



Marketing & Communications Style Guide

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Introduction

This Style Guide defines standards for the visual identity of Eastern Florida State College, its athletic programs and its direct support organizations. These include criteria for the creation of digital and print materials, official publication protocols, procedures for logo usage and general rules governing style.

This guide applies to all visual communications that represent the College externally and internally including materials paid for in part or in whole by College funds, by public and private grants and by funds given to the College through the EFSC Foundation.

While communications do not need to look exactly alike, they must follow certain branding rules and incorporate critical identifying icons in specific ways to present a professional, organized and consistent look.

We are counting on all members of the EFSC community to serve as brand ambassadors, recognizing that this consistency is crucial to the visual representation of our brand.

Although we have four physical campuses and an online component, we are one institution. Connecting with the community and strengthening our brand as a professional, high-caliber institution of higher learning is of the utmost importance.

Whether a brochure, flyer, poster, sign, newsletter, web page, T-shirt, email or social media post, communications should be consistent and easily identifiable as Eastern Florida State College. These guidelines will help ensure that all messages – and Eastern Florida's image – are presented with the appropriate branding.

Please contact the Office of Collegewide Communications if you require additional assistance or would like more information.

Review Process

You are encouraged to view the Office of Collegewide Communications as your in-house public relations and marketing firm. Working in partnership with Collegewide Printing & Graphic Services, the Communications team aims to help you create the most professional pieces possible, to both your benefit and the College's. Combined, their expertise includes writing, marketing, advertising, web development, social media and public relations.

The Office of Collegewide Communications, along with the Executive Team, is responsible for final review and approval on the copy, design and graphic content of the following items:

- Publications used for recruiting and admitting students
- Print materials, such as posters, brochures, campus flyers and signs – especially those for major events in which the general public and/or community leaders are target audiences
- Surveys
- Display advertisements including those in which the College's name or affiliation is used in conjunction with any commercial venture, as well as ads that appear to convey endorsement
- Custom-screened T-shirts
- Promotional/specialty items
- Signage for buildings or vehicles (in coordination with the appropriate departments)
- Business materials, such as letterhead, envelopes, business cards, note cards, stationery and email signatures
- Video productions for student recruitment, marketing and advertising
- Digital publications, such as blogs, newsletters and marketing emails
- Web pages, calendar events and social media accounts

Graphic Design Requests

Responsible for designing, scanning, printing and copying of a variety of College materials, Collegewide Printing & Graphic Services (CP&GS) supports the printing and graphic needs of faculty, staff and students on all four EFSC campuses.

Services include high-speed copier work, collating, stapling, spiral and perfect binding, folding, three-hole punching, laminating and four-color printing. CP&GS also produces web graphics, handouts, flyers, yard signs, postcards, brochures, banners, programs, invitations, posters and more.

HOW TO SUBMIT A GRAPHIC DESIGN REQUEST

Step 1: As “Keepers of the College Brand,” the Office of Collegewide Communications must approve all verbiage prior to submission. Before contacting CP&GS, please send a detailed project request to sparlings@easternflorida.edu for editing and approval.

Student clubs and activities must also receive approval from their Campus Provost Office for any materials on which the College’s name is to be used. Be sure to build approval time into the production schedule of any print needs you may have.

Step 2: Log on to Print Shop Pro (https://easternflorida.webdeskprint.com/PSP/app/PSP_Start.asp), and submit your request for graphics or print materials.



Step 3: CP&GS will access each submission. Complete requests will be placed in the work queue to be assigned to a designer, who will prepare a proof for the originator.

Step 4: Once a project has been designed, both the originator and the Office of Collegewide Communications will have access to a proof on Print Shop Pro. Minor edits may be submitted at this time, after which the material will be finalized and/or printed.

Branding Standards

EFSC NAME

The official name of the institution is “Eastern Florida State College.” It may also be referred to as “Eastern Florida” or “EFSC”, but not “Eastern Florida State.” There are no periods between the letters when the initials are used.

