



# **Marketing and 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 (CWP&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. CWP&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 CWP&GS, please send a detailed project request to [rainss@easternflorida.edu](mailto:rainss@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 [PrintShop Pro](#), and submit your request for graphics or print materials.



**Step 3:** CWP&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](#) 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.

For most online applications, the preferred logo is the version that uses the approved green and navy college colors over a white background. In cases where the online background is dark, an approved all-white logo is available.

Contact [harwoodc@easternflorida.edu](mailto: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

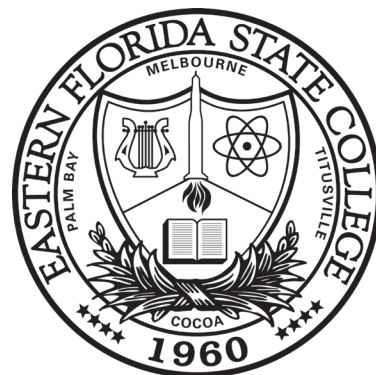
EFSC divisions, organizations, departments, and programs should use the EFSC logo with the name of the unit centered under the base. This usage represents the unit's official logo.



### 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 Commission on Colleges (SACSCOC) to award baccalaureate and associate degrees. Eastern Florida State College also may offer credentials such as certificates and diplomas at approved degree levels. Questions about the accreditation of Eastern 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 the SACSCOC's website ([www.sacscoc.org](http://www.sacscoc.org)).*

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:

Darla Ferguson  
AVP of Human Resources  
Cocoa Campus, Bldg. 2, Rm. 113  
1519 Clearlake Road, Cocoa, FL 32922  
Telephone: 321-433-7080  
Email: [fergusond@easternflorida.edu](mailto:fergusond@easternflorida.edu)

## 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 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 veterans' programs may be directed to either:

Military and Veterans Service  
Center Bldg. 2, Rm. 125  
3865 North Wickham Road  
Melbourne, FL 32935  
Telephone: 321-433-7880

Military and Veterans Service Center  
Bldg. 11, Rm. 113  
1519 Clearlake Road  
Cocoa, FL 32922  
Telephone: 321-433-7880

# Business Materials

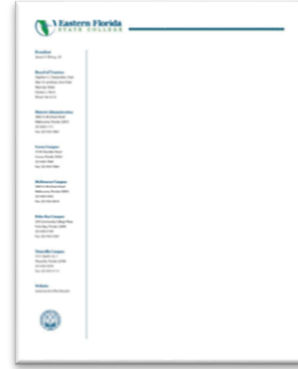
All academic, administrative, and support units of the College are required to use the approved letterhead styles on all stationary.

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

Email signature templates have been approved for use by all faculty and staff.

External emails must include the Public Records Disclosure shown below.

Template personalization including wallpapers, quotes, scripture, and non-approved images are not approved for use on official EFSC emails.

Email templates to download and insert into the Office 365 Outlook application are available in the EFSC website Brand Standards section. [The templates page includes permissible images.](#)

## Name

Position

Eastern Florida State College

X Campus, Bldg. X, Rm. X

321-433-XXXX

Email Address

Graphic(s) (optional)

Public Records Disclosure

## 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 (White)	#ffffff
Main Navy (Official College Logo Color)	#003c5B
Dark Green (Official College Logo Color)	#007940
Turquoise (Calendar dates)	#0391C9
Tan Widgets	#eeede8
Faded Green (Used in backgrounds and Alert Box)	#E7F1ED
Secondary Blue (Used in some boxes)	#456a81

Colors listed that are not the main logo colors may be used as secondary colors in an online color scheme, with the EFSC Website Director involved in the approval process.

### TYPOGRAPHY

Eastern Florida State College's official type fonts in print items 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](http://www.easternflorida.edu)) and the College's main athletics website ([www.efscTitans.com](http://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](mailto:harwoodc@easternflorida.edu) or 321-433-5931.

