COLLEGE STYLE GUIDE

Graphic & Editorial Standards

Delgado
COMMUNITY COLLEGE

CONTENTS

INTRODUCTION

This Graphic and Editorial Standards Guide serves as a reference for the proper usage of Delgado Community College's branding elements in any communication, for publication or distribution within and outside our institution.

Often the general public's first contact with Delgado Community College occurs through printed and digital materials, such as letters, brochures, advertisements, business cards, signage, the website, and social media. These initial impressions serve as the basis for opinions and attitudes about the College. Delgado's visual identity should reflect the mission of the College and help create a reputation for excellence.

It is important that there be a standardized use of Delgado's logo, to be consistent and eliminate any confusion. By following these graphic standards, individualized printed materials or electronic representations will become a part of a system that creates continuity and maintains a coherent approach to both internal and external College communications.

All divisions, departments, offices, etc., recognized as official units of Delgado Community College must adhere to these guidelines pertaining to the use of the logo. Identifying logos and/or marks developed and used by the various units in the past are subject to review. Use of secondary symbols may be permitted in some cases, but such symbols are not intended to replace the logo.

This Guide is produced for all areas of the College by the Office of Communications, Marketing, and Public Relations (CMPR), which is responsible for overseeing creation of official publications and other communications for Delgado Community College.

LOGO

The single element that unifies Delgado's printed and published materials, including electronic representations, is the logo. A logo is a visual representation of an organization. It serves as a symbol of what the organization stands for and can give the public an indication of that organization's standard of quality.

Delgado's logo is a unique design created to cause a visual recognition for the College. The basic logo is actually a wordmark, a typographic treatment rather than a symbol, so legibility should always be considered whenever the logo is used. Because the wordmark has a unique proportion, it should be used as an image and not typeset.

In some cases, the Delgado logo includes a College location, tagline, or program name. For example, there is a version of the Delgado logo that includes "New Orleans, Louisiana," which represents the College as a whole. It is primarily used for College-wide materials, such as the *College Catalog*. Other versions include "City Park Campus," "West Bank Campus," and the like.

APPLICATIONS AND REPRODUCTIONS OF THE LOGO

The Delgado logo is flexible in its range of application. The logo is not to be recreated, re-proportioned or otherwise modified. When reproducing the logo, it is critical that first-generation art is used, available from Communications and Marketing. When used with other typography, the Delgado logo assumes the prominent position. In some cases, however, the logo can become subordinate to typography. There is no fixed ratio between supporting type and the logo except as noted on specific pieces.

ACCEPTABLE USES

The following examples represent permissible color treatments of the College logo. Use the logo in black, Delgado green (PMS 336), or white (reversed) on a PMS 336 or black background. Under certain circumstances, with approval from the CMPR office, the green logo can be used on a Delgado gold background (see College Colors on page 5).

LOGO

UNACCEPTABLE USES

Do not use anything other than the specified colors for reproducing the logo.

Do not use different colors for the different elements of the wordmark.

Do not alter the horizontal scale of the logo.

Do not alter the vertical scale of the logo.

Do not attempt to recreate the logo using ordinary fonts.

Do not add words or phrases to the logo.

Do not have any other graphic element or symbol interfere with the logo.

Do not enclose the logo within a border.

SUGGESTED FONTS
The Acumin family is Delgado's recommended font, including the Acumin Pro and Acumin Pro Condensed fonts. The fonts are available through Adobe Creative Cloud, which all Delgado employees can access at no cost. Click here for instructions on accessing Adobe Creative Cloud. If you are unable to access the Acumin fonts, use the Arial font family instead.

Acumin Pro Regular	Acumin Pro Condensed Regular
Acumin Pro Italic	*Acumin Pro Condensed Italic*
Acumin Pro Medium	Acumin Pro Condensed Medium
Acumin Pro Semibold	**Acumin Pro Condensed Semibold**
Acumin Pro Bold	**Acumin Pro Condensed Bold**
Acumin Pro Black	**Acumin Pro Condensed Black**

COLLEGE COLORS

Delgado's official color is green, Pantone Matching System (PMS) 336. Delgado Athletics often uses gold, PMS 109, in addition to green PMS 336. The CMKY formula (for four-color process printing) for the Delgado green is 100 percent cyan, 67 percent yellow and 59 percent black. The RGB formula (for use in Web application, on-screen viewing and PowerPoint presentations) for the Delgado green is 55 percent green.

PMS 336
C=90 M=36 Y=71 K=24
R=0 G=104 B=84
Hex Code = 006854

PMS 109
C=4 M=12 Y=98 K=0
R=249 G=214 B=22
Hex Code: f9d616

COLLEGE NAME

The official name of the College is Delgado Community College. This should be spelled out on first reference in all formal documents and external publications. On the second reference, the name can be shortened to "Delgado" or "the College," if it fits within the context of the document. "DCC" should not be used in any formal written communications, apparel, or promotional items, and its general use is discouraged. The Delgado name is specific to our institution and carries nearly 100 years of history. "DCC," however, is not specific to our institution and the initials could stand for many other entities.

COLLEGE SEAL

The official Delgado Community College seal is used with the approval of the chancellor or the chancellor's designee only on documents of a formal or official nature, such as diplomas and transcripts. The seal may not be used as a logo. Use of the seal as a design element on brochures and other printed or digital communications pieces is not allowed.