EFSC LOGO USAGE

A College logo must appear prominently on all print and digital materials and promotional items. It must be reproduced from a high-resolution digital file in the College’s official colors, or in black (for one-color publications).

Under no circumstances may College logos be redrawn, reconfigured or modified in any form. This includes stretching the logo to fit in a space, adding outlines to the image, changing colors, removing elements from the logo, adding additional images or text, etc.

Digital logo files may be obtained from the College’s Brand Standards web page at easternflorida.edu/go/branding or by reaching out to Collegewide Printing & Graphic Services. The Brand Standards web page, along with page four of this document, also include information and guidelines for when logo usage requires the prior approval of the Office of Collegewide Communications.

OFFICIAL LOGOS

Main Logo

The EFSC house logo is the College’s official identifier. It is the visual symbol to represent the College and must be incorporated into all print and digital publications emanating from EFSC. The service mark symbol must be included with the logo.



Web Logos

All standards for color and the usage of logos in print and electronic publications also apply to College-related web pages. Versions of the logo designed for the web are never to be used in printed materials.

For most online applications, the preferred logo is the version that uses the approved green and navy college colors over a white background. The version of the logo used over a black background is reserved for use only on the main College website, and may not be used elsewhere without prior permission from the Office of Collegewide Communications. Contact harwoodc@easternflorida.edu for more info.



Block Logo

The block logo, consisting of the letters “EFSC”, is designed for use on social media platforms and promotional materials not suited for a horizontal format.



The Office of Collegewide Communications will create custom branded block logos for social media accounts as necessary.

Athletics Logo

The Eastern Florida Titans logo with the Mr. Titan mascot is the official insignia of EFSC’s athletic teams. The “Eastern Florida” text treatment is a secondary athletics identifier on uniforms and for other uses as approved by the Athletics Department or Collegewide Communications.



With prior approval from the Office of Collegewide Communications, they may be used by other departments across campus for student-related, spirit-oriented programs and activities.



Department/Program Logos

EFSC divisions, organizations, departments and programs should use the EFSC logo with the name of the unit centered under the base. This usage represents the unit’s official logo.



EFSC SEAL

The official seal of Eastern Florida State College is not part of the logo system and is, therefore, not interchangeable with the EFSC logo.

The seal is used to authenticate official College documents and to communicate the significance of special occasions and events. It is used on commencement programs, diplomas and annual reports and certificates. It may also be watermarked into official letterhead.



Legal Requirements

For auditing purposes, two statements have been created for use on various print and digital items:

ACCREDITATION STATEMENT

This is used in official College publications, such as the catalog, student handbook, course schedules and Recruitment items. No variation in the wording is permitted. The Accreditation Statement is also visible on the College website.

Eastern Florida State College is accredited by the Southern Association of Colleges and Schools (SACS) Commission on Colleges to award baccalaureate and associate degrees, as well as specialized certificate programs. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of Eastern Florida State College.

EQUAL OPPORTUNITY STATEMENT

This is used in official College publications, such as documents for special programs or Human Resources.

If space is limited, the second paragraph may be omitted.

Eastern Florida State College is an equal access/equal opportunity institution accredited by the Southern Association of Colleges and Schools (SACS).

Eastern Florida State College is committed to the policy that all persons shall have equal access to its facilities, educational programs, employment or activities without regard to race, color, creed, ethnicity, national origin, gender, sexual orientation, age, religion, marital status, veteran status or disability.

Eastern Florida State College is dedicated to providing a nondiscriminatory environment which promotes equal access, equal educational opportunity, and equal employment opportunity to all persons regardless of age, race, national origin, color, ethnicity, genetic information, religion, sex, gender, sexual orientation, pregnancy, disability, marital status, veteran status, ancestry, or political affiliation in its programs, activities, or employment.

