



FLORIDA AGRICULTURAL AND MECHANICAL UNIVERSITY

STYLE GUIDE AND IDENTITY PROGRAM

Introduction

The Office of Communications and External Relations is pleased to share this Style Guide and University Identity Program with the University community. The Office of Communications and External Relationships is responsible for ensuring consistency of the University's message to internal and external audiences. Adherence to this manual's guidelines will help all constituents at the University to present a unified brand and consistent writing style.

The Style Guide establishes standards for language, spelling, formatting and punctuation. It includes frequently used terms and acronyms, and information about the use of the University's logos, colors, and typefaces.

The Style Guide is a combination of the standards found in The Chicago Manual of Style, 16th Edition and the Associated Press Stylebook (2013). It also incorporates standards, such as specifics about how to represent the school's name on first reference and subsequent references, that are unique to FAMU.

The Style Guide serves as roadmap. Updates will be made over time and communicated campus-wide. The Style Guide is not intended to replace or supersede the use of other stylebooks used in the academic disciplines, nor is this document intended to replace discipline-specific principles.

We appreciate the feedback in developing this manual and look forward to ongoing collaborative work to ensure the University's message is communicated in a clear and consistent manner to all our audiences. Go Rattlers!

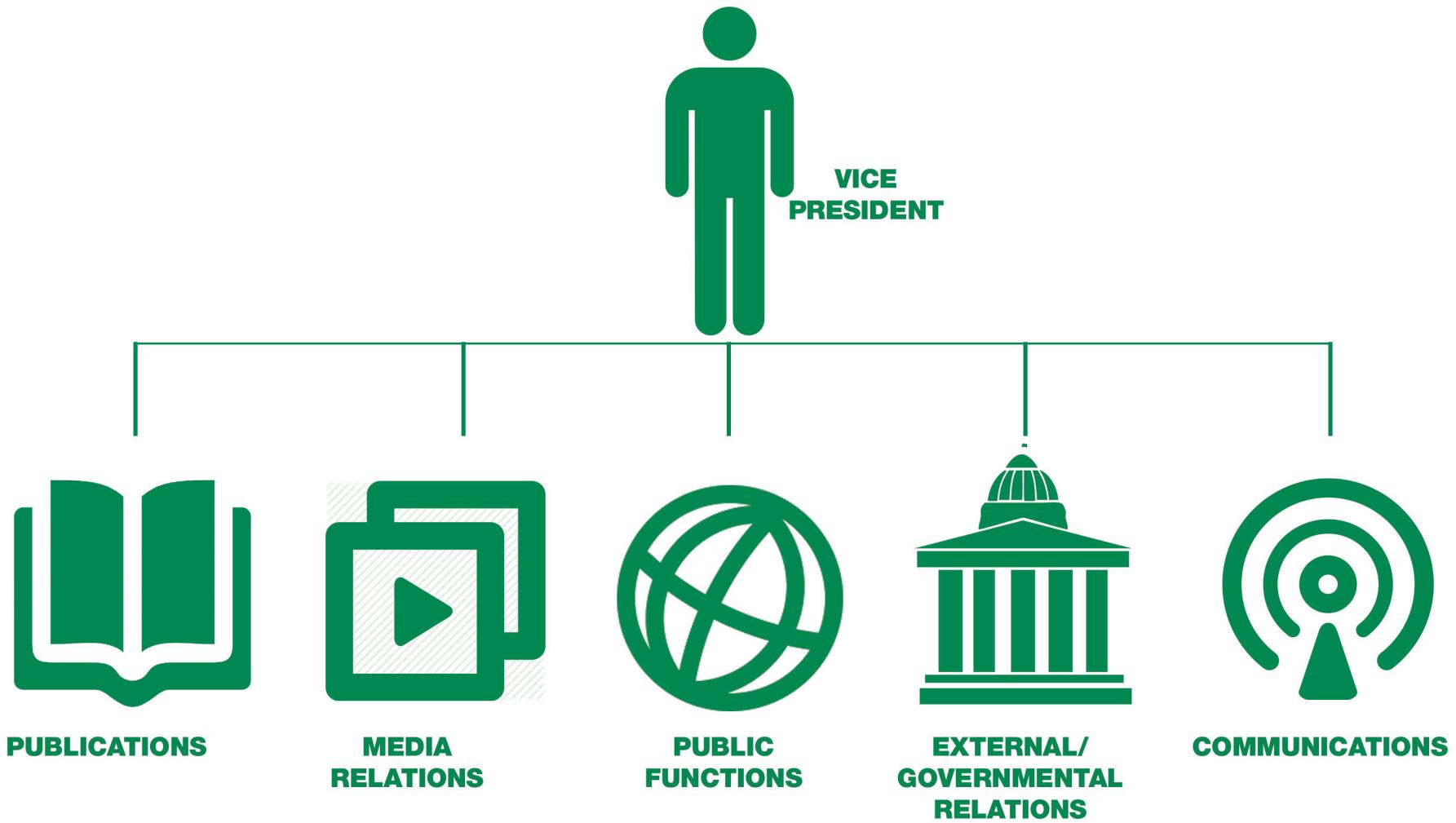
Jimmy Miller,
Vice President
Office of Communications and External Relations

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Office of Communications and External Relations

Organizational Chart



IDENTITY POLICY

A brand is a mark, feature, symbol, design or anything the public immediately associates with Florida Agricultural and Mechanical University. A recognized and well-reputed brand is a priority for the University because it is a marketing, recruiting, and fundraising tool. While the brand may evolve, there are some qualities that are traditional and will forever remain consistent. Because these items are synonymous with Florida A&M University, the University is adamant about maintaining control over the use of its brand and thereby protecting its image.

The Office of Communications and External Relations is the fiduciary agent of the brand of the University. This includes, but is not limited to, all the practices that are specifically and uniquely designed by and associated with the University. Consequently, no one is allowed to use any of the symbols, including mascots, and logos, without written consent from the University.

Penalty

People who use any of the branding information of the Florida Agricultural and Mechanical University without the written permission of the University will be subject to penalties as outlined in state and federal statutes.

MEDIA POLICY

The Office of Communications and External Relations will provide official statements to the media about the University. This includes, but is not limited to, announcements and crises responses. This policy is not designed, nor intended, to restrict or limit the first amendment rights of any member of the University community; therefore, the following procedures are provided to guide interactions with the media.

How to handle a call from the media:

Calls from the media about information should be referred to the Office of Communications and External Relations. If, however, that is not possible, the following guidelines represent how the flow of information must be conducted.

- Always be truthful. The truth is easy to remember, and it never changes.
- Always be timely. Delays are perceived as attempts to either manufacture information or conceal information.
- Never attempt to speak for the University. Remember **ONLY** the president is authorized to present a position for the University.
- Never present the University in a negative manner.

University Spokesperson

The president is the official spokesperson of the University. The president has designated the vice president for Communications and External Relations as the official spokesperson in matters of weather emergencies, crisis situations, and the like. The vice president provides a point of contact between media and University resources and also provides referrals to proper sources of information within the University community.

Press Releases

The Office of Communications and External Relations prepares, approves, and distributes all press releases to local, regional, and national media with the exception of sports-related releases. The press releases range from major stories about achievements by faculty, staff, administrators, students, and alumni to public service announcements. Press releases from all University departments and offices must be submitted to the Office of Communications and External Relations for prior approval. Press releases are approved and distributed based on subject and relevance.

Office of Sports Information

The Office of Sports Information is responsible for publicizing information regarding FAMU's intercollegiate athletic teams. The Office of Sports Information controls all athletic publications and news releases, coordinates athletic photography, maintains statistical data on teams, maintains athletic web pages, and serves as the department's contact for the NCAA and the Mid-eastern Athletic Conference. The sports information director will ensure compliance with FAMU's graphic identity and technical standards, including athletic marketing and publications.

Advertising

The vice president for Communications and External Relations or a designee must approve in advance all advertising, which includes but is not limited to print, broadcast, billboard, and radio ads, as well as student-recruitment, marketing, and fundraising videos. This does not include paid ads for hiring personnel.

Advertisements by External Agencies, Businesses, and Organizations

External agencies, businesses, organizations, etc., wishing to use the University's likeness must submit a copy of the advertisement to the Office of Communications and External Relations for approval. University names, logos, and images are the property of the University and may not be altered in any way. This includes changing the aspect ratio or colors, or combining either with other graphic elements, type, or logos. Use of a font or art similar to official University marks in order to circumvent the requirements is prohibited. Authorized advertisements must display the office stamp of approval before being posted on campus or appearing in University publications.

Photographic Services

The University has a full-time photographer who provides photographic services for the campus. Photographic assignments for the University's programs and activities are also the responsibility of the Office of Communications and External Relations. University officials and students who desire photographs for University-related activities must receive approval from the Office of Communications and External Relations. A request form for photographic services must be completed and returned to the Office of Communications and External Relations at least three business days before the planned activity.

PUBLICATION STYLE

This Style Guide distinguishes between Florida A&M University's internal communications intended for the academic community and external communications intended for the media and other public audiences. The principles for media communications and publications are guided by The Associated Press (AP) Stylebook (2013). The principles for professional and academic writing are guided by The Chicago Manual of Style, 16th edition. Additionally, this document includes principles that are specific to FAMU. Such preferences override the dictates of the AP Stylebook and The Chicago Manual of Style. Merriam-Webster's Collegiate Dictionary, 11th edition is the preferred dictionary for this Style Guide.

For consistency, the AP Stylebook will guide all documents produced by the Office of Communications and External Relations on behalf of the Office of the President.

EMAIL

POLICY: Electronic communication is an efficient and convenient form of conducting business. All electronic mail must be sent from a University account using the official University addresses which will include the person's name and the University's web-server address.

EXAMPLE: ima.rattler@famu.edu

Signatures

The email signature is considered a business calling card; hence, it is an extension of the University. Four to six lines are an acceptable standard. The standard email system fonts are Times New Roman or Cambria. Email signatures used for University-related messages must include the following information:

Name
Title, Department
College/School/Division Name/Location
University Name
University Address
Phone/FAX/Email/Web

EXAMPLE: Ima R. Rattler
Super Supporter, Alumni Affairs
Florida Agricultural and Mechanical University
1506 MLK Boulevard
Tallahassee, FL 32307

The standard color for text in the signature is black. University email signatures should not include references, slogans, quotes, or images. Email backgrounds should be solid white. Patterns and colors are prohibited.

NOTICE: All FAMU-related emails are University property and are subject to Public Records Law.

BUSINESS LETTERS

A standard form of communication continues to be the letter. The business letter is distinguished from the friendly letter by its purpose and format. The business letter is a written form of conducting business. To that end it should be formal in its content and format. The following represents how letters sent from Florida Agricultural and Mechanical University to conduct business must be formatted.

All external communications that conduct business on behalf of the University must always be placed on official University stationery. The entire letter must be fully justified. This means all parts of the letter are typed flush with the left margin. This includes signature lines.

- Date – The date must be typed two (2) inches from the top of the page. When you are using stationery, you may have to adjust this line to make sure it appears below the heading of the stationery. The correct format for the date is month, day and year. Do not abbreviate the spelling of the month.

EXAMPLE: January 31, 2015

- Inside address – The inside address is the name and place you are sending the correspondence. The inside address should be typed two (2) double spaces (approximately one inch) below the date. Like the date, it will be typed at the left margin. The inside address will begin with the name of the recipient, followed by the company if applicable, the street address and the city and state. It is a good business practice to address letters to a specific individual in a company. Always include a title before the person's name. If you are uncertain about a woman's status, the title Ms. is now accepted. The most accepted titles are Mr. for men, Mrs. for a married woman, Miss for a single