ATHLETICS BRANDING

Delgado Athletics exclusively uses the stylized "D" and Russo One font to brand the College's three official teams: Baseball, Men's Basketball, and Women's Basketball, as follows. The approved versions are the PMS 336 D with PMS 109 outline, PMS 336 D with white outline, PMS 109 D with PMS 336 outline, and PMS 109 D with white outline. The team names may accompany the D in vertical and horizontal versions as shown in the examples below. For more information about Delgado's athletic logo variations, call the Athletics Office at 504-671-5449.

PHOTOGRAPY STANDARDS

Photography used to represent Delgado Community College should be high quality and professional. Photography, especially used for print, should be sharp, clear, high-resolution – either 300 dpi or at least 1 MB in size – and in JPG file format.

If you are in need of professional photography for a publication or other project, please contact Communications, Marketing, and Public Relations for assistance. Cell phone photos are acceptable only for social media.

Students, faculty, and staff on any Delgado Community College location are in public and therefore subject to appear in photography taken by Delgado Communications, Marketing, and Public Relations for use in advertising and promotional items for the College. Model release forms with parental or legal guardian's signature are required for photography of minors.

SPECIAL ARTWORK

In some special instances, a unique image, icon, symbol, or other type of artwork may be developed for collateral meterials to promote a campaign, milestone anniversary, program, or project that has a distinct identity within the College and/or the community. Communications and Marketing will develop such artwork to reflect the Delgado brand as closely as possible. Please contact Communications, Marketing, and Public Relations for assistance.

MARKETING TAGLINES & ADVERTISING CAMPAIGNS

Communications, Marketing, and Public Relations works with the College's advertising and media buying agent of record to develop taglines for the College, which are often tied to Delgado's advertising campaigns. Please contact Communications, Marketing, and Public Relations for information about current tagline(s) and usage guidelines to ensure consistent messaging across the College and to the public.

LOCATION NAMES

The official names and addresses of all Delgado Community College locations and auxiliary locations at which Delgado provides instruction should be consistently used and formatted as shown below.

The following locations provide for-credit instruction. The official location names, as approved through Delgado's accreditation with the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC), are as follows:

City Park Campus
615 City Park Avenue
New Orleans, LA 70119

Delgado River City Site
709 Churchill Parkway
Avondale, LA 70094

Delgado Sidney Collier Site
3727 Louisa Street
New Orleans, LA 70126

West Bank Campus
2600 General Meyer Avenue
New Orleans, LA 70114

Delgado's Maritime location provides workforce and industry based training.

Maritime and Industrial Training Center
13200 Old Gentilly Road
New Orleans, LA 70129

BUSINESS CARDS
& STATIONERY

As the College stationery is one of the most frequently viewed forms of Delgado's image, it is imperative that it is produced in a manner that is consistent with these graphic standards. The following layouts are the only ones approved for use by employees of the College. No other designs are acceptable. Business cards, letterhead, and catalog envelopes (10"X13" and 9"X12" sizes) should be ordered through the publications coordinator and the currently designated print vendor. Commercial envelopes (#9 and #10 sizes) should be ordered via state contract through the Purchasing Office.

BUSINESS CARDS

Administrators, faculty, and select staff members employed full time can obtain business cards with their supervisor's approval. The College does not provide business cards to administrative assistants, adjunct/part-time faculty and staff, or contracted/temporarily employed individuals. In very rare cases, exceptions may be made with supervisory approval if cards are essential for the nature of employee's position and duties. Business cards are the only stationery item where an individual's name and title can be used. Self-produced cards are not allowed.

All business cards should follow the layout described below. The wordmark logo is used on cards and stationery. The position of the logo, name, title, and address information is always consistent. There is to be no additional information added on the front or on the back of the business card.

Business card specifications:
Size: 3.5" x 2"
Ink color: black for text, PMS 336 for logo and line
Typography:
  Name: Acumin Pro Condensed, bold, uppercase, 12 pt.
  Title: Acumin Pro, Light Italic, 7 pt.
  Address/phone numbers/email:
  Acumin Pro SemiCondensed, light, 7 pt. and Acumin Pro Semibold, italic, 7 pt.
  Website: Acumin Pro Condensed, semibold, 7 pt., uppercase
Paper: 80# cover, white, smooth finish

JOHN A. SMITH, Ph.D.
Employee Title
Program, Department or Office
School Name or Other

Office: 504-671-0000   **Fax:** 504-671-0000
Mobile: 504-000-0000   jsmith@dcc.edu

City Park Campus | Building 1 | Room 000
615 City Park Avenue | New Orleans, LA 70119

Delgado
COMMUNITY COLLEGE
WWW.DCC.EDU

LETTERHEAD

All general letterhead should follow the layout described below. The position of the logo and the address information is always consistent. Departments may order letterhead specifically for their office, using department telephone and fax numbers. No individual names or titles can be used. Self-produced versions of the letterhead are not allowed.

Letterhead Specifications:
Size: 8.5" x 11"
Color: black and PMS 336
Typography:
  School/department/office: Acumin Pro Condensed, bold, uppercase, 12 pt.
  Address/phone numbers: Acumin Pro SemiCondensed, light, 9 pt. and Acumin Pro Semibold, italic, 9 pt.

BUSINESS CARDS
& STATIONERY

Website: Acumin Pro Condensed, semibold, 9 pt., uppercase
LCTCS statement: Times New Roman PS – Italic MT 9 pt.
EOE statement: Arial MT 6 pt.
Paper: 70# text, white, smooth finish

ENVELOPES

All envelopes follow the layout described below. The position of the logo and the address information is always consistent. Departments may order envelopes specifically for their office, using their departmental addresses. No individual names or titles can be used. Self-produced versions of the envelopes are not permitted.

Envelope (letter) specifications:
Size: #10 commercial, 9.5″ x 4.125″
Ink Color: black
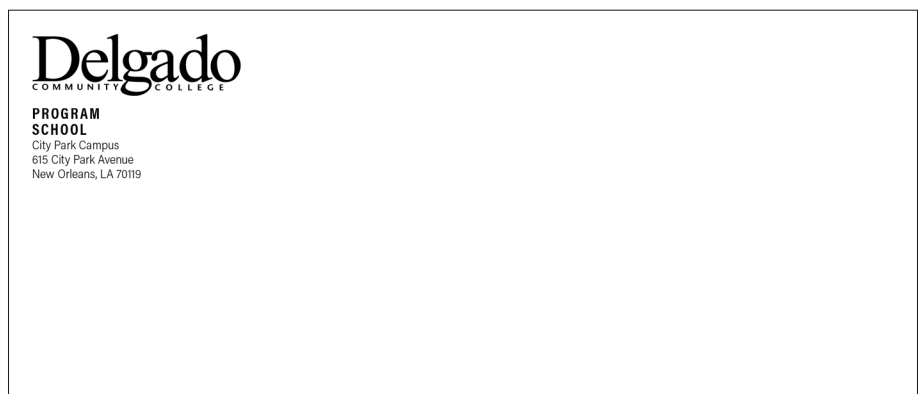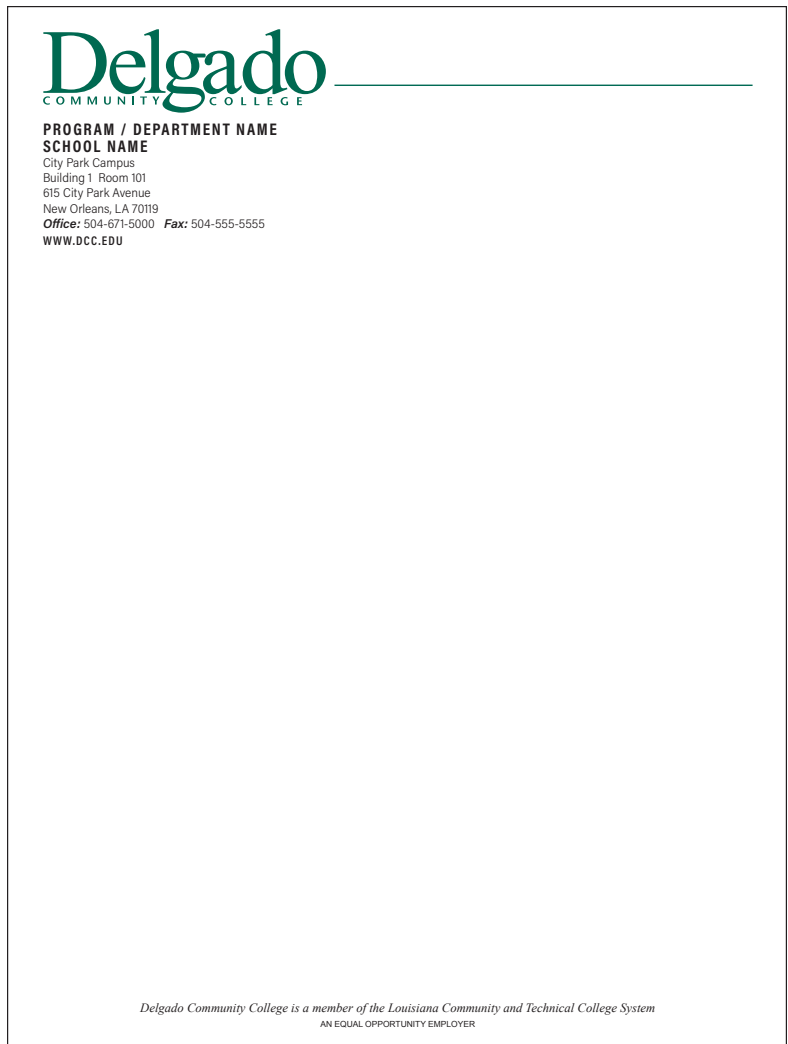**Logo size:** 2.1808″ x 0.7387″
Typography:
  School/department/office: Acumin Pro Condensed, bold, uppercase, 12 pt.
  Return address: Acumin Pro SemiCondensed, light, 9 pt.
Paper: white wove

Additional envelopes sizes may be ordered, such as #9 commercial, 9″ x 12″ or 10″ x 13″ catalog envelopes in white or kraft.

Contact Communications, Marketing, and Public Relations to place orders.

Delgado
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**PROGRAM / DEPARTMENT NAME
SCHOOL NAME**
City Park Campus
Building 1 Room 101
615 City Park Avenue
New Orleans, LA 70119
Office: 504-671-5000 *Fax:* 504-555-5555
WWW.DCC.EDU

Delgado Community College is a member of the Louisiana Community and Technical College System
AN EQUAL OPPORTUNITY EMPLOYER

Delgado
COMMUNITY COLLEGE

**PROGRAM
SCHOOL**
City Park Campus
615 City Park Avenue
New Orleans, LA 70119

STATEMENTS & TAGLINES

The following official statements reflect Delgado Community College's educational responsibilities and affiliations. The College is required to display these statements as shown below and their wording should not be altered in any way.

LCTCS TAGLINE

Delgado Community College is a member of the Louisiana Community and Technical College System (LCTCS).

This tagline must be printed on materials including general communications, informational, and brand marketing pieces, such as stationery, brochures, annual reports, and catalogs. The tagline is encouraged but not required on advertisements, business cards, note cards, invitations, and envelopes. The tagline must appear on letterhead at a minimum of 3/4" from the bottom of the page, centered, no smaller than nine point font, in Times New Roman Italic. The tagline is not required on second/subsequent sheets. On reports, brochures, newsletters, catalogs, and any other materials, the point size and location are flexible, based on design. The tagline is often added to the non-discrimination statement.

NON-DISCRIMINATION STATEMENT

Delgado Community College does not discriminate on the basis of religious or political affiliation, gender identity, sexual orientation, citizenship, age, disability, marital or veteran's status, pregnancy, childbirth and related medical conditions, and the sickle cell trait in the admission, participation, or employment in the programs and activities of this College. The Title IX Coordinator can be reached at 615 City Park Avenue, O'Keefe Administration Building, New Orleans, LA 70119, 504-762-3004 and the 504/ADA Coordinator can be reached at 615 City Park Avenue, Building 2, Room 102, New Orleans, LA 70119, 504-671-5161.

As part of its commitment to providing an educational environment free from discrimination, Delgado Community College complies with Title IX of the Education Amendments, which prohibits discrimination and harassment based upon sex in an institution's education programs and activities. Title IX prohibits sexual harassment, including sexual violence, of students at Delgado Community College sponsored activities and programs whether occurring on-campus or off-campus. To remain in compliance with Title IX, we place the statement on the majority of communications, marketing, and other promotional collateral.

SACSCOC STATEMENT

Delgado Community College is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award associate degrees, diplomas, and certificates. Questions about the accreditation of Delgado Community College may be directed in writing to Southern Association of Colleges and Schools Commission on Colleges at 1866 Southern Lane, Decatur, GA 30033-4097, by calling (404) 679-4500, or by using information available on SACSCOC's website (http://www.sacscoc.org).

The Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) is an agency for the accreditation of degree-granting higher education institutions primarily in the Southern states. Delgado Community College has been accredited by SACSCOC since 1971. The SACSCOC statement is required to be published in the annual *College Catalog*.

MISSION STATEMENT

Delgado Community College is a diverse, dynamic, open-admissions community college providing high-quality education through innovation and excellence in teaching and learning. The College offers a variety of academic and workforce programs through the Associate degree and is committed to nurturing and sustaining an inclusive culture to support student success.

This is Delgado's current mission statement, which was developed and implemented as part of the College's 2023-2028 Strategic Plan.

TERMINOLOGY

PRINTING AND DESIGN/GRAPHICS TERMS

AI File - A vector image format used for original Adobe Illustrator design files.

Bleed - The area outside the designated "trim lines" of a design that is still printed in case the cuts are not exact. Essentially a bit of "extra" outside the edges of a design that insures against an inexact cut of the print.

Camera-Ready - a term describing artwork that is ready to be photographed or reproduced in the printing process. This includes elements such as logo slicks or final electronic files that are supplied to the printer.

CMYK - four-color process printing in which four individual printing plates (cyan, magenta, yellow, and black) are combined to achieve a full color image, such as a photograph.

DPI (Dots Per Inch) - A higher dpi means a more detailed image, but limitations may remain depending on the type of format the image will appear in.

Duotone - A black and white photographic image that has been given a color tint.

EPS (Encapsulated PostScript) - A self-contained file that contains vector image data. An EPS graphic file has the advantage that it can be enlarged to any size, without loss of quality.

GIF (Graphics Interface Format) - A file format that is used extensively on websites. They can be compressed to a very small file size and are better for use in flat colored graphics, such as logos or buttons, rather than photographic images.

Halftone - The reproduction of continuous-tone images, through a screening process, which converts the image into dots, such as the printing of a black and white photograph.

Hex Code - A six-digit code that represents a specific color, often used in computer design programs.

High-Res Image (High Resolution) - An image that has sufficient sharpness (as measured by the number of pixels per inch) to make it suitable for print reproductions. Images that are going to be printed must usually be scanned to a resolution approximately 1.5 to 2.5 times the intended line screen of the output format.

Identity - the result of a planned effort to project an impression of an organization through the consistent use of such elements as a logo, trademark, signage, letterhead, packaging, uniform use of color, publication layout and design, and other visual materials.

JPEG (Joint Photographic Experts Group) - A file format used to compress the size of images. There is some loss of quality in a JPEG format.

Logo - logotype, unique design, symbol, or other special representation of a company name or organization that is used as a trademark.

Offset Lithography - Traditional printing method using plates whose image areas attract ink and whose non-image areas repel ink. The ink is transferred to a blanket cylinder and then onto paper.

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Pantone - The Pantone Matching System is a standardized numerical classification of precise color identification for color printing, which makes it easier for designers to reference exact color shades.

PDF (Portable Document Format) - A file format created by Adobe that allows users to view and print documents independent of the applications used to create the files.

Perfect Binding - A method of binding, which uses adhesives to hold signatures or pages together, as in bookbinding.

Pixel - The smallest unit of a digital image or graphic that can be displayed and represented on a digital display device.

PMS Color - Acronym for Pantone Matching System of colors. This a universally accepted method which the printing industry uses to specify various shades of ink, all created by printing specific proportions and densities of primary colors of ink on paper. (See also Spot Color.)

PNG - A raster image format with millions of colors available.

PPI (Pixels Per Inch) - Measures the density of pixels used on electronic devices, like camera screens or monitors.

PSD - A raster image format best for layered Adobe Photoshop design files.

Raster Image - A raster, or bitmap, image is a graphic that is composed of a grid of pixels, with each pixel having values for color, hue, saturation and transparency. Unlike vector images, these graphics do not scale well and will become pixelated as you "zoom in" or enlarge the graphic.

Resolution - A measure of image quality based on dots per inch for printed works and pixels per inch for digital work. The higher the resolution, the crisper the image will be.

Reverse - the technique of printing text or a graphic element in white or light-colored ink on a black or dark-colored background, or vice versa, depending upon the original designer's format.

RGB - The primary colors (red, green, and blue) used on electronic display devices and scanners, commonly used as the images shown on a computer or video monitor.

Saddle Stitching - In binding, to fasten a booklet by wiring it through the middle fold of the sheets (as a staple).

Spot Color - Printing inks of special colors, in which the ink is mixed before going on press.

TIFF (Tagged Image File Format) - A cross-platform file format that does not contain vector information. This format can bitmap and look jagged when enlarged.

Trademark - an identification mark, as defined by the Lanham Trademark Act of 1946. It is not just a logo but "names, symbols, titles, designations, slogans, character names, and distinctive features emphasized in advertising." A trademark is used by a manufacturer, advertiser, or merchant to communicate a promise about a product or service and to distinguish it from a competitive product or service.

TERMINOLOGY

Typography - the art of selecting and spacing typefaces in order to produce a legible and aesthetically appealing printed piece. Considerations include the content of the material, the target audience of the finished piece, the distribution method, and the ink and paper used.

Vector Image - A vector image is a scalable graphic format. Unlike raster or bitmap images, it does not rely on a grid of pixels to form the graphic, which alleviates pixelation issues as the image is resized.

Web Printing - printing method in which the press prints on a continuous roll of paper.

BRANDING TERMS

Branding - to create a consistent, emotional connection with people, and to distinguish a product and/or company from competitors.

Brand Awareness - Making sure people know your brand.

Brand Identity - The special look and feel that makes your brand different.

Brand Storytelling - Connecting with customers through stories about your brand.

Brand Personality - The human-like qualities people see in your brand.

Brand Positioning - Figuring out where your brand fits in the market compared to others.

Brand Advocacy - Happy customers who tell others about your brand.

Brand Voice - The personality your brand always uses in communication with the audience.

MARKETING TERMS

Search Engine Marketing (SEM) - Getting your website to the top of search engine results.

Social Media Marketing (SMM) - All social media-related things you do to show off your brand and speak to your audience.

Call to Action (CTA) - Inspiring people to take action (example: Register now!)

Conversion Rate - How many people actually convert (example: Track how many website visitors become paying customers.)

EDITORIAL STYLE GUIDE

FOREWORD

To maintain our reputation as a quality institution for higher learning and to continue to prepare our College community for active participation in the contemporary workplace, all administrators, faculty, and students should become aware of the most widely-accepted practices for written communication. When preparing documents, reports, or any other written items on behalf of Delgado, please adhere to the style guidelines presented below. In doing so, you will help ensure the College achieves consistency, clarity, and professionalism in all publications. When in doubt about items not included in this guide or other special circumstances, consult the Merriam-Webster Dictionary (www.merriam-webster.com) for spelling and usage, the Associated Press Style Guide for format, or contact the Office of Communications, Marketing, and Public Relations for assistance.

ACADEMIC DEANS AND ACADEMIC DIVISIONS

Delgado's academic divisions are organized into "Schools," such as "School of Business" (see "Schools" for complete list of formal school names). They are not to be referred to as "academic schools." While the term "division" is not part of the formal name of the College's academic or instructional areas, "division" or "academic division" may still be used in generic references to these areas.

The academic deans' official titles do not include the formal School names (not Dean, "School of ----"; instead, for example, Dean, Business, or Dean, Liberal Arts, Social Sciences, and Education.) The deans of each School are generally referred to as "dean" or "academic dean" (not "school dean").

ACADEMIC DEGREES

Academic Awards at Delgado - note the following award types and abbreviations:

- Associate of Arts / A.A.
- Associate of Applied Science / A.A.S.
- Associate of Science / A.S.
- Assocaite of General Studies / A.G.S.
- Certificate of Technical Studies / C.T.S.
- Certificate of Applied Science / C.A.S.
- Post Associate Certificate / P.A.C.
- Career and Technical Certificate / C.T.C.
- Technical Diploma / T.D.

Abbreviations for Other Degree Types - using periods as follows is preferred. Here are just a few examples:

- B.A., B.S., M.A., M.S., LL.M., Ph.D., Ed.D., J.D., etc. all take periods.
- Degrees with more than two letters do not take the periods such as MBA, MSN, BSN, MFA, DNP, etc.

Further usage guidelines and exceptions - use of periods in credentials is optional in tables, charts, and on business cards when space is limited, or the individual holds a less common certification that does not require periods, or in special cases where omitting periods is more appropriate graphically or stylistically.

Apostrophe / Possessive Usage -
- Do not use 's with "associate degree": *Delgado offers many associate degree programs.*
- However, use 's with the following nonspecific references to these degrees: bachelor's / master's degree: *John earned a bachelor's degree.*

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- Do not use 's with the following types of constructions: *bachelor of arts, master of science*.
- The word "doctorate" is a noun, does not take 's and does not require the word "degree" to follow. See doctorate / doctoral degrees.

Capitalization vs. Lowercase Usage - use lowercase with nonspecific references and uppercase with specific degree names. Do not follow specific degree names with the word "degree."
- *Delgado awarded nearly 800 graduates with associate degrees.*
- *Jane has a Master of Arts in Teaching.*
- *Delgado offers many associate of science degrees.*
- *Deputy Smith has an Associate of Arts in Criminal Justice.*

ACADEMIC TERMS
- Fall and Spring (16-week terms) are Semesters.
- Summer (8-week term) is a Session.
- Shorter terms are named and formatted as follows:
    - 12-Week Session
    - 8-Week Session 1 (formerly Minimester A)
    - 8-Week Session 2 (formerly Minimester B)
    - 4-Week Session 1 (formerly Minisession 1)
    - 4-Week Session 2 (formerly Minisession 2)
    - MaySession (formerly Maymester)
    - Winter Session

ADDRESSES   For all Delgado locations and auxiliary locations, names and addresses should be presented in the following format. Use the full name as shown in the list below. Please also note that the City Park Campus and West Bank Campus are the only ones referred to as campuses. The rest are sites or locations. See page 10 for more information.

City Park Campus
615 City Park Avenue
New Orleans, LA 70119

Delgado River City Site
709 Churchill Parkway
Avondale, LA 70094

Delgado Sidney Collier Site
3727 Louisa Street
New Orleans, LA 70126

West Bank Campus
2600 General Meyer Avenue
New Orleans, LA 70114

Maritime and Industrial Training Center
13200 Old Gentilly Road
New Orleans, LA 70129

ADVISOR   "Advisor" is used at Delgado as per employees' official titles and references to advising services.

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AMPERSAND An ampersand is the symbol & that stands for the word *and.* Spelling out *and* is preferred, especially in running text, but using the ampersand is acceptable if space is limited or if it is more appropriate graphically or stylistically.

APOSTROPHES – POSSESSION VS. PLURAL
- Add 's to singular nouns, even if they already end in s – *the teacher's desk, Delgado's programs, James's room.*
- Add ' only to plural nouns ending in s – *the students' grades.*
- Omit ' with numbers, decades, and abbreviations – *1940s, figure 8s, VIPs.*
- Do not use an 's to make a word plural.
- Note family names: *the Kennedys, the Salineros* (plural); *the Kennedys' house, the Salineros' house* (plural possessive).
- Note possession of plural nouns that do not end in s: *the children's playroom; the women's bathroom.*

ASSOCIATE vs. ASSOCIATE'S DEGREE Do not use 's: *associate degree.*

BUILDINGS
- Capitalizing and spelling out the word "building" and using the figure as follows is the preferred format: Building 1, Building 10.
- Abbreviation is acceptable if space is limited: Bldg. 22.
- In any case, keep the format consistent throughout a document – spell out or abbreviate throughout.
- If a building is named after a person, you may use the name. Use the full name upon first reference in a document and the last name in subsequent references (example: *Isaac Delgado Hall was built in 1921. Since then, Delgado Hall has housed many programs and classes over the decades.*) In most cases, however, where space is limited and consistency is key, such as on business cards and stationery, simply use the word "Building" and the numeric figure, unless the building does not have an assigned number.
- Here is a guide for Delgado locations that comprise multiple buildings:

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NAME	NUMBER/LETTER	LOCATION
Isaac Delgado Hall	Building 1	City Park Campus
Student Services Center	Building 2	City Park Campus
Bookstore	Building 3	City Park Campus
Seymour Weiss Rehabilitation Center / Allied Health Building	Building 4	City Park Campus
H. Giles Martin Hall	Building 6	City Park Campus
Marvin E. Thames, Sr. Learning Resources Center	Building 7	City Park Campus
Workforce Development	Building 8	City Park Campus
Workforce Development and Education Center	Building 9	City Park Campus
Francis E. Cook Building	Building 10	City Park Campus
Michael L. Williamson Complex	Building 11	City Park Campus
Central Utilities Building	Building 12	City Park Campus
Gayle and Tom Benson Athletic Complex	Building 20	City Park Campus
unnamed	Building 22	City Park Campus
Student Life Center	Building 23	City Park Campus
O'Keefe Administration Building	Building 37	City Park Campus
Henry S. Braden, Sr. Vocational Technical Complex Harry J. Batt, Sr. Carpentry Lab Bernard J. Bagert, Sr. Welding Lab Charles D. Lancaster, Sr. Machine Shop Lab Adam R. Haydel, Sr. Automotive Lab General Motors Technology Lab	 Building 38 Building 39 A Building 39 B Building 40 Building 41	City Park Campus
Joey Georgusis Center for Children	Building 5	City Park Campus
Ochsner Center for Nursing and Allied Health	Building 14	City Park Campus
Building 1	Building 1	West Bank Campus
Building 2	Building 2	West Bank Campus
LaRocca Hall	Building 3	West Bank Campus
Building 4	Building 4	West Bank Campus
Advanced Technology Center		West Bank Campus
Student Life Center		West Bank Campus
Wings are commonly referred to as Building 1, Building 2, Building 3		Sidney Collier Site

EDITORIAL STYLE GUIDE

COLLEGE
- **the College** - capitalize college when used as a substitute for Delgado or Delgado Community College. Example: *Delgado Community College has reached record enrollment. The College took in 10 percent more students this semester.*
- **college-wide** - hyphenate. Does not need to be capitalized unless starting a sentence.

COMMAS
- **In a series (Oxford comma)** - include a comma before a conjunction (and, or) in items in a series. Example: *Bring a notebook, textbook, and pencil on your first day of class.* (Some exceptions exist, where the comma is omitted before the conjunction, as in writing for media or technical purposes.)
- **Exception to the Oxford comma** - News releases and news articles are written using Associated Press Style, which omits the Oxford comma from items in a series.
- **Before suffix in a person's name** - do not include a comma after Jr., Sr., or roman numeral suffixes in names of persons. *Examples: James Williams Jr., George Jones IV*
  Exception: Include the comma in official names of buildings, as indicated in building signage. Example: *Henry S. Braden, Sr. Vocational Technical Complex.*
- **Before an academic degree (abbreviated credential) in a person's name** - always include a comma. Example: *John Smith, MBA.*

COREQUISITE Do not hyphenate.

COURSE NAMES Capitalize when referring to a foreign language (English, French, Spanish, etc.) and when using the official title of a course. Example: *All freshmen are required to take Introductory Algebra I.* Use lowercase for nonspecific references to coursework in a discipline. Example: *Delgado will offer several accounting classes this fall.*

CROSS-ENROLLMENT Hyphenate.

COURSEWORK Coursework is one word.

DAYS Spell out days of the week. Only abbreviate if necessary (usually in tabular format) and always include a period (Mon., Tue., Wed., Thu., Fri., Sat., Sun.).

DATES Spell out months. Abbreviate only if necessary. Always include a period and proper spacing, as follows:
January 9, 2023 (preferred)
Jan. 9, 2023 (abbreviation)

DASHES If you need a dash to set off an emphatic phrase or clause, type two hyphens. Usually Microsoft Word will auto-correct them into one longer dash: The College will close early today—unless the chancellor says otherwise.

DCC Do not use this abbreviation anywhere; this includes written communications, promotional items, and branded apparel. Always spell out Delgado Community College, or simply use "Delgado."

DEPARTMENTS Capitalize when referring to a specific unit, group, or entity within the College's organization. Example: *The English Department will hold a faculty meeting next week.*

DISCIPLINES Do not capitalize in generic references. Example: *I have a degree in chemistry.*

EDITORIAL STYLE GUIDE

DOCTORATE / DOCTORAL DEGREES   The word "doctorate" is a noun, does not take 's and does not require the word "degree" to follow: *Bill began teaching at Delgado after earning his doctorate.* "Doctoral" is an adjective and can be used like so: *Bill began teaching at Delgado after earning his doctoral degree.* In formal means of identifying someone's credentials, such as on a business card, the credential should be listed after the name, and "Dr." should not be used before the name (example: *John Smith, Ph.D.*) In other forms of address, salutation, or record, it is acceptable to use "Dr." before the person's name and omit the credential after the name (example: *Dr. Mary Williams is participating in the leadership conference.*)

DUAL ENROLLMENT   Do not hyphenate.

EAST BANK   See geographical locations.

EMAIL   Do not hyphenate.

FACULTY   This is a collective noun and usually takes single verbs and pronouns. To ensure correctness, it is easier to add "members" and make verbs and pronouns plural: *The faculty members will submit their grade books today.*

FLYER   Flyer, instead of flier, is the preferred and most common spelling.

FRESHMAN / FRESHMEN   Freshman is singular; freshmen is plural. "First-year student(s)" can be used as an alternative term.

FULL TIME / FULL-TIME   Hyphenate when used as an adjective. Example: *Jennifer is a full-time student.* Do not hyphenate when used as an adverb or noun. Example: *I'm going to enroll full time this semester.*

GEOGRAPHICAL LOCATIONS   For the following specific geographical locations in the New Orleans/ Southeastern Louisiana area, write as follows and note capitalization, one-word and two-word formatting: Northshore, Southshore, East Bank, West Bank.

HEALTHCARE   Healthcare is one word, in keeping with the format used by our local partnered healthcare providers.

HYPHEN   Use a hyphen in instances to preserve clarity, such as words in which the prefix ends in a vowel and the word begins in a vowel (examples: *re-evaluate, re-admit.*) Some exceptions exist (example: *coordinate.*) When in doubt, or to find the most current, common format, spelling and usage of a word, consult Merriam-Webster dictionary online at www.merriam-webster.com.

LEARNING-CENTERED   Hyphenate.

LOCATION NAMES   See addresses.

LOG IN / LOG ON / LOG OUT (VERBS)   Log in, log on, and log out are spelled as two words when used as verbs: *Remember to log out before leaving your desk.*

LOG-IN / LOG-ON   When used as nouns, the log-in and log-on require hyphens: *Keep your log-in secure.*

MAJORS   Lowercase all majors except those incorporating proper nouns. Examples: *chemistry major, music major, English major.*

EDITORIAL STYLE GUIDE

MONTHS See dates.

NORTHSHORE See geographical locations.

NUMERALS Spell out zero through nine and use figures for 10 and up. Use commas to denote thousands. Example: *Delgado enrolls more than 20,000 students per semester.*

OFFICES Capitalize when referring to a specific unit, group, or entity within the College's organization. Note that "Office of" and the possessive format are acceptable. Some units drop the word "office" altogether. Examples: *Office of the Chancellor, Bursar's Office, Communications and Marketing, Enrollment Services, Office of the Registra*r.

ONLINE Online is one word.

PART TIME / PART-TIME Hyphenate when used as an adjective. Example: *Sam is a part-time student.* Do not hyphenate when used as an adverb or noun. Example: *I'm going to enroll only part time this semester.*

PERCENT Within prose, use a figure then write out the word percent: *100 percent.* In a graphic or visual, such as a table, or if space is limited, use a figure and the symbol: *100%.*

PERIODS Usage in credentials – see academic degrees.

PHONE NUMBERS The preferred format is as follows: 504-555-1234.

PREREQUISITE Do not hyphenate.

PROGRAMS Capitalize when referring to the full, proper names of the programs Delgado provides. Example: *The Culinary Arts Program at Delgado offers hands-on training at the City Park Campus and internships at local restaurants.* Use lowercase for general references to program types. Example: *Delgado offers four nursing programs.*

RE-ADMIT Hyphenate.

ROOM NUMBERS Use figures for all: Building 1, Building 10, etc.

SAYS / SAID Use past-tense (said) when quoting someone. Example: *"Delgado Community College is an outstanding institution," Dr. Smith said.*

SCHOOLS Delgado's academic divisions are organized under the following Schools. Always capitalize formal school names. The full "and" and not the ampersand (&) should be used on the school names.
- School of Business
- School of Construction Arts and Technical Studies
- School of Health Sciences: School of Allied Health
- School of Health Sciences: Charity School of Nursing
- School of Liberal Arts, Social Sciences, and Education
- School of Science, Technology, Engineering, and Math

SEASONS Winter, spring, summer, and fall are common nouns/adjectives and are not capitalized except when used in reference a specific academic term. Example: *Fall 2022 Semester*.

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SEMESTER   Capitalize as follows when referring to a specific academic term. Example: *In the Fall 2012 Semester, our registration process will change, but for Spring 2013, no more changes will be implemented. By Summer 2013 Session, all students should be used to the new process.* Use lowercase in non-specific references. Example: *The Radiologic Technology Program admits a new cohort each fall semester.*

SESSION   The following are sessions, not semesters: Summer Session, MaySession, Winter Session, 12-Week Session, 8-Week Session, and 4-Week Session.

SOUTHSHORE   See geographical locations.

SPACES BETWEEN SENTENCES   Typing one character space between each sentence in a paragraph is the acceptable standard. Be sure spacing is consistent throughout every document.

STAFF   This is a collective noun and usually takes single verbs and pronouns. To ensure correctness, it is easier to add "members" and make verbs and pronouns plural: *The staff members attend their convocation every October.*

STATE OF LOUISIANA   Use uppercase when referring to the official government. Example: *We work for the State [of Louisiana.]* Use lowercase when referring to the geographical location. Example: *New policies are being enforced across the state of Louisiana.* Whenever possible, however, do not use the phrase "state of Louisiana" to avoid redundancy, and just say "the state" or "Louisiana."

THEATRE   When referring to Delgado's theater arts, curriculum, coursework and/or instruction, spell the word as follows: *theatre*.

TIME   For times on the hour, omit :00. Use lowercase, periods and proper spacing, as in the following examples:
- 8 a.m.
- 8 p.m.
- 8:30 a.m.
- 8:15 p.m.

Note that 12 p.m. is noon and 12 a.m. is midnight; also note lowercase.

TITLES, PROFESSIONAL   Capitalize when preceding a person's name; use lowercase when used after a person's name, as in an appositive phrase. Examples:
Susan Smith, director of purchasing, will approve all requisitions.
Director of Purchasing Susan Smith will approve all requisitions.

WEB PAGE Spell as two words.

WEBSITE   Spell as one word, as well as the following related terms: webmaster, webcam.

WEST BANK   See geographical locations.

FUNCTIONS & STAFF

The Office of Communications, Marketing, and Public Relations coordinates all official College communications, public relations, and marketing activities, including media relations, advertising, publications, the College's website, social media, and promotion of special events. Communications, Marketing, and Public Relations also maintains the integrity of the College's brand, including the official College logo. Communications, Marketing, and Public Relations facilitates communication between the College and its key constituencies, and also provides communications support for the chancellor and all senior administrators. Team members work with college-wide constituents to ensure accuracy and inclusiveness.

The Executive Director of Strategic Marketing and Communications is responsible for planning, developing, implementing, and measuring Delgado Community College's strategies for external and internal marketing, communications, and public and media relations.

The Publications / Creative Services Coordinator ensures the provision of high-quality editorial and graphic design services for digital and printed content, and timely, accurate publication of official College documents, including stationery, business cards, brochures, posters, recruitment materials, the *College Catalog* and *Student Handbook*, and other materials.

The Web Content Specialist is responsible for creating and maintaining the official College website, www.dcc.edu, including content management, navigation, design, and incorporating technological advances to benefit users.

The Videographer / Photographer / Media Coordinator creates, directs, and produces professional quality videos and photographs to support Delgado's public relations and marketing campaigns and assists to distribute them. The coordinator also writes creative content and posts copy as directed on the College's Instagram, Facebook, and YouTube accounts and other social media accounts.

For more information or questions, and for templates, request forms, and other resources, please visit www.dcc.edu/go/cmpr or contact our staff members:

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COLLEGE BRANDING & EDITORIAL STYLE GUIDE

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