Inquiries regarding the College's Equal Opportunity Policies, including Title IX (gender discrimination) and Section 504 of the Americans with Disabilities Act (disabled discrimination) and equity issues in general may be directed to:

Ms. Darla Ferguson
AVP Human Resources/Chief Equity and Diversity Officer
Cocoa Campus, Building 2, Room 103
1519 Clearlake Road, Cocoa, FL 32922
Telephone: 321-433-7080
Email: fergusond@easternflorida.edu

OR

Stephen W. Salvo
Title IX Compliance Coordinator
Melbourne Campus, Building 8, Room 201G
3865 North Wickham Road, Melbourne, FL 32935
Telephone: 321-433-5775
E-mail: salvos@easternflorida.edu

Inquiries regarding veterans' programs may be directed to either:

Military & Veterans Service Center
Building 1, Room 140
3865 North Wickham Road
Melbourne, FL 32935
Telephone: 321-433-7880

Military & Veterans Service Center
Building 11, Room 113
1519 Clearlake Road
Cocoa, FL 32922
Telephone: 321-433-7880

Business Materials

All academic, administrative and support units of the College are required to use the approved letterhead styles on all stationary.

Envelopes, business cards, mailing labels, fax cover sheets and other stationary items that incorporate a logo must also conform to these guidelines.

Letterhead, envelopes and business cards may be ordered from Collegewide Printing & Graphic Services.

Business cards are available to all EFSC faculty and staff, as well as to members of the Student Government Association (SGA).

Business cards may not be created for student clubs or activities.



Email Signature

The following email signature has been approved for use by all faculty and staff. External emails must include the Public Records Disclosure. Template personalization including wallpapers, quotes, scripture and images is not approved for use on official EFSC emails. Please contact the Office of Collegewide Communications for assistance with inserting your branded signature into Microsoft Outlook.

Name

Position

Eastern Florida State College
X Campus, Building X, Room X
321-433-XXXX

Email Address

Graphic(s)

Public Records Disclosure

Permissible Graphics:



Public Records Disclosure:

Please Note: Due to Florida's very broad public records law, most written communications to or from College employees regarding College business are public records, available to the public and media upon request. Therefore, this email communication may be subject to public disclosure.

Voicemail

Make the College brand part of your daily professionalism. A variation of the following statement is suggested when setting up your voicemail for work:

“Thank you for calling Eastern Florida State College. You’ve reached the desk of **(INSERT NAME)**. Please leave a brief message with your name and phone number, and I will return your call as soon as possible. Thank you, and have a great day!”

College Colors and Typography

COLORS

The official colors of Eastern Florida State College are green and blue, with the exact colors specified using the Pantone Matching System (PMS). EFSC green is PMS 356 (#007940), and EFSC blue is PMS 302 (#003c5b). These tones are designed for use on all printed materials, promotional items, athletic materials and College service vehicles.

Eastern Florida’s approved website colors are as follows:

Page Background	#eeede8
Navigation Bar/Left Column Navigation Box Header	#5B8EAD
Bright Green Buttons (Apply Button)	#8FB500
Turquoise (Request Info Button)	#039ddb
Navy (Register Button)	#003c5b
Dark Green (Official College Logo Color)	#007940
Tan Widgets	#dddcd2

These colors may be used as secondary colors in an online color scheme, with the EFSC Web Manager involved in the approval process.

TYPOGRAPHY

Eastern Florida State College’s official type fonts are Georgia Bold (for headlines) and Calibri (for sub-headers and text).

Google Source Sans Pro is the official EFSC website font. The appearance of fonts on the EFSC website is controlled by the site’s CSS (Cascading Style Sheets) and are not to be overridden at the source level without prior approval from the EFSC Web Manager.

College Websites

Eastern Florida State College's primary academic website (www.easternflorida.edu) and the College's main athletics website (www.efscTitans.com) are maintained by the Office of Collegewide Communications, with changes supervised and published by the EFSC Web Manager in accordance with current accessibility requirements and web design best practices.

Page templates for the website are maintained in each site's Content Management System (CMS). CMS access and training is coordinated through the Office of Collegewide Communications.

To submit changes, request training or leave comments related to website content, please contact harwoodc@easternflorida.edu or 321-433-5931.