## Website Graphics

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

Homepage Image	1366 x 700 pixels
Subpage Banner	1366 x 420 pixels
News Image	1200 x 630 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, LinkedIn, YouTube, Snapchat, TikTok, Pinterest, Flickr, and various 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 Guidelines and Procedures](#).

### 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](http://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. To make hashtags more accessible, always capitalize acronyms and the first letter of each word. This is also known as [Pascal Case](#):

#WhereTitansRise

#FutureEFSCTitan

#EFSCGrad

#ThisIsEFSC

## **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

When the full name of a degree is used, capitalize the name of the degree and the discipline. Full degree names are not possessive and should not contain apostrophes.

- He earned a Bachelor of Science in Nursing.
- I am working toward a College Credit Certificate for Drafting Design.

The word "degree" and the word "program" should never be capitalized.

- She is now pursuing an Associate in Science degree in Culinary Management.
- When is the application deadline for this Applied Technology Diploma program?

When the title of a degree is generalized, use an apostrophe to indicate possession (except for with an associate degree). Do not capitalize the name of the degree or the discipline.

- Does this school offer a bachelor's degree in chemistry?
- Has she finished her associate degree yet?

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

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

## ACRONYMS

Only use acronyms to designate well-known organizations. If people are unlikely to understand the meaning, spell it out on first mention with the abbreviation immediately following in parentheses, 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 (and when stacked, omit the first comma):

- 1519 Clearlake Road, Cocoa, FL 32922

- 3865 North 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 descriptive locations lacking a specific building or room number.

- Melbourne Campus, Bldg. 6, Titan Field House

## CAPITALIZATION

Avoid the unnecessary use of capital letters. 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 2022
Boards and committees	EFSC Board of Trustees
Campus names*	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 and businesses	Florida Today
Programs and initiatives	the Minority Male Initiative
Scholarships and awards	STARS Awards

\*If you're referring to a campus or several campuses in general, do not use capitalization (e.g., The event will be held today on all four EFSC campuses.)

Do not capitalize the following:

	EXAMPLE
Emphasized words (you can use bold text to emphasize a word, but do not use all capital letters to emphasize it; Exception: FREE is frequently used to draw attention to food offerings on flyers)	Incorrect: The event will have AWESOME swag! <b>Correct:</b> The event will have awesome swag!
Occupations	Incorrect: John Smith is a Teacher. <b>Correct:</b> John Smith is a teacher.
Academic disciplines (except languages and degrees)	Incorrect: I am an Accounting major, but she is studying english. <b>Correct:</b> I am an accounting major, but she is studying English.
Seasons (except when used in an EFSC academic term)	Incorrect: My favorite season is Fall. <b>Correct:</b> My favorite season is fall. (Again, Fall Term is okay.)

## CURRENCY

Always use a currency symbol and the fewest number of integers possible.

- Incorrect: I found £20.00 on the street.
- **Correct:** I found £20 on the street.

Omit words that describe the currency, such as "dollars".

- Incorrect: He has \$5 dollars in his pocket, and I have \$15.83 in my purse.
- **Correct:** He has \$5 in his pocket, and I have \$15.83 in my purse.

Numbers larger than 1 million should be designated by a currency symbol, numerals, and a word.

- Incorrect: She has \$150,000,000 in the bank.
- **Correct:** She has \$150 million in the bank.

## DATES AND 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 the year and/or month are not 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 25<sup>th</sup>?

### DAYS AND 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 20th.
- 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

Always use digits for years.

- Incorrect: The year is nineteen forty-nine.
- **Correct:** The year is 1949.

Spell out centuries less than 10, hyphenating them when used as adjectives. A.D. precedes the year, while B.C. follows it.

- He lived during the first century; she lived during the 18th century.
- This 17th-century furniture is beautiful.
- The year is A.D. 2021; 300 B.C. feels like it was yesterday!

