department.

PREPARING YOUR PUBLICITY ON-LINE

PLAN AHEAD! The Communications Department publishes information and news to the College's official social media sites. For social media promotion, you will normally want to promote your event between 2 days to a week ahead of the event. If you wish to promote an event through one of these channels, it is recommended that you prepare a short promotional paragraph, and provide a photo to go with the update.

SHORT DESCRIPTION ON SOCIAL MEDIA, LONGER DESCRIPTION IN THE GRAPEVINE/WEBSITE Keep your social media information to the bare minimum to inform the reader what the event it about and where and when the event will be held. Any additional information should be linked from the social media posts to more detailed listings on the College Grapevines or College website.

YOUR OWN SOCIAL MEDIA SITE? The College is preparing policies and guidelines for departments, staff and faculty regarding the creation of their own social media sites. It is recommended that you do not start your own social media presence until these have been issued. The very basic rule of thumb when using social media is that you should not post anything to a social media site that you wouldn't be comfortable with if it was made public or displayed on TV or a large sign in Times Square.

Video Monitor System

Recently the College installed large-screen video monitors in the common areas of Kaplan Hall and the George F. Shepard Student Center. The monitors are networked to a computer, and run a PowerPoint presentation loop containing promotional slides for various campus events and activities. In order to maximize your success while using this communication system, please adhere to the following guidelines.

MESSAGE GUIDELINES

All communication from individual departments or divisions of the College...
- MUST use College or Department logo (or current College seal), but use of SUNY Orange branding elements (blue swooshes) is also ENCOURAGED
- should use an attractive, easy-to-read font. Do not use fonts such as comic sans or other overly decorative fonts.
- should use an appropriate font size that can be easily read from at least 10 feet away.
- should use appropriate colors.
- should minimize the use of clip art.
- should adhere to all guidelines set forth elsewhere in this publication.

NOTE: Student organizations have a bit more latitude, and do not have to incorporate the approved SUNY Orange branding elements. However, they MUST adhere to all other guidelines set forth elsewhere in this publication!

Style Guide

For most publications and press releases, the Communications staff will utilize Associated Press style. Fell free to refer to a printed AP Style Manual or access the style guide online for a more comprehensive understanding of the style and its application

COMMON WORDS AND THEIR USAGE

Academic Degrees – the specific title of degrees issued by SUNY Orange should be capitalized followed by the uncapitalized word degree. i.e., the Associate of Applied Science degree, Associate in Arts degree, Associate in Science degree. After using the full descriptive degree title, A.A.S., A.S. and A.A. may be used for second and additional reference.

Use an apostrophe in associate's, bachelor's degree, a master's etc.

If mention of a degree is necessary to establish someone's credentials, the preferred form is to avoid an abbreviation and use instead a phrase such as: *John Jones, who has a doctorate in psychology*.

When used after a name, an academic abbreviation is set off by commas: *James Smith, Ph.D., spoke*.

Do not precede and follow a name with a courtesy title for an academic degree.
Correct: *Dr. Sam Jones, a chemist* Incorrect: *Dr. Sam Jones, Ph.D.*

Academic Departments – use lowercase except for words that are proper nouns or adjectives: *the department of history, the history department, the department of English, the English department*

Academic Honors – lowercase and italicized *cum laude*, *magna cum laude*, and *summa cum laude*.

Academic Titles – capitalize and spell out formal titles such as *professor, dean, president, chancellor, chairman*, etc., when they precede a name. Lowercase elsewhere. *William Richards, president of SUNY Orange*; *President William Richards*.

Lowercase modifiers such as *history* in *history Professor Edward Sullivan* or *department* in *department Chairperson Diane Dayne*.

Alumnus/Alumna/Alumni/Alumnae – Use *alumnus* (alumni is the plural) when referring to a man who has attended a school. Use *alumna* (alumnae is the plural) for similar references to a woman. Use *alumni* when referring to a group of men and women.

ANGEL – when used for ANGEL Content Management Software should be all capital letters. It is an acronym for *A New Global Environment for Learning*.

Board (committee) – Capitalize the formal names of boards, committees, councils and so forth: *SUNY Orange Board of Trustees, SUNY Orange Foundation Board of Directors, the Governance Committee on Academic Policy, the College Association*. But use lowercase when used alone: *The foundation board appointed its representatives to the council and to the committee debating parking fees*.

Class of ... – When used with a specific year, capitalize: *He belonged to the Class of 1967*. When used with many class years, use lower case: *The reunion is for the classes of '70, '75 and '80*.

College – capitalize when used as a specific reference to SUNY Orange. i.e. the College. (note the use of a lower case *"t"* in the word *"the"*). All other references (i.e. college students, college classes, college experience) should not be capitalized.