Website Graphics

The following graphic sizes are commonly used on the Eastern Florida State College website:

Homepage Banner	833 x 279 pixels
Subpage Banner	1,000 x 250 pixels
Web Slide	410 x 303 pixels
Meganav Slide	292 x 216 pixels
Spotlight Width	252 pixels

Social Media Accounts

Eastern Florida State College has established an official presence on multiple social media platforms including, but not limited to: Facebook, Instagram, Twitter, YouTube, Snapchat, Pinterest, LinkedIn, Flickr and Blogs. These official platforms are maintained and monitored by the Office of Collegewide Communications.

Those wishing to create a social media account on behalf of a College unit must first contact the Office of Collegewide Communications. While students are encouraged to author and publish content, they are not permitted to serve as account administrators. The following section provides a sample of the requirements for EFSC social media accounts, as outlined in the College's official Social Media Procedures & Guidelines.

NAME/HANDLE

Names on social media accounts should include "Eastern Florida State College," and handles should include "EFSC." If a unit has a presence on more than one campus, the campus should also be included in the name.

DISCLAIMER

All EFSC-related social media accounts must include a link (bit.ly/EFSCsocial) to the following disclaimer:

This social media account is a resource of an organization affiliated with Eastern Florida State College. Content on this page may not necessarily reflect the opinions of the College or its

leadership. In addition, any and all content posted by fans is the property and responsibility of the fans, not EFSC, and the College accepts no liability or responsibility for any fan-posted content or target site linked to from this page. While we appreciate and encourage the thoughtful exchange of ideas, conversations will be monitored and comments may be deleted if threatening, inappropriate, offensive or libelous language is used or if comments on a post veer off-topic from the original post. Any commercial offers may be removed from the site.

GRAPHICS

During the account setup process, the Office of Collegewide Communications will ensure that all graphics – including profile pictures and cover photos – comply with social media best practices and branding as outlined in the College’s Social Media strategy.

When posting content as a College page, images, videos and other graphics not specifically generated by EFSC, such as media retrieved from a search engine, are not to be used without express legal permission. Contact the Office of Collegewide Communications for assistance with obtaining an appropriate form of media.

HASHTAGS

When appropriate, users are encouraged to use one or more of the College’s official hashtags:

#wheretitansrise

#futureEFSCtitan

#EFSCgrad

#EFSC

Photographs

Photographs intended for public use in Eastern Florida State College advertising must portray the College’s diversity and exhibit a reasonable representation of the EFSC community. A consent and release form must be completed by any person whose photo may be used for marketing or publicity purposes. Forms are available from and should be returned to the Office of Collegewide Communications when complete.

Manual of Editorial Style

The following Manual of Editorial Style has been established to bring consistency to College publications including brochures, catalogs, flyers, newsletters, posters, press releases, web copy and social media posts.

EFSC Style is based on practices widely embraced by academic, public relations and news authorities. This manual provides a brief overview of common style conventions; **please refer to the most recent version of the Associated Press Stylebook for any topics not covered in this guide.**

ACADEMIC DEGREES

Capitalize the name of the degree and the discipline (where applicable) when the full name of a degree is mentioned.

- He earned a Bachelor of Arts degree in History. He is now pursuing a Master of Science in Sociology.

Use an apostrophe to indicate possession when the title of a degree is shortened.

- I would like to earn my bachelor's degree.
- **EXCEPTION:** Has she finished her associate degree yet?

EFSC degrees and certificates are abbreviated as follows (note the punctuation):

DEGREE	ABBREVIATION	DEGREE	ABBREVIATION
Associate in Arts	A.A.	Bachelor of Applied Science	BAS
Associate in Science	A.S.	Bachelor of Science in Nursing	BSN
Applied Technical Certificate	ATC	Career & Technical Certificate	CTC
Applied Technology Diploma	ATD	College Credit Certificate	CCC

ACRONYMS

Only use acronyms to designate well-known organizations. If people are unlikely to understand the meaning, spell it out on first mention, then subsequently abbreviate. Periods should be omitted in acronyms three letters or longer.