Use numerals and omit the apostrophe for decades; if the decade is easily identifiable, an apostrophe may be used to contract the number.

- Incorrect: She lived during the 1960's.
- **Correct:** She lived during the 1960s.
- Incorrect: Are you sure she didn't live during the Roaring 20's?
- **Correct:** Are you sure she didn't live during the Roaring '20s?
- Incorrect: The mid-1930's were a difficult time in the U.S..
- **Correct:** The mid-1930s were a difficult time in the U.S..

Hyphenate and contract the second year to indicate a span of several years.

- Incorrect: The events took place from 1992-1993.
- **Correct:** The events took place from 1992-93.
- **Note:** In referring to EFSC academic calendar years, the style 2021-2022 is preferred, but if space constraints require, such as a label on a table, it can be shortened to 2021-22.

## TIMES

On the web, AM and PM should be capitalized, with a space between the numerals and the letters. Do not use periods between the letters.

- Incorrect: The club will meet this Thursday at 11:45am.
- Incorrect: The club will meet this Thursday at 11:45 am.
- Incorrect: The club will meet this Thursday at 11:45 a.m..
- Incorrect: The club will meet this Thursday at 11:45AM.
- Incorrect: The club will meet this Thursday at 11:45 A.M..
- **Correct:** The club will meet this Thursday at 11:45 AM.

In print materials, lowercase letters with periods between them are used:

- The club will meet this Thursday at 11:45 a.m.
- 10:30 a.m. to 1:30 p.m.

For times that fall on the hour, omit the colon and zeroes (except for noon and midnight, which should be written as words).

- The meeting begins at 9 AM sharp. Lunch is scheduled for noon.

Time ranges should be indicated using AM or PM for both the start and end times, with the word "to" between them.

- Incorrect: The event will take place from 11 to 11:30 AM.
- Incorrect: The event will take place from 11 AM - 11:30 AM.
- **Correct:** The event will take place from 11 AM to 11:30 AM.

## 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, AND 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 AND NUMERALS

Spell out numbers one through nine, and use digits for numbers 10 and higher.

- I have three apples.
- I have 16 apples.

Spell out a number when it is the first word in a sentence, unless it refers to a year.

- Twenty apples are required for this recipe.
- 1988 was a good year for growing apples.

Numbers larger than 999,999 are designated by both a digit and a word.

- I have 7.5 billion apples.

Roman numerals should be used when referring to wars and personal sequence with regard to people.

- 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 long-form content, write out the word "percent." The % symbol may be used in scientific, technical, and statistical copy, on flyers and digital promotions, and to call out numbers on websites.

- We have seen an 8 percent increase in website traffic.
- The atmosphere is comprised of approximately 78% nitrogen.
- 95% Completion Rate

## PUNCTUATION

### APOSTROPHES

Use apostrophes to indicate possession, typically by adding an apostrophe and the letter "s" to the end of a word.

- Steve's pencil (the pencil belonging to Steve)

If the word already ends in "s" (whether singular or plural), the apostrophe should be placed at the end of the word.

- Dickens' novels (the novels belonging to Dickens)
- Students' bags (the bags belonging to multiple 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, including before the conjunction in a simple series (the Oxford/serial comma). **Note:** While the Oxford comma is used on the EFSC website design after 2023, it may not be used in news releases because they follow AP Style, which does not use the Oxford comma.

- The flag is red, white, and blue.

[Learn more about when to use commas.](#)

### EXCLAMATION POINTS

Avoid using exclamation points in multiple sentences within the same paragraph of text. Always use a single exclamation point, rather than multiples; this is especially important for individuals using screen readers.

- **Correct:** 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, but only when they are used as adjectives.

- She has a full-time job on campus.
- He teaches an on-campus course full time because he enjoys being on campus.

Do not use a hyphen to connect "-ly" adverbs to the words they modify.

- Incorrect: The heavily-loaded truck began its drive.
- **Correct:** The heavily loaded truck began its drive.