Curriculum – capitalize the name of a course, but not a generic field of study: *He is taking Real World Mathematics. A student needs a strong background in mathematics to become a physician*.

Days (months, years) – Abbreviate the months of *Jan., Feb., Aug., Sept., Oct., Nov.* and *Dec.*, if you include a date: *Classes begin Aug. 28, 1991*. Do not abbreviate if the month is used alone: *Classes begin in August*.

Also do not abbreviate if the month is used only with a year: *She will graduate in December 1992*.

And do not use a comma between month and year or season and year: *January 1991* or *summer 1992*.

E-commerce – the word e-commerce should be hyphenated.

Emeritus/Emeriti – often added to formal titles to denote that individuals who have retired retain their rank or title. When used, place emeritus after the formal title: *Professor Emeritus James Smith*, *Dean Emeritus Erin O'Malley*. Or: *James Smith, professor emeritus of mass media*; *Erin O'Malley, dean emeritus of the faculty of business.* The word *emeriti* is the plural of *emeritus.*

E-mail – the word e-mail should be hyphenated.

Ensure/insure – The former means guarantee: *Buy your tickets in advance to ensure admission.* The latter refers to insurance: *The policy insures her life.*

George F. Shepard Student Center – The Shepard Center is the headquarters of all student services on the Middletown campus. This building should NOT be referred to as the College Commons.

Grade Point Average – GPA (without periods) is acceptable on second and subsequent references.

His/her – Try to avoid using *his/her* in constructing a sentence. Usage like the following is awkward at best: *Each student is responsible for his/her own homework.* Often, the best choice is to revise the sentence: *Students are responsible for their own homework.*

> The use of *they* as a non-gender-specific alternative is also acceptable.

Honors – capitalize the word Honors when referring to the title of the *SUNY Orange Honors* program. When referring to advanced level courses and seminars the lowercase *honors* should be used. *He took an honors English course.*

Internet – always capitalize the word *Internet.*

It's/its/it is – It's is a contraction for *it is*: *It's a fine day for golf.*

> The word *its* is the possessive form of the neuter pronoun: *The foursome took its time.*

> Avoid using it is to begin a sentence. *"Canadian studies is a strong program,"* is better than *"It is clear that Canadian studies is a strong program."*

Kaplan Hall – the primary classroom building and cornerstone of the Newburgh campus. This building should be referred to as Kaplan Hall, NOT as the Kaplan *Building.*

Lab School – refers to the child care and learning program and facilities for children of SUNY Orange students, children of faculty and staff members. Do not refer to the program or facilities as Kindercollege.

Newburgh Campus – a branch campus located in the eastern Orange County city, Newburgh. Students may earn seven degrees in their entirety at this campus.

> The "c" in campus is always lower case, unless used in a headline.

> The campus designation should not be used to describe a faculty or staff's department assignment. Correct: *Florence Nightingale, Professor, Nursing Department.* Incorrect: *Florence Nightingale, Professor, Newburgh campus.*

Noon/Midnight – Use the lowercase *a.m.* or *p.m.* For 12 a.m. and 12 p.m., respectively, use *noon* and *midnight.*

Over/more than – Use *more than* when referring to numbers: *More than 1,000 will graduate this spring.* Use *over* in reference to spatial relationships: *The water flows over the dam.*

Percent – One word. Do not use *%* alone or with numbers in text. It may be used in a headline or in a table but only with a number.

Semesters/sessions – During the summer months, the College has "sessions," not "semesters."

Shared Governance – Capitalize the formal name, but lowercase *governance* in subsequent references

States – When a state name stands alone, spell out the name. State names may be abbreviated in tables or graphs.

Eight states are not abbreviated, except in postal listings with full addresses, including ZIP codes: *Alaska (AK), Hawaii (HI), Idaho (ID), Iowa (IA), Maine (ME), Ohio (OH), Texas (TX)* and *Utah (UT)*. (Note: These states are the ones that have five letters or fewer or that are not part of the contiguous United States.)

Abbreviate the other states as follows, using the first abbreviation, when they are used in datelines; in conjunction with a city, town or military base; or when used in short form listings of party affiliation (i.e. *D-Ala.*, *R-Minn.*):

Ala. (AL)	Md. (MD)	N.D. (ND)
Ariz. (AZ)	Mass. (MA)	Okla. (OK)
Ark. (AR)	Mich. (MI)	Ore. (OR)
Calif. (CA)	Minn. (MN)	Pa. (PA)
Colo. (CO)	Miss. (MS)	R.I. (RI)
Conn. (CT)	Mo. (MO)	S.C. (SC)
Del. (DE)	Mont. (MT)	S.D. (SD)
Fla. (FL)	Neb. (NE)	Tenn. (TN)
Ga. (GA)	Nev. (NV)	Vt. (VT)
Ill. (IL)	N.H. (NH)	Va. (VA)
Ind. (IN)	N.J. (NJ)	Wash. (WA)
Kan. (KS)	N.M. (NM)	W. Va. (WV)
Ky. (KY)	N.Y. (NY)	Wis. (WI)
La. (LA)	N.C. (NC)	Wyo. (WY)

Use the postal abbreviations, which are in parenthesis, only when writing out mailing addresses and including the ZIP code.