- Examples of common acronyms: FBI, CIA, U.N., NASA, IRS, NFL, U.S.

ADDRESSES

Use the traditional U.S. postal address format on web pages, social media posts and printed materials, such as flyers.

- 1519 Clearlake Road, Cocoa, FL 32922
- 3865 N. Wickham Road, Melbourne, FL 32935
- 250 Community College Parkway, Palm Bay, FL 32909
- 1311 North U.S. 1, Titusville, FL 32796

AGES

Always use integers to notate age. Hyphenate when the figure serves as an adjective or substitutes for a noun.

- He is 12 years old.
- She is a 30-year-old woman.
- The 3-year-old was crying.

CAMPUS LOCATIONS

Locations on an EFSC campus are publicized using the following format (capitalization and punctuation included):
Building #, Room #

- The meeting will be held in Building 1, Room 143.

When necessary to conserve space, this format may be abbreviated as follows: Bldg. #, Rm. # or Bldg. #, Room #

- The event will take place on the Titusville Campus (Bldg. 1, Rm. 143).
- Is the meeting scheduled to be held in Bldg. 1, Room 107G?

Each element of a location should be capitalized and separated by commas – including locations without a building or room number.

- Melbourne Campus, Bldg. 6, Titan Field House

CAPITALIZATION

Avoid the unnecessary use of capitals. Sentences read more smoothly if the eye is not stopped by frequent capitalization. The word “college” is capitalized when it specifically refers to EFSC.

Capitalize the following:

	EXAMPLE
Academic terms	Fall Term 2018
Boards and committees	EFSC Board of Trustees
Campuses	Cocoa Campus
Course titles	Underwater Basket Weaving 101
Departments	the Theatre Department
Government agencies	the City of Cocoa
Languages	English, German
Offices	The Office of Collegewide Communications
Organizations	Florida Today
Programs	the Core Scholar Program
Scholarships and awards	STARS Awards

Do not capitalize the following:

	EXAMPLE
Words you wish to emphasize	INCORRECT: The event will have FREE food!
Occupations	John Smith is a teacher.
Academic disciplines (except languages/degrees)	I am an accounting major, but she is studying English. He eventually wants to earn his Master’s in Music.
Seasons	My favorite season is fall.

CURRENCY

Always use a currency symbol and the fewest number of integers possible. Omits words that describe the currency, such as “dollars.” Numbers larger than 1 million should be designated by a currency symbol, numerals and a word.

- I found £20 on the street.
- He has \$5 in his pocket, and I have \$15.83 in my purse.
- She has \$150 million in the bank.

DATES & TIMES

STANDARD DATE FORMAT

Commas should be placed after the day of the week, the date and the year (if in the middle of a sentence and at the end of a clause). Use ordinal numbers when a date stands alone, but not when a month is included.

- Today is Monday, May 21, 2018.
- On Wednesday, February 17, 1988, she went to the zoo.
- It is due by February 25. Is the whole thing due by the 25th?

DAYS & MONTHS

Write out days of the week and months where space allows. If necessary, days and select months may be abbreviated to conserve space. Spell out the month when it stands alone or with a year.

- We are going to the zoo on Monday, August 20.
- ABBREVIATED DAYS: Sun., Mon., Tue., Wed., Thu., Fri. and Sat.
- ABBREVIATED MONTHS: Jan., Feb., Aug., Sept., Oct., Nov. and Dec.
- The celebration will be held in February. The events of October 1994 are historic.

YEARS

Use digits, rather than spelling out years. Spell out centuries less than 10, hyphenating them when used as adjectives. A.D. precedes the year, while B.C. follows it. Use numerals and omit the apostrophe for decades; if the decade is easily identifiable, an apostrophe may be used to contract the number. Contract the second year when using date ranges.

- He lived during the first century; she lived during the 18th century.
- This seventeenth-century furniture is beautiful.
- The year is A.D. 2018; 300 B.C. feels like it was yesterday!
- She lived during the 1960s. Are you sure she didn't live during the Roaring '20s?
- The events took place from 1992-93.
- The mid-1930s were a difficult time in the U.S..