Do not use a hyphen to designate dual heritage.

- Incorrect: African-American
- **Correct:** Mexican American
- **Correct:** African American studies

Suspend hyphens in a series.

- Do you want first-, business-, or economy-class tickets?

Hyphenate prefixes only when the root word begins with a vowel and the prefix ends with the same vowel.

- pre-emptive, semi-invalid, precook

Do not hyphenate the word "collegewide" – this is a Florida College System term that has entered common usage in our world.

**Note:** There may be EFSC departments that use a hyphenated version of collegewide in their own communications, but the website still uses it as one word for consistency.

- The Office of Collegewide Communications is happy to assist you!

## PERIODS

Always use a single space after a period (the Internet is not a typewriter).

- **Correct:** I have a Snapchat account. I use it all the time.
- Incorrect: I have a Snapchat account. I use it all the time.

Periods should also follow URLs that fall at the end of a sentence. (**Important Note:** When hyperlinking the URL, do not include the period in the active hyperlink.)

- **Correct:** For more information, visit [easternflorida.edu/go/greendot](http://easternflorida.edu/go/greendot).
- Incorrect: For more information, visit [easternflorida.edu/go/greendot.](http://easternflorida.edu/go/greendot.)

## QUOTATION MARKS

Place punctuation inside the quotation marks, unless the quotation marks are being used 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?

Do not use quotation marks for emphasis (sarcastic or otherwise).

- Incorrect: She told me I was the "best" friend she had ever had.
- **Correct:** She told me I was the best friend she had ever had.

Use single quotation marks for quotes within quotes.

- "He said, 'I guess they're not coming,' then packed up his gear," Dmitri reported.

## TELEPHONE NUMBERS

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

- Incorrect: (321) 632-1111
- Incorrect: 632-1111
- **Correct:** 321-632-1111

Extensions should be noted as follows:

- His phone number is 321-433-1111 ext. 3456.

## TITLES

### COMPOSITIONS

Capitalize the principal words within a composition title including prepositions and conjunctions of four or more letters. If you're not sure, use this [title capitalization tool](#) as a reference.

Indefinite and definite articles are only capitalized if they are the first word within a title.

- Incorrect: I read "The New York Times" every morning.
- **Correct:** I read the New York Times every morning.

Put quotation marks around the titles of all compositions except religious books, reference materials (such as dictionaries or encyclopedias), newspapers, magazines, software programs, and websites.

- Have you seen the TV show "Supernatural?"
- "Forrest Gump" was released in 1994.
- The Beatles made several albums including "Abbey Road" and "Rubber Soul."
- I picked up a copy of the Bible.

## NAMES

Include an individual's full name on first mention, then use only the last name on subsequent mentions.

- Actress Jane Doe has had a long and fruitful career. Doe doesn't plan to stop.

Capitalize a title before a person's name, but not when it follows their name or stands without a name.

- I heard Pope Francis gave his blessing.
- Francis, pope and head of the Catholic Church, was born Jorge Mario Bergoglio.
- I was excited to meet the pope.

Do not combine titles or use them with abbreviations indicating academic or professional degrees.

- Incorrect: Senator Doctor John Smith, Ph.D. is not a real person.

Abbreviate Senior, Junior, Second, or Third following a full name.

- Dr. Martin Luther King, Jr. was crucial to the Civil Rights Movement.
- King George III lived in England.

Graduates should be referred to as "alum" (singular) or "alumni" (plural). Do not use gendered language, such as "alumnus" (singular masculine), "alumna" (singular feminine), or "alumnae" (plural feminine).

- He is an EFSC alum.
- Those women are EFSC alumni.

## WEBSITES/URLS

A *website* refers to a collection of *web pages*; these terms should not be used interchangeably. In print, if you cannot use a QR code, use the shortest, simplest version of a URL possible. Contact the Office of Collegewide Communications for more information or help with a shorter URL.