Do not capitalize the word state when writing out New York state

SUNY Orange Foundation – The fundraising arm of the College. All written references should be made as The SUNY Orange Foundation. Acceptable second and subsequent reference is the Foundation.

Theatre – use *"re"* for *Orange Hall Theatre* and *SummerStar Theatre*. Also for *Paramount Theatre*.

Titles (for publications) – For the titles of books, computer games, movies, operas, plays, poems, albums, songs, TV and radio programs, lectures, speeches, articles, short stories, chapter titles and works of art, follow these guidelines:

Do not italicize. (Please note that postings to the Web may differ as the HTML code used to tag titles may italicize the font.)

Capitalize the principal words.

Capitalize prepositions and conjunctions of four or more letters.

Capitalize words of four or fewer letters when they are at the beginning or end of a title.

Put quotation marks around the names of all such works except the Bible, catalogs and reference books. Do not put quotes around journals, newspapers, magazines and such software titles as WordPerfect or Windows.

Translate foreign titles into English unless the work is famous under its foreign name.

Visit/go to/click on – use the term "visit" as the action verb. *Visit www.sunyorange.edu for more information*. Also, to guide a reader through a web site's navigation structure, use the following technique. *From the home page, select Course & Schedules > Course Information > Availability*.

CAPITALIZATION

In general, **avoid unnecessary capitals**. Use a capital letter only if you can justify it by one of the principles listed here. When in doubt, consult *Webster*.

Proper Names: *John, Mary, Boston, General Electric.*

Proper Nouns: Capitalize common nouns such as party, river, street when they are an integral part of the full name for a person, place or thing: *Delaware River, Main Street, the Democratic Party.*

Lowercase the common noun elements of names in all plural uses: *the Democratic and Republican parties, the Hudson and Delaware rivers, Mulberry and Grand streets, Orange and Ulster counties.*

Derivatives: Capitalize words that are derived from a proper noun and still depend on it for their meaning: *American, English,.*

Lowercase words that are derived from a proper noun but no longer depend on it for their meaning: *french fries, herculean, venetian blind.*

Do not capitalize the words *association, building, center, club, conference, college, department, division, office, hall, board, trustees, etc.* when used alone to refer to a specific place or group.

Capitalize seasons only when referring to specific academic semesters. *Spring 2012 Semester, Summer 2013, Fall 2010, the course is not offered in the fall semester.*

COMMAS

In a series: Use commas to separate elements in a series, but do not put a comma before the conjunction in a simple series: *The flag is red, white and blue. He would nominate Tom, Dick or Harry.*

Use a comma also before the concluding conjunction in a complex series of phrases: *The main points to consider are whether the athletes are skillful enough to compete, whether they have the stamina to endure the training, and whether they have the proper mental attitude.*

With equal adjectives: Use commas to separate a series of adjectives equal in rank. If the commas could be replaced by the word *and* without changing the sense, the adjectives are equal: *a thoughtful, precise manner; a dark, dangerous street.*

Use no comma when the last adjective before a noun outranks its predecessors because it is an integral element of a noun phrase, which is the equivalent of a single noun: *a cheap fur coat* (the noun phrase is fur coat); *the old oaken bucket; a new, blue spring bonnet.*

With introductory clauses and phrases: A comma normally is used to separate an introductory clause or phrase from a main clause: *When he grew tired of the mad pace of New York, he moved to Philadelphia.*

The comma may be omitted after short introductory phrases if no ambiguity would result: *During the night he heard many noises.* But use the comma if its omission would slow comprehension: *On the street below, the curious gathered.*

Introducing direct quotes: Use a comma to introduce a complete, one-sentence quotation within a paragraph. *Catherine said,* *"She spent six weeks in Italy and came back speaking English with an Italian accent."*

Do not use a comma at the start of an indirect or partial quotation: *He said his victory put him "firmly on the road to a new season record."*

With hometowns and ages: Use a comma to set off an individual's hometown when it is placed in apposition to a name: *Robert Hartley, Chicago, and Maxwell Klinger, Toledo, were there.* However, the use of the word "of" without a comma between the individual's name and the city name generally is preferred: *Robert Hartley of Chicago and Maxwell Klinger of Toledo were there.*

If an individual's age is used, set it off by commas: *Murphy Brown, 48, Washington, DC, was present.* Again, the use of the word "of" will eliminate the need for some of these commas.