TIMES

In print and in online news releases, a.m. and p.m. are not capitalized, have periods after each letter and require additional punctuation if they fall at the end of a clause or sentence. On the web and in social media posts, AM and PM are capitalized and do not have periods after each letter. For times that fall on the hour, omit the colon and zeroes (except for noon and midnight, which should be written as words).

- At 8 p.m. on August 1, the eclipse will begin.
- The event begins at 1 p.m., but I will not arrive until almost 3 p.m..
- The club will meet this Thursday at 11 AM. (Space may be omitted for social media.)
- The meeting begins at 9 a.m. sharp. Lunch is scheduled for noon.

GRAMMAR

IT'S VS. ITS

Be mindful of the difference between **it's** and **its**. With an apostrophe, **it's** always means "it is". Without an apostrophe, the word indicates possession.

- It's raining. (It is raining.)
- Its features are very distinguished. (The features belonging to it are very distinguished.)

THEY'RE, THEIR & THEIR

Be mindful of the difference between **they're**, **their** and **there**. **They're** always means “they are”, **their** indicates possession and **there** indicates a location or position.

- They're going to join us. (They are going to join us.)
- Their teeth are loose. (The teeth belonging to them are loose.)
- Look at those puppies over there! (Look at the puppies in that location.)

YOU'RE VS. YOUR

Be mindful of the difference between **you're** and **your**. With an apostrophe, **you're** always means “you are”, while **your** indicates possession.

- You're almost ready. (You are almost ready.)
- Your nose is bleeding. (The nose belonging to you is bleeding.)

NUMBERS & NUMERALS

Spell out numbers one through nine, and use digits for numbers 10 and higher. Spell out a number when it is the first word in a sentence, unless it refers to a year. Numbers larger than 999,999 are designated by both a digit and a word. Numerals should be used when referring to wars and personal sequence for people.

- I have three apples.
- I have 16 apples.
- Twenty apples are required for this recipe.
- 1988 was a good year for growing apples.
- I have 7.5 billion apples.
- Were apples scarce during World War II?
- Jonathan Groff originated the role of King George III in “Hamilton,” which has nothing to do with apples.

PERCENTAGES

In general, write out the word “percent.” The % symbol may be used in scientific, technical and statistical copy, as well as on social media.

- We have seen an 8 percent increase in website traffic.
- The atmosphere is comprised of approximately 78% nitrogen.

PUNCTUATION

PERIODS

Always use a single space after a period.

- CORRECT: I have a Snapchat account. I use it all the time.
- INCORRECT: I have a Snapchat account. I use it all the time.

APOSTROPHES

Use apostrophes to indicate possession, typically by adding an apostrophe and the letter “s” to the end of a word. If the word already ends in “s” (whether singular or plural), the apostrophe should be placed at the very end.

- Steve's pencil (the pencil belonging to Steve)
- Dickens' novels (the novels belonging to Dickens)
- Students' bags (the bags belonging to the students)

COLONS

Capitalize the first word after a colon only if it is a proper noun or the start of a complete sentence.

- He promised this: The company will make good all the losses.
- There were three considerations: expense, time and feasibility.
- He had only one hobby: eating.

COMMAS

Use commas to separate elements in a series, but do not put the serial (Oxford) comma before the conjunction in a simple series, unless the sentence requires it for clarity. Put a comma before the concluding conjunction in a series when there is more than one conjunction in that series. Use commas to separate a series of adjectives equal in rank.

- The flag is red, white and blue.
- I gave thanks to my parents, John and Jane Doe. (John and Jane are the parents being thanked.)
- I gave thanks to my parents, John, and Jane Doe. (John and Jane Doe are being thanked in addition to the parents.)
- I had orange juice, toast, and ham and eggs for breakfast.
- a thoughtful, precise manner

EXCLAMATION POINTS

Avoid using them in multiple sentences within the same paragraph of text. Always use a single exclamation point, rather than multiples.

- The basketball team won the game!
- INCORRECT: I am going to the game! The game is on Friday! There is no class on Friday!
- INCORRECT: The basketball team won the game!!!!!!!!!!!!!!

HYPHENS

Use a hyphen to connect two or more words when used as an adjective (compound adjectives). Do not use a hyphen to connect “-ly” adverbs to the words they modify. Use a hyphen to designate dual heritage. Suspend hyphens in a series. Hyphenate prefixes only when the root word begins with a vowel and the prefix ends with the same vowel. Do not hyphenate the word “collegewide” – this is a Florida College System term that has entered common usage in our world.

- She has a full-time job on campus. He teaches an on-campus course full time.
- The heavily loaded truck began its drive.
- African-America, Mexican-American, etc.
- Do you want first-, business- or economy-class tickets?
- pre-emptive, semi-invalid, precook
- The Office of Collegewide Communications is happy to assist you!

QUOTATION MARKS

Periods and commas always go within quotation marks. Dashes, semicolons, colons, question marks and exclamation points go within the quotation marks when they apply to the quoted matter only. They go outside when they apply to the whole sentence. Place periods, commas, question marks and exclamation points inside the quotation marks, unless referring to a specific word or phrase. Place semicolons and colons outside of the quotation marks. Use single quotation marks for quotes within quotes. Do not use quotation marks for emphasis (sarcastic or otherwise). Use quotation marks to refer to a specific word or phrase.

- The man asked, “Will they arrive soon?”
- The secret password is “Vancouver”; she thought it was “Victoria”.

- Should I capitalize “banana” in this sentence?

TELEPHONE NUMBERS

Phone numbers should include an area code and be formatted using hyphens, rather than parentheses.

- CORRECT: 321-632-1111
- INCORRECT: (321) 632-1111 or 632-1111

TITLES

COMPOSITIONS

Capitalize the principal words within a composition title including prepositions and conjunctions of four or more letters. Articles are capitalized if they are the first or last word within a title. Put quotation marks around all titles of compositions except religious books, reference materials (such as dictionaries or encyclopedias), newspapers, magazines, software programs and websites. This includes books, computer games, movies, operas, plays/musicals, poems, albums, songs, radio and TV programs, titles of lectures/speeches/works of art, etc.

- Have you seen the TV show “Supernatural?”
- “Forrest Gump” was released in 1994.
- The Beatles released several albums including “Abbey Road” and “Rubber Soul.”
- INCORRECT: I picked up a copy of “The Bible.” CORRECT: I picked up a copy of the Bible.
- INCORRECT: I read “The New York Times” every morning. CORRECT: I read the New York Times every morning.

NAMES

Capitalize a title before a person’s name, but not when it follows their name or stands without a name. Do not combine titles or use them with abbreviations indicating academic or professional degrees. Abbreviate Senior, Junior, Second or Third following a full name. Abbreviate civil, military, medical, professional or religious titles when used before a full name. Spell out “professor” when used as a title. Refer to graduates as “alumnus” (singular masculine), “alumna” (singular feminine), “alumnae” (plural feminine) or “alumni” (plural masculine or mixed group). Make sure your writing respects people’s formal titles. Use their first and last name on first mention; then, use only their last name on subsequent mentions.

- I heard Pope Francis gave his blessing. I was excited to meet the pope.
- INCORRECT: Senator Doctor John Smith, Ph.D. is not a real person.
- King George III lived in England.
- Dr. John Doe is okay with his title being abbreviated, but Professor Jane Doe does not like it.
- He is an alumnus of EFSC, but she is an alumna. Those women are alumnae. These men are alumni, and so are the men and women in that group over there.

WEBSITES/URLS

A website refers to a collection of web pages; these terms should not be used interchangeably. If a sentence ends with a URL, do not add a period at the end. In print, use the shortest, simplest version of a URL possible; you may drop the “http://www.” in many instances.

- Visit the Green Dot web page on the Eastern Florida website to learn more.
- For more info, visit efscitans.com
- Visit easternflorida.edu/go/openhouse for more info.