



FLORIDA STATE UNIVERSITY
PANAMA CITY

INTRODUCTION

This stylebook was created to promote the FSU Panama City brand and image through consistent use of the university's name, logo, colors, fonts, graphics and writing style. Working together, each element helps evoke the university's mission and message to various audiences.

The purpose of this stylebook is to establish standards and offer tools to allow you to more accurately reflect the university. Though not intended to answer every question, this stylebook addresses common identity issues.



FSU Panama City encourages the use of our name and/or logo on all campus publications. To ensure accuracy and consistency, please review all off-campus advertising, event promotion, etc. with the Office of Advancement.

HOW WE CAN HELP

GENERAL QUESTIONS

For general questions, visit the Office of Advancement, Holley Academic Center 313, email outreach@pc.fsu.edu or call 770-2150.

GRAPHIC DESIGN

To discuss your graphic design project, contact Erin Chaffin at 770-2153 or echaffin@pc.fsu.edu, or Erica Howard at 770-2154 or ehoward@pc.fsu.edu.

EDITORIAL SERVICES

For writing and editing services, call Becky Kelly at 770-2155 or email bkelly@pc.fsu.edu.

EVENT PROMOTION

For assistance in promoting your on-campus or university-funded event, contact Erica Howard at 770-2154 or ehoward@pc.fsu.edu.

PHOTOGRAPHY

To schedule a photographer, call Becky Kelly at 770-2155 or email bkelly@pc.fsu.edu.

PUBLICATIONS

To discuss an upcoming or previous publication, contact Erin Chaffin at 770-2153 or echaffin@pc.fsu.edu.

SOCIAL MEDIA

To suggest a post on FSU Panama City's social media accounts, call Helen Johnson at 770-215X or email hjohnson@pc.fsu.edu

WEBSITE

To create or update your page on the FSU Panama City website or to report broken links or errors, call Helen Johnson at 770-215X or email jhohnson@pc.fsu.edu.

COMMUNICATION | GUIDELINES

The Office of Advancement is happy to help promote student life, academic achievements, etc. both on and off campus. Please see the following guidelines for various media outlets.

CATALOGS, ACADEMIC BROCHURES, POSTER AND PUBLICATIONS

The Office of Advancement will work with individual departments and divisions to plan, develop and design appropriate promotional materials. All content will be edited for clarity and style. For information on publication procedures, contact Kyle Middlemass at 770-2154 or k.middlemass@fsu.edu.

EVENT CALENDAR

The event calendar on the FSU Panama City website is reserved for student activities and academic deadlines. To submit information for the event calendar, email outreach@pc.fsu.edu. Please include as much information as possible.

MARQUEE

The campus maintains a marquee on the front lawn to publicize campus marketing campaigns. As of 2014, the marquee no longer displays event and guest information.

MEDIA RELATIONS & NEWS RELEASES

Positive news reports and articles about universities often are the result of media relation strategies. Upcoming events, news and feature stories can be promoted on the FSU Panama City website and sent to the media via press release for further coverage.

If you have a story idea, such as a student profile, an award, interesting research or an upcoming event, call Becky Kelly at 770-2151 or email bkelly@pc.fsu.edu.

PHOTOGRAPHY

Although there is no official campus photographer, the Office of Advancement is willing to assist. To schedule a photo shoot or to request a photographer at your event, call Becky Kelly at 770-2151 or email bkelly@pc.fsu.edu.

THE TORCH

Since 1993, The Torch has served FSU Panama City students, staff, faculty, alumni, donors and the community. The Torch is printed yearly with an annual report, detailing the university's demographics, fundraising, awards, etc. The Torch should cover issues affecting all areas of campus life. Because of space limitations, the Office of Advancement makes final determinations on which items are included. The Office of Advancement also reserves the right to edit content for grammar, length, clarity and style.

All faculty and staff are encouraged to submit story ideas to Kyle Middlemass at 770-2154 or k.middlemass@fsu.edu.

SEMINOLE NEWS NETWORK (SNN)

SNN markets campus events, student activities, academic deadlines, etc. on TV screens throughout the campus. The Office of Advancement reserves the right to edit images or information for clarity and visual appeal. To add an image or to submit information for SNN, call Kyle Middlemass at 770-2154 or k.middlemass@fsu.edu.

COMMUNICATION | GUIDELINES

PUBLIC SERVICE ANNOUNCEMENTS (PSAs)

PSAs generally are short announcements for an upcoming event. They usually are written in a way that can be read on air within 30 seconds. Include the most important information, such as time, date and location, at the beginning of the PSA.

PRESS RELEASES

Press releases usually are longer than PSAs, hoping to draw the attention of a reporter for on-air or in-print coverage. They are written in hopes of being published verbatim, but usually are rewritten by an on-staff reporter. Write press releases with the inverted pyramid writing style (with the most important information first).

If the press release is about something reoccurring, try to incorporate a new element. Prove to the media early on that this isn't the same story they've heard before.

MEDIA CONTACTS

Press releases and PSAs are distributed to radio, TV and print media, using the following contacts:

Bullet	Generic	plucas@baybullet.com
Clear Channel	Nancy Luther	nancyluther@clearchannel.com
News Herald	Amanda Banks (event listings)	abanks@pcnh.com
News Herald	Generic	pcnhnews@pcnh.com
News Herald	Will Glover (managing editor)	wglover@pcnh.com
News Herald	Jacqueline Bostick (education)	jbostick@pcnh.com
NWF Daily News	Generic	news@nwfdailynews.com
Panama City Living	Val Schoger	val@panamacityliving.com
WJHG	Generic	news@wjhg.com
WJHG	Rex Ogburn (assignment manager)	rex.ogburn@wjhg.com
WJHG	Joe Moore	joe.moore@wjhg.com
WJHG	Curt Molander (Manger)	curt.molander@wjhg.com
WJHG	Jamie Burch (news director)	jamie.burch@wjhg.com
WJHG	Tom Lewis	tom.lewis@wjhg.com
WKGC	Gulf Coast radio	ebalazs@gulfcoast.edu
WKGC	Robin McNew	rmcnew@gulfcoast.edu
WMBB	Generic	news@wmbb.com
WMBB	McVay (assignment editor)	kmcvay@wmbb.com
WMBB	Cole (manager)	tcole@wmbb.com
WMBB	Kretzer (news director)	hkretzer@wmbb.com

COMMUNICATION | GUIDELINES

COMMUNITY CALENDARS

News Herald What's Happening (community events run daily as space available): email pcnhnews@pcnh.com and abanks@pcnh.com with "What's Happening" in subject line.

News Herald Community Connections: Run in Sunday's lifestyle section in various categories each week: first Sunday, alumni, games, civic clubs; second Sunday, dance and music, fitness, garden, seniors; third Sunday, special interests; fourth Sunday, support groups, weight loss, women. To submit, email pcnhnews@pcnh.com and abanks@pcnh.com with "Community Connections" in subject line.

Bay Chamber of Commerce: http://www.panamacity.org/Calendar_SubmitYourEvent.aspx

Panama City Beach Chamber of Commerce: Submit info via email to Kristopher McLane at kristopher@pcbeach.org. Specify inclusion in Chamber Events and Beach Buzz newsletter.

PanamaCity.com: jwaddy@pcnh.com and/or tsimmons@pcnh.com

Panama City Living: <http://www.panamacityliving.com/events/>

WJHG: <http://www.wjhg.com/community>

WMBB: <http://www.mypanhandle.com/your-events#/>

Sunny 98.5: Email info to help@sunny985.com. Events must be received four weeks in advance. Each week we select a certain number of events submitted to online calendar to be featured on the air.

WPAP 92.5: help@925wpap.com

Talk Radio 94.5: help@945wfla.com

The Beat 99.3: help@993thebeat.com

Classic Rock 95.9: <http://www.959online.com/community/submit-an-event>

Bob FM: <http://www.bobatthebeach.com/community/submit-an-event>

Kickn' Country 103.5: <http://www.kickn1035.com/calendar/submit-an-event>

Hot 107.9: <http://hot1079pc.com/community/submit-an-event>

BILLBOARDS

The digital billboard on 23rd Street can be changes as needed. The template is in L:\Publications\Billboards\. Save as RGB jpg, and email to bsimo@lamar.com and Hadami@Lamar.com

BRANDING | FSU SEAL

The official seal of Florida State University was streamlined in 2009 for a more elegant look and feel while maintaining the following elements: three torches; flames; the interwoven Vires, Artes and Mores banner; Florida State University; and 1851 enclosed by two rings.

Below are current seal images:



Full Color



3D



Garnet



Gold



Black

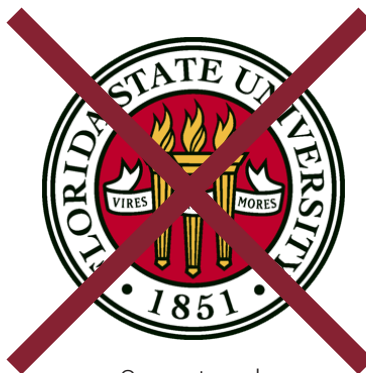


White

The following seals should not be used:



Current seal has more modern torch/flame



Current seal has no dots around 1851



Do not gray-scale full-color seal

BRANDING | FSU SEAL

Florida State University's signature consists of the official seal and the "Florida State University" wordmark. It has been developed to consistently maintain a balanced size relationship between these two components.

Do not re-typeset, rearrange, or alter the signature in any way.

Maintain consistent presentation of the signature across all University communication by using only approved digital art files.

The following are appropriate uses of the FSU signature depending on space:



FLORIDA STATE UNIVERSITY



FLORIDA STATE
UNIVERSITY



FLORIDA STATE UNIVERSITY



FLORIDA STATE
UNIVERSITY

The seal always should be printed 0.75 inches tall or more.

Allow a generous amount of white space around the seal for effectiveness.

A minimum area of unobstructed clear space, equal to the width of the word "state" in Florida State University wordmark, must surround The Florida State University Signature in all situations. A minimum area of unobstructed clear space, equal to half the width of the official seal must surround the seal in all situations.



FSU Panama City signature:



FLORIDA STATE UNIVERSITY
PANAMA CITY



FLORIDA STATE UNIVERSITY
PANAMA CITY

College of Applied Studies signature:

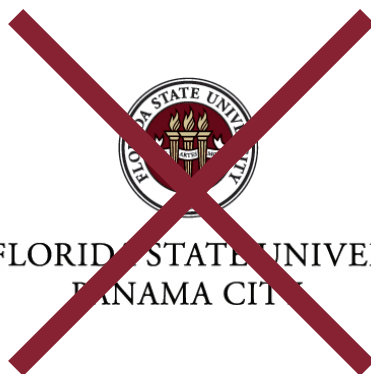


FLORIDA STATE UNIVERSITY
COLLEGE OF APPLIED STUDIES



FLORIDA STATE UNIVERSITY
COLLEGE OF APPLIED STUDIES

Do not use any signature that includes the word "the."
The University no longer is referred to as "The Florida State University."



ABBREVIATIONS

The Panama City campus should be referred to as "FSU Panama City" with no hyphen.

It should be referred to as a regional campus of Florida State University.

~~FSU-PC~~

~~FSU-PCC~~

~~FSU-Panama City~~

~~Branch campus~~

BRANDING | FSU SEAL

The preferred Florida State University signature is full color on a white field.

Certain instances require that the signature be knocked out to or printed in white. Never use the full-color signature and apply effects, such as drop shadows, stroked outlines, or background glows to “enhance” the signature.

Do not distort, rotate or stretch the seal in any way.

These rules apply to all versions of the Florida State University signature.



~~FLORIDA STATE UNIVERSITY~~

No drop shadow



~~FLORIDA STATE UNIVERSITY~~

No outlines



~~FLORIDA STATE UNIVERSITY~~

Do not stretch seal



~~FLORIDA STATE UNIVERSITY~~

Do not rotate seal

BRANDING | ATHLETIC IMAGES

The following images should be used in athletic references only. Do not use them when referring to academics.

The images may not be altered in any way or touch/overlap any other image.



Seminole Sam



Helmet



Cimarron



Cimarron: Bust



Interlocking FS



Angled Spear



Horizontal Spear

VERBIAGE

Florida State University
FSU
Noles
FSU Seminoles
Florida State
Seminoles
Florida State Seminoles
Unconquered
Strength Skill Character

GENERAL INFO

Team Location:

Tallahassee, FL

Symbol: Seminoles

Established Date: 1851

Conference: Atlantic Coast
Conference (ACC)

REGULATIONS

No one impaled on spear

No reference to scalping

No reference to red

Do not use term
"MASCOT"

NO USE of current player's
name, image or likeness is
permitted on commercial
products in violation
of NCAA rules and
regulations.

NO REFERENCES to
alcohol, drugs or tobacco
related products may be
used in conjunction with
University marks.

BRANDING | TYPOGRAPHY

The university uses two official fonts: PT Serif and Roboto. While use of these typefaces when developing creative for campaigns (fliers, etc.) is not strictly enforced, it's preferred that official campaign communication from all departments, colleges, etc. make use of these fonts to support a unified brand appearance.

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

Roboto Thin
Roboto Thin Italic
Roboto Light
Roboto Light Italic
Roboto Medium
Roboto Medium Italic

Roboto Bold
Roboto Bold Italic
Roboto Black
Roboto Black Italic

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()

PT Serif Regular
PT Serif Regular Italic

PT Serif Regular Bold
PT Serif Regular Bold Italic

BRANDING | COLORS

FSU's official academic colors are garnet and gold. Specific colors are required dependent upon the platform in which they are to be utilized.

Secondary color palettes are provided for applications that require colors beyond garnet and gold. It is critical to maintain consistency when reproducing these colors across all communications.



	<i>Garnet</i>	<i>Gold (flat)</i>	<i>Gold (metallic)</i>
Printing: Pantone Inks	202 C/202 U *	4525 C/4525 U *	872 C Metallic Gold
Printing: CMYK	9, 100, 64, 48	9, 12, 47, 18	Not Applicable
RGB	134, 38, 51	197, 183, 131	Not Applicable
Hex	#862633	#C5B783	Not Applicable
Licensed Products	202 C Match TCX 14-1025	TCX 19-1650 872 C Match	4525 C Match

** Use coated paper whenever possible for best match. Uncoated paper will result in a dulling of color because of ink absorption*

BRANDING | TRADITIONAL COLORS

HERITAGE

Florida State has a proud heritage and a rich history dating back to 1851. This theme evokes that nostalgia with heavily antiqued textures and a color palette that perfectly complements garnet and gold. Use this theme when designing projects related to our long legacy of excellence.



CMYK: 0, 11, 45, 7
RGB: 238, 212, 132
HEX: #EED484



CMYK: 0, 72, 62, 47
RGB: 134, 38, 51
HEX: #862633



CMYK: 0, 6, 29, 20
RGB: 205, 192, 146
HEX: #CDC092



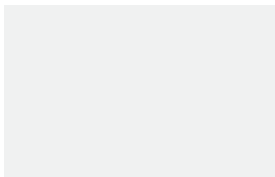
CMYK: 0, 23, 49, 21
RGB: 202, 156, 104
HEX: #CA9C68



CMYK: 0, 98, 74, 60
RGB: 101, 2, 26
HEX: #65021A

UNIVERSITY PROGRESSIVE

A clean, modern aesthetic with plenty of white space defines this theme. Perfect for annual reports or other multi-page documents, this theme puts our faculty, staff and students front and center to convey a sense of community that has been a hallmark of FSU for more than 160 years.



CMYK: 0, 0, 0, 5
RGB: 240, 241, 241
HEX: #F0F1F1



CMYK: 2, 1, 0, 21
RGB: 198, 200, 202
HEX: #C6C8CA



CMYK: 3, 3, 0, 76
RGB: 59, 59, 61
HEX: #3B3B3D



CMYK: 0, 11, 45, 7
RGB: 238, 212, 132
HEX: #EED484



CMYK: 0, 72, 62, 47
RGB: 134, 38, 51
HEX: #862633

SPIRIT

From Homecoming to graduation and everything in between, the Spirit theme helps celebrate all of the milestones. Perfect for projects related to students, alumni and fans, this theme will keep them cheering with imagery, textures and fonts that play up the university's robust athletic reputation.



CMYK: 0, 72, 62, 47
RGB: 134, 38, 51
HEX: #862633



CMYK: 0, 11, 45, 7
RGB: 238, 212, 132
HEX: #EED484



CMYK: 0, 84, 80, 18
RGB: 209, 34, 41
HEX: #D12229



CMYK: 0, 34, 90, 2
RGB: 250, 165, 25
HEX: #FAA519



CMYK: 1, 88, 0, 60
RGB: 102, 12, 103
HEX: #660C67

BRANDING | CONTEMPORARY COLORS

HAND-CRAFTED

Computers are great, but sometimes designs need that “made by hand” look. For those occasions, look no further than our Hand-Crafted theme, which is stocked with whimsical drawings, geometric patterns, and a wide assortment of paper textures. No glue stick required.



CMYK: 0, 72, 62, 47
RGB: 134, 38, 51
HEX: #862633



CMYK: 0, 11, 45, 7
RGB: 238, 212, 132
HEX: #EED484



CMYK: 0, 8, 24, 0
RGB: 254, 233, 193
HEX: #FEE9C1



CMYK: 0, 98, 96, 82
RGB: 47, 1, 2
HEX: #2F0102



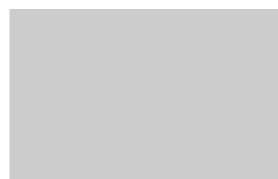
CMYK: 0, 7, 5, 45
RGB: 141, 131, 134
HEX: #8D8386

YOUTHFUL PROGRESSIVE

Bold, contemporary and bright, the Youthful Progressive theme comes in handy when speaking to a younger population while maintaining a professional look and feel. With this theme you will find grid systems, vector patterns and photography sure to put you on the cutting edge of design.



CMYK: 0, 0, 0, 47
RGB: 135, 135, 135
HEX: #878787



CMYK: 0, 0, 0, 20
RGB: 204, 204, 204
HEX: #CCCCCC



CMYK: 0, 68, 74, 22
RGB: 198, 63, 52
HEX: #C63F34



CMYK: 0, 11, 45, 7
RGB: 238, 212, 132
HEX: #EED484



CMYK: 0, 72, 62, 47
RGB: 134, 38, 51
HEX: #862633

RETRO

Harken back to a simpler time with the Retro theme, created to convey a nostalgic flavor with a contemporary twist. Vintage-style photography coupled with textured stamps and Photoshop actions help speak to audiences more familiar with Instamatics than with digital cameras.



CMYK: 0, 11, 34, 31
RGB: 176, 156, 116
HEX: #B09C74



CMYK: 0, 43, 66, 13
RGB: 223, 128, 75
HEX: #DF804B



CMYK: 0, 11, 45, 7
RGB: 238, 212, 132
HEX: #EED484



CMYK: 0, 72, 62, 47
RGB: 134, 38, 51
HEX: #862633



CMYK: 23, 0, 5, 14
RGB: 169, 219, 208
HEX: #A9DBD0

BRANDING | FORMAL COLORS

FORMAL

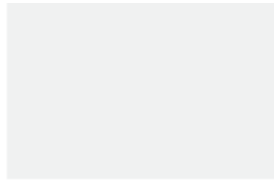
Whether it's for lectures, receptions or dinners, the Formal theme can help convey a more serious or prestigious tone. Complete with decorative dividers, banners and ribbons, and beautiful marbled textures, this theme is sure to set just the right mood for your special project.



CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000



CMYK: 3, 1, 0, 41
RGB: 147, 149, 151
HEX: #939597



CMYK: 0, 0, 0, 5
RGB: 240, 241, 241
HEX: #F0F1F1



CMYK: 0, 72, 62, 47
RGB: 134, 38, 51
HEX: #862633



CMYK: 0, 11, 45, 7
RGB: 238, 212, 132
HEX: #EED484

FORMAL PROGRESSIVE

Formality needn't be stodgy; that's why we've created the Formal Progressive theme. Perfect for formal occasions with a contemporary flair, this theme combines university imagery with dark background patterns and vector objects to achieve a perfect balance.



CMYK: 0, 72, 62, 47
RGB: 134, 38, 51
HEX: #862633



CMYK: 0, 11, 45, 7
RGB: 238, 212, 132
HEX: #EED484



CMYK: 0, 34, 90, 2
RGB: 250, 165, 25
HEX: #FAA519



CMYK: 0, 91, 97, 25
RGB: 191, 18, 6
HEX: #BF1206



CMYK: 8, 0, 81, 14
RGB: 202, 219, 42
HEX: #CADB2A

PRESIDENTIAL

Reserved only for those projects with the highest pedigree, the Presidential theme adds pageantry with its rich textures and blackletter typography. Use this theme for citations, programs or other projects that serve as commemorative or official university collateral.



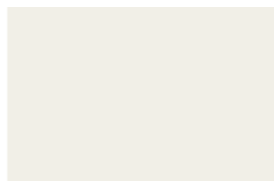
CMYK: 0, 6, 29, 20
RGB: 205, 192, 146
HEX: #CDC092



CMYK: 0, 72, 62, 47
RGB: 134, 38, 51
HEX: #862633



CMYK: 0, 11, 45, 7
RGB: 238, 212, 132
HEX: #EED484



CMYK: 0, 1, 4, 5
RGB: 241, 239, 231
HEX: #F1EFE7



CMYK: 0, 42, 76, 25
RGB: 190, 111, 45
HEX: #BE6F2D

EDITORIAL | WRITING STYLES

FSU Panama City communications should use the Associated Press stylebook as a guide for all written content sent to media or the public. Our own style manual, below, is intended to be a guide that addresses the most frequently asked questions and most common mistakes. Our goal is to ensure a consistency of quality in printed materials throughout the university.

A

academic degrees — It is preferable to spell out academic degrees. Capitalize formal names of degrees (Bachelor of Science, Bachelor of Arts in Religion). But if abbreviations are used: B.S. (Bachelor of Science), B.A. (Bachelor of Arts), M.S. (Master of Science), Ph.D. (Doctor of Philosophy), (Ed.D. Doctor of Education) (J.D., Juris Doctor), do not use the word degree after the abbreviation. (She has a B.A. in religion; NOT She has a B.A. degree in religion). Use an apostrophe with bachelor's and master's degrees, (NOT bachelors and masters degrees).

academic departments — Do NOT capitalize names of FSU departments, but do capitalize names of colleges (meteorology department, College of Arts & Sciences). Capitalize the university's six major divisions: Student Affairs, Academic Affairs, Finance and Administration, Research, University Relations, Academic Quality and External Programs.

academic honors — Lowercase cum laude, magna cum laude and summa cum laude. Foreign words that are frequently used

in English do not have to be italicized.

academic titles — Capitalize and spell out formal titles such as professor, dean, director, president, vice president, professor emeritus and chairman when they precede a name. Lowercase in other uses. Lowercase modifiers (history Professor Maxine Jones, department Chairman Hunt Hawkins).

ACC — Atlantic Coast Conference

accept, except — Accept means to receive. Except means to exclude.

addresses — Abbreviate and capitalize St., Ave., and Blvd. with a numbered address; spell out and capitalize without a number. Road, Alley, Highway and all other similar words are always spelled out. Always use numerals for street addresses. Spell out and capitalize First through Ninth streets (45 Eighth Ave.; or Eighth Avenue). Abbreviate north, south, east, west if there is a number in the address (8888 Maple St. N.; Maple Street North).

Admissions Office — No apostrophe.

adviser — NOT advisor.

affect, effect — Though they can be both verb and noun, affect is almost always a verb and effect is usually a noun. Affect as a verb means to influence. (The weather will affect the football game.) Effect as a noun means the result. (The effect of the storm was a messy game). Effect as a verb means to bring about, to cause (The professor will effect changes in vaccines with his research).

afterward — NOT afterwards.

all right — NOT alright. Hyphenate if used as a modifier (He's an all-right guy.)

alma mater — Do not capitalize.

alumnus, alumna, alumni, alumnae — Alumnus refers to a man who has attended a school (plural: alumni). Alumna refers to a woman (plural: alumnae). Use alumni when referring to groups of men and women.

a.m., p.m. — Lowercase and use periods. Don't be redundant (NOT 12 a.m. midnight; NOT 8 a.m. this morning; NOT 12 noon)

among — Generally, between refers to two items, and among refers to more than two. Among is preferred over amongst.

as, like, such as — As

EDITORIAL | WRITING STYLES

introduces a clause. Like compares similar nouns and pronouns and must have an object. (She provides a syllabus, as she should. The young teacher directs her class like a veteran). “Such as” is used to provide a specific example. (It would be nice to go to a movie, such as the one now playing at the Student Life Building.)

Association of American Universities — AAU on second reference.

attorney general, attorneys general — Note plural form.

auditor general, auditors general — Note plural form.

B

between — Between shows a relationship between two items. Use among when more than two items are involved.

biological science — Note: no “s” in FSU’s department of biological science.

blacks — This is Associated Press style, but African-American (hyphenated) also is acceptable.

Board of Governors — Official name is Florida Board of Governors. A 17-member panel, including a faculty representative, student representative and the Florida Commissioner of Education, that oversees Florida’s 11 state universities; governors on

second reference.

Board of Trustees — Official name is Florida State University Board of Trustees. A 13-member panel, including a faculty representative and student representative, that oversees Florida State University. The trustees on second reference.

C

campuswide — One word, no hyphen. Also citywide, countywide, statewide, nationwide, worldwide.

can, may — Can refers to the ability to do something. May refers to permission being granted or denied to do it.

capital, capitol — Tallahassee is the capital of Florida. The Florida Legislature meets in a building called a capitol. The U.S. Capitol is in Washington, D.C.; the U.S. capital is Washington, D.C.

chairman, chairwoman — Chair also is acceptable. Do NOT use chairperson unless it’s what the organization formally calls the position. Capitalize when used as a title immediately preceding a name.

chancellor — Capitalize preceding a name; lowercase on second reference.

class names — Lowercase courses and classes (he took a photography class), but uppercase if part of the proper name (he took Photography

101).

classroom — One word.

coach — Capitalize before the name, not after (Coach Bobby Bowden; the coach said).

coed — NOT hyphenated. Do NOT use to refer to a female college student. Acceptable when referring to coed residence halls.

College Level Academic Skills Test — CLAST on second reference.

committees — Capitalize names of committees. Lowercase second references. (The task force is making a report.)

Communication, College of — Note no “s.”

composition titles — Capitalize the main words and put quote marks around titles of movies, books, plays, speeches, songs, poems, works of art, etc., except the Bible and reference books, such as encyclopedias, dictionaries and almanacs. For more detailed information, consult a stylebook.

computer science — Note no “s” for FSU department of computer science.

courtesy titles — University Communications conforms to AP style and universal journalism practice. Like virtually all American university public relations operations, we do not use the courtesy titles Mr., Mrs., Miss, Ms., on news releases or in publications.

EDITORIAL | WRITING STYLES

curriculum — Curricula or curriculums is acceptable for the plural form.

D

dates — Spell out days of the week and months without specific dates (December 2005). Abbreviate months with days (Dec. 1, 2005) except for months with short names that are never abbreviated (March, April, May, June and July). Do NOT use a comma when a specific date is not included (December 2005; fall 2005). A comma should follow the year in a specific date. (Fall semester begins Aug. 29, 2005, and will be exciting).

Also:

- Do not use the word “on” before a date unless excluding it would be confusing. (NOT: fall semester begins on Aug. 29).
- Do not use the words “from” and “to” for dates and times. Use a hyphen. (The conference will be Nov. 10-11; The event will be 8 a.m.-4 p.m.)
- Do not use “st,” “th,” or “rd” with dates (Halloween is Oct. 31, NOT Oct. 31st).
- For decades or centuries, do not use an apostrophe. (The 1960s were a time of tremendous growth on campus.)
- Do use an apostrophe for an abbreviation of school years. (She was president of the Class of '45.)

days of the week — Do NOT abbreviate in regular text.

degrees — See academic degrees.

dimensions — Spell out inches, feet, yards and use numerals to show size and dimensions. Hyphenate everything if the description is used as a compound modifier. (She is 6 feet tall. FSU just signed a 6-foot-tall player. The room will need an 8-by-10 rug. The hurricane dumped 8 inches of rain in one day.)

doctorate, doctoral — Doctorate is a noun. Doctoral is an adjective. (She holds a doctorate from FSU. She holds a doctoral degree from FSU. NOT: She holds a doctorate degree.)

dollars — Always lowercase. Use figures and the \$ sign, but do not use a hyphen. A specified dollar amount is considered a singular item and takes a singular verb (They said \$400,000 is the right amount.)

E

earth — Capitalize when referring to the name of the planet. Lowercase otherwise (down-to-earth).

ellipsis — Used to indicate that one or more words have been deleted in text. Should use up three letter spaces, no spaces between the dots. Should NOT be used to for dramatic effect.

e-mail — Hyphenate. See “Internet usage” entry for more computer terms.

Emeritus, emerita — Place emeritus after the title and capitalize it or place it after the name and lowercase it (Professor Emeritus Joe Smith; or Sally Smith, professor emerita).

emigrant, immigrant — An emigrant leaves a country. An immigrant comes into a country.

en route — Two words.

ensure — Means to guarantee. Insure refers to insurance.

entitled — The right to do or have something; NOT the same as “titled.” (She was entitled to become a full professor. Her book is titled...)

F

farther, further — Farther refers to physical distance. (He walked farther on the campus.) Further refers to an extension of time or degree. (The researcher will look further into the mysteries of Alzheimer's.)

federal — Capitalize when used as part of a formal name of a government body but lowercase when used as an adjective (federal loans).

Federal Bureau of Investigation — FBI is acceptable in all references.

Federal Emergency

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Management Agency — FEMA is acceptable on second reference.

fewer, less — Use fewer with numbers, less with bulk amounts. (He has less time for his hobbies than last year. The price is less than \$100. Fewer than 10 students signed up for the club. Fewer people applied for the job.)

flier, flyer — Flier is the preferred spelling for a pilot or a poster. Flyer is the proper name of some transportation lines.

Florida Legislature — The Legislature on second reference.

Florida State University — The word “The” is no longer used at the beginning of the university’s name.

forecast — Present and past tense, NOT forecasted.

former — Always lowercase.

Fort — Do NOT abbreviate for cities or military installations. (Fort Myers, Fort Lauderdale, Fort Pendleton).

forward — NOT forwards. (Unless referring to multiple basketball players who hold the position of forward).

freshman — Do NOT capitalize, but do capitalize a class designation. (She is a freshman. The Junior Class is in charge of the event.) Plural is freshmen. Same rules for sophomore, junior and senior.

front-runner — Hyphenate.

full- — Hyphenate in a

compound modifier. (full-length, full-page, full-time job; but he works full time).

fund raising, fund-raising, fund-raiser — Fund raising is a noun and is two words. (The Foundation is responsible for fund raising). Fund-raising is an adjective (The fund-raising campaign is almost over). Fund-raiser is a noun and always refers to a person, not an event.

G

good, well — Good is an adjective and should not be used as an adverb. When used as an adjective, well means healthy, proper. As an adverb, well means in a satisfactory manner.

go-between — A noun.

goodbye — NOT goodbye or good-bye.

governor — Capitalize and abbreviate as Gov. or Govs. when used as a title before a name or names.

GPA — Grade point average. No hyphens, no periods.

Graduate Record Examination — GRE on second reference.

grant-in-aid, grants-in-aid — Note plural form.

group — Takes a singular verb. (The group is deciding on its recommendations to the president).

H

half- — Follow Webster’s New World Dictionary. If not found there, then generally hyphenate.

head-on — Hyphenate.

health care — Two words.

historical periods — Spell out first through ninth centuries and use numbers with 10th and higher. Lowercase century. (This is the 21st century.) Capitalize names of well-known eras and events (The Great Depression, World War II).

Homecoming — Capitalize when referring to FSU’s Homecoming events.

hometown — One word.

honorary degrees — Any reference should make clear the degree was honorary. Dr. generally is not used before the recipient’s name.

house of representatives — Capitalize when referring to a specific body (Florida House of Representatives).

hyper- — In general, no hyphen.

I

in, into — Do NOT use “in” without the addition of “to” when the meaning is to enter. (“He burst into the room” means he entered the room in a hurry. “He burst in the room” means he already was in the room when

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he came apart.)

“in” — When used to mean popular, put quotation marks if it's followed by an object. (Getting through school faster is the “in” thing to do. Sandals are in this season.)

inside — Don't follow with “of.” (She remained inside Westcott.)

insure — Refers to insurance. Ensure means to guarantee.

Internet — Capital I. “Net” on second reference, capital N, no apostrophe.

its — Possessive. No apostrophe.

it's — A contraction for “it is.”

its' — No such word exists.

J

jargon — Avoid it, or if you must use it, explain it to the uninitiated.

Jr., Sr. — Do NOT precede with a comma. Do NOT use a comma with Roman numerals (Tom Jones II).

judgment — NOT judgement.

K

kids — Use children unless describing goats.

know-how — Hyphenate.

L

last, past — Do NOT use last to describe a span of time or an event when the real meaning is past. (FSU has been coed for the past 58 years; NOT FSU has been coed for the last 58 years).

Legislature — Acceptable as second reference for Florida or U.S. Legislature. Capitalize on second reference if referring to a specific statehouse.

less — See fewer.

-less — No hyphen before it if used as a suffix (clueless).

liaison — Two “i”s, one “s.”

lie, lay — Lie means a state of reclining. (lie, lay, lain, lying). It can mean an untruth (lie, lied, lying). Lay means an action is being taken, and it requires an object (lay, laid, laying).

like — See “as.”

local — Irrelevant, don't use it. Be specific instead.

M

majors — Do NOT capitalize majors unless they are stated as part of an official degree. (She earned a Bachelor of Arts in Religion. She majored in religion.)

media — Always use a plural verb. NOT medias.

memorandum — Accepted style for plural is memorandums.

miles per hour — The abbreviation mph, with no periods, is acceptable for all references.

million, billion — Always use numbers unless meant in a casual way (I wish I had a million dollars; She gave \$2 million to the university.)

months — Always capitalize. See “days” entry.

Mr., Miss, Mrs., Ms. — See courtesy titles.

multi- — In general, no hyphen. (multimillion-dollar building, NOT multi-million-dollar building).

N

National Collegiate Athletic Association — NCAA on second reference.

noon, midnight — Noon is 12 p.m. Midnight is 12 a.m. Do NOT precede either one with the number 12. The word stands alone.

nearly — Do NOT use with numbers. Use almost. (The budget was almost \$1 billion).

numbers, No. — Spell out numbers below 10 except when describing dimensions. Use numerals for 10 and above. Do NOT start a sentence with a numeral; spell out the number. Use No. with a figure for showing rank. (The department ranked No. 3 in the nation.)

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O

office — Capitalize only when part of an official name. (The Office of Homeland Security; the president’s office.)

on — Do NOT use before a day or date.

over — Means physical location. Do NOT use with numbers or amounts. Use more than. (FSU has more than 38,000 students; NOT: FSU has over 38,000 students).

P

part time, part-time — Hyphenate if part of a compound modifier. (She teaches part time; she has a part-time job.)

people, persons — Use person only for an individual. Use people, NOT persons for the plural. Persons should be used only as part of a title or in a quote. (NOT: This scholarship is offered to all persons with an interest in computer science.) People takes a plural verb. (The people of North Dakota are digging out from the blizzard.)

percent — Always use numerals and always spell out the word percent. Do NOT spell out numbers (5 percent, NOT five percent).

phenomenon, phenomena — Note the plural.

premier, premiere — A premier is the top leader in a government or an adjective meaning the first in importance or rank. (He was the premier artist of his genre). A premiere is the first performance of a play, concert or movie.

principal, principle — Principal means most important, first ranked, leading authority. (The school has a new principal. She is the principal researcher in that discipline.) Principle means a basic doctrine, truth or law. (The Seminole Creed helps students understand the university’s principles.)

professor — Capitalize before a name but do NOT capitalize a subject connected with it. (She has dance Professor Elizabeth Patenaude for that class.) Do NOT abbreviate. (Professor Patenaude; not Prof. Patenaude). Do not continue in second reference; use the last name only.

proved, proven — Proved is the past tense of prove. Proven is an adjective. (He proved the theory. He took a proven course of action.)

Q

quotation marks — Use double quote marks to surround a quote and single quote marks if necessary within a quote. A period or comma goes inside quote marks at the end of a

sentence. (“It was Patrick Henry who said, ‘Give me liberty or give me death,’” the professor told the class.) For many more punctuation rules, consult the punctuation section of the AP stylebook or other stylebooks.

R

race — Capitalize names of races, but lowercase black and white (Hispanic, Caucasian, Asian, African-American, black students, white students).

radar — Lowercase. An acronym for radio detection and ranging.

ratios — Use numbers and hyphenate. (A ratio of 5-to-1; or a 5-to-1 ratio).

regions — In general, capitalize regions of the United States and lowercase north, south, east and west when used as directions. (He carried the Southeast in the election. He is going north to the mountains.)

reign, rein — Reign refers to a monarch’s time as ruler. A rein is used to steer a horse (pull back on the reins; give free rein to).

right of way, rights of way — Note plural.

room number — Capitalize room when used with a number. (Room 114, Westcott Building).

ROTC — Acceptable on first reference for Reserve Officer Training Corps. No periods.

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S

saint — There are rare exceptions, but saint almost always is abbreviated as St. in the names of cities and locations (St. Petersburg, St. Paul, St. Jude Children’s Hospital, St. Louis).

seasons — Lowercase, along with derivatives (summertime).

Southern Association of Colleges and Schools — SACS on second reference.

state of the art — No hyphens unless used as a compound modifier. (The new computer system is state of the art. That department installed a state-of-the-art computer system.)

states — Spell out unless accompanied by the name of a city. Consult the AP Stylebook for state abbreviations. Do NOT use postal abbreviations except when writing full addresses, including a ZIP code. (Tallahassee, Fla.; not Tallahassee, FL.)

T

teenager, teenage — No hyphen. NOT teenaged.

that (conjunction) — Use that to introduce a dependent clause if the sentence would be confusing without it. Consult a stylebook for examples of when it must be used. When in doubt,

include it.

that, which, who (pronouns)

- That and which refer to things. Who refers to humans. (WRONG: He is the professor that teaches the child psychology course. RIGHT: He is the professor who teaches the child psychology course.)

- That is essential, identifies specifically the previous word or phrase and does not take a comma. (“I’m going to the restaurant that is on Tennessee Street,” means there are no other restaurants on Tennessee Street, only one, and I’m going to it.)

- Which introduces a nonessential clause, a by-the-way thought, and always takes a comma. (I’m going to the restaurant, which is on Tennessee Street,” means there may or may not be other restaurants on Tennessee Street, but the one I’m going to is located there.)

theater, theatre — Stick to the American spelling, theater. But it’s the Florida State University School of Theatre.

toward — NOT towards.

U

unique — Either it is unique or it isn’t. Don’t pile on modifiers. There is no such thing as “fairly unique.”

university — Lowercase in all uses except as part of the

official name of a university.

V

VIPS — Acceptable in all references for very important persons.

W

well — Hyphenate as part of a compound modifier (well-known, well-rounded).

who, whom — Who is used when a person is the subject of a sentence or clause. (Who is speaking?) Whom is used when a person is the object of a verb or preposition. (Whom would you like to hear speak?)

who’s, whose — The first is a contraction for who is. The second is possessive.

word-of-mouth — Hyphenate.

Y

yearlong — One word, no hyphen. Also weeklong and daylong.

years — Use numerals. Remember: 1950s needs no apostrophe, but ‘60s does because it is an abbreviation. Beginning a sentence with numerals is acceptable but very awkward. Try to rewrite.

EVENTS | PLANNING

The details of an event often are what make it a success or a failure.

Plan adequately before any event. Here are a few things to consider when you're getting started:

PLANNING

- Select planning committee
- Identify audience, their needs
- Determine type, size, location of event
- Complete Facility Use Request (FUR)
- Finalize budget and timeline
- Recruit sponsors (if needed)
- Promote event

EXPENSES

(All vendors, activities and schedule of events should be finalized as much as possible before any promotional materials are distributed.

Confirm all vendors have proper licensing and paperwork with Dan Nix.)

- Catering
- Speaker
- Equipment rentals
- Room set up/decorations
- Entertainment

PROMOTIONAL MATERIALS

(Promotional materials should be sent out in a timely manner so your target audience can plan to attend. Use the type of invitation/notification that works best for your audience.)

- Save the date card (mailed 2 months before)
- Invitation (at least 3-4 week before)
- Flier/Poster (at least 3-4 weeks before)
- PSAs/Community Calendars (3-4 weeks before)
- Press Release (about 1 week before)
- Ad in News Herald, other publication
- SNN (3 weeks before)
- Social Media (weeks before and/or day of event)

DURING EVENT

- Photography
- Registration/Ticket sales

EVENT DAY

- Arrive early to check location for proper set-up and working equipment.
- Ensure registration area is fully stocked and ready. Have registration volunteers ready about an hour before event. (if applicable)
- Double-check volunteer list and ensure all needs are covered.
- Make sure directional signs are posted in a place that is visible but not a traffic hazard.

AFTER THE EVENT

- Host a wrap-up meeting with planning committee and volunteers to discuss what went well and what can be improved. (see below)
- Prepare a written summary of event for later reference.
- Review invoices and pay any outstanding balances.
- Send thank-you letters to sponsors, volunteers, entertainment, etc.

POST-EVENT EVALUATION

- Did you meet your goal or objectives? Why or why not?

- How did your budget fare?

- Were there enough volunteers? Were volunteers organized properly?

- Was there any feedback from guests about the success/failure of the event?

- What could have been done to make the event better?

- Was there enough advertising? Did your method of advertising reach your target audience?

- How would you rate your vendors and entertainment? Would you recommend using them again?

EVENTS | PLANNING

The following rooms/areas are available for on-campus events:

Barron Building – Barron 1st Floor Commons

- Capacity: 500
- Size: 1,680 square feet
- Setup Type: Custom
- Features: Television

Barron Building – Barron 2nd Floor Commons

- Capacity: 500
- Size: 1,125 square feet
- Setup Type: Custom

Barron Building – Barron North Side Grassy Area

- Capacity: 5000
- Setup Types: Custom

Barron Building – SGC Conference Room

- Capacity: 50-100 (see setup types)
- Size: 841 square feet
- Setup Types: Custom (100), Empty (100), Conference table w/ chairs (50)
- Features: Television

Bland Conference Center Back Patio (outdoors)

- Capacity: 50
- Setup Types: Custom, Empty

Bland Conference Center (without kitchen)

- Capacity: 30-160 (see setup types)
- Size: 2,304 square feet
- Setup Types: Chairs (120), Custom (160), Empty (120), Tables 5' with chairs (80), Tables round with 8 chairs (80), Theater (120), U shape with tables and chairs (30)
- Features: Computer, DVD player, Internet access, Microphone (1), Projector and screen, sound system, tablecloths (black/round), wireless computer remote

Holley A110N Computer Lab

- Capacity: 26
- Size: 696 square feet
- Setup Types: Classroom style with tables
- Features: Computer, DVD Player, Internet Access, Projector and Screen, Wireless Computer Remote

Holley A210A Computer Lab

- Capacity: 28
- Size: 955 square feet
- Setup Types: Classroom style with tables, Custom
- Features: Computer, DVD Player, Internet Access, Projector and Screen, Smart Boards, Wireless Computer Remote

Holley A211T Small Conf. Room

- Capacity: 20
- Size: 330 square feet
- Setup Types: Internet Access

Holley A212 Classroom

- Capacity: 15-25 (see setup types)
- Size: 415 square feet
- Setup Types: Chairs (25), Classroom style with tables (15), Custom (25), Empty (25), Tables 5' with chairs (15), Theater (25), U shape with tables and chairs (15)
- Features: Internet Access

Holley A213 Faculty Conf. Room

- Capacity: 26
- Size: 512 square feet
- Setup Types: Conference table with chairs
- Features: Internet Access, television

Holley A301 Dean's Conf. Room

- Capacity: 42
- Size: 749 square feet
- Setup Types: Conference table with chairs
- Features: Ice Machine, Internet Access, Television

Holley A313F Small Conf. Room

- Capacity: 15
- Size: 2,283 square feet
- Setup Types: Conference table with chairs
- Features: Internet Access, Speaker Phone, Television

Holley Allan Bense Atrium

- Capacity: 100-250 (see setup types)
- Size: 1,500 square feet
- Setup Types: Custom (250), Empty (250), Tables 5' with chairs (150), Tables round with 8 chairs (100)

Holley Amphitheater (outdoors)

- Capacity: 300
- Size: 2,000 square feet
- Setup Types: Custom, Empty, Theater
- Features: Computer, DVD player, Internet access, Microphone (1), Projector and screen, sound system, tablecloths (black/round), wireless computer remote

Holley Circle Driveway (outdoors)

- Capacity: 200
- Setup Types: Custom, Empty

Holley Front Sidewalks (outdoors)

- Capacity: 500
- Setup Types: Tables, Tables 5' with chairs

Holley Lecture Hall A, B or C

- Capacity: 36-150 (see setup types)
- Size: 1,714 square feet
- Setup Types: Chairs (150), Custom (150), Empty (150), Tables 5' with chairs (60), Tables round with 8 chairs (56), Theater (150), U shape with table and chairs (36)
- Features: DVD Player, Ice Machine, Internet Access, Microphone (2), Projector and Screen, Sound System, Tablecloths - Black/Round, Wireless Computer Remote

Holley Lecture Hall A&B or B&C

- Capacity: 128-300 (see setup types)
- Size: 3,429 square feet
- Setup Types: Chairs (300), Custom (300), Empty (300), Tables 5' with chairs (200), Tables round with 8 chairs (128), Theater (300), U shape with table and chairs (150)
- Features: DVD Player, Ice Machine, Internet Access, Microphone (2), Projector and Screen, Sound System, Tablecloths - Black/Round, Wireless Computer Remote

Holley Lecture Hall A&B

- Capacity: 150-450 (see setup types)
- Size: 5,144 square feet
- Setup Types: Chairs (450), Custom (450), Empty (450), Tables 5' with chairs (320), Tables round with 8 chairs (200), Theater (450), U shape with table and chairs (150)
- Features: DVD Player, Ice Machine, Internet Access, Microphone (2), Projector and Screen, Sound System, Tablecloths - Black/Round, Wireless Computer Remote

Holley Patio (outdoors)

- Capacity: 300-450 (see setup types)
- Size: 2,000 square feet
- Setup Types: Chairs (350), Custom (450), Empty (450), Theater (300)