With Yes and No: *Yes, I will be there.*

Confused? Consult the Guide to Pronunciation section in the back of *Webster's New World Dictionary*

DATES AND TIME
Always use Arabic figures for dates, without st, nd, rd or th: *November 1, 1998.*

Use figures for times except for noon and midnight. Use a colon to separate hours from minutes. It isn't necessary to indicate a time "on the hour" by typing :00. Avoid redundancies like 12 noon; 10 p.m. tonight.

If the current year is implied, it isn't necessary to write it out. Use the year in text if it refers to past or future years. *Our January 2000 meeting. Our December 20 party.*

Lowercase a.m. and p.m., with periods: *9:30 a.m., 1 p.m., noon.*

Spaces between the hyphens with times: *9:30 a.m. – 3 p.m.*

HYPHENS
Use hyphens to join words together when they are needed to avoid ambiguity or to form a single idea from two or more words and modify a noun: *First-Year Experience, a well-known person, a full-time employee.*

Do not hyphenate when they come after a noun: *That experience happened in his first year. He is well known. She works full time.* In some cases hyphens are used with prefixes or suffixes.

Do not use a hyphen between adverbs ending in -*ly* and the adjectives they modify: *highly qualified faculty, fully informed student body, warmly receptive audience.*

If in doubt over whether or not a hyphen should be used in a particular word, please refer to Webster's New World Dictionary or the Associated Press Stylebook.

PHONE NUMBERS
In general, the college will be looking to achieve consistency with the following format: (845) 346-6222.

QUOTATIONS
Commas and periods <u>always</u> go inside quotation marks, while semicolons and colons <u>always</u> go outside quotation marks or parentheses.

Exclamation points and question marks go inside the quotation marks when they are part of the quoted matter. Otherwise, they go outside. All of the following are correct:

"Our five-year plan will require some modification," said the president, "but on the whole I feel it is sound."

The president said the five-year plan needs "a few minor adjustments"; however, he did not call for wholesale changes.

The five-year plan mandates "quality first!"

The five-year plan asks, "Where do we want to go and how shall we proceed?"

What did the dean mean when he said, "Your portion of the plan is incomplete"?

Use single quotes inside of double quotes when dealing with layered quotations. *The student asked, "Are we going to hear the "you need to arrive to class on time' speech again today?"*

Copyright Infringement

With the sheer volume of information and data available through the Internet, it is quite easy to run afoul of copyright laws. The opportunity to "borrow" artwork for use in your own communication is tempting, but should be avoided as SUNY Orange does not condone this practice.

Artwork (photos, clip art, music, etc.) intended for use in your publication or presentation, or on your web page, MUST be original, or have been purchased by YOU for the expressed purpose of using in promotion material. Simply put, if you did not shoot the photo, or draw the clip art, you must be able to produce the necessary documentation indicating that you have appropriate permissions to use the art.

If you have any questions, or doubts, or need additional clarification on whether a photo or art may be used, please contact either Steve Hedderton, Assistant Director of Communications for Publications, or Chris Thurtle, Assistant Director of Communications for New Media

Our Buildings & Other Locations

MIDDLETOWN CAMPUS

Building Names	Acceptable Alternative Reference	Room Reference
Bio-Medical Arts-Technology Building	Bio-Tech	BT
Christine Morrison House		CM
Center for Science and Engineering		CSE
Devitt Center for Botany & Horticulture	Devitt Center, Devitt	DV
George F. Shepard Student Center	Shepard Student Center, or Shepard Center	SSC
Gilman Center for International Education	Gilman Center, Gilman	
Harriman Hall	Harriman	HA
Horton Hall	Horton	HO
Hudson Hall	Hudson	HU
Library		LIB
Morrison Hall	Morrison, The Mansion	MO
Morrison Lab School	Lab School	LAB
Physical Education Building	Gym	PE
Orange Hall		OH
Other Locations		
Alumni Green		
Educational Garden		
Mary B. Diana Softball Field		

NEWBURGH CAMPUS

Building Name	Acceptable Alternative Reference	Room Reference
Kaplan Hall	Kaplan	KAP
Tower Building	Tower	TWR
Maple Building	Maple	MPL
Other Locations		
Lab School at the Newburgh Campus	Newburgh Lab School, Lab School	

OFFICIAL CAMPUS ADDRESSES

Each of the campuses of SUNY Orange has a single address. The U.S. Postal Service recognizes the campuses by these addresses. Please do not attempt to identify individual buildings with a unique address.

The official address of the MIDDLETOWN CAMPUS is...

      115 South Street
      Middletown, NY 10940

The official address of the NEWBURGH CAMPUS is...

      One Washington Center
      Newburgh, NY 12550

SUNY ORANGE

115 South Street
Middletown, NY 10940
(845) 341-6222

One Washington Center
Newburgh, NY 12550
(845) 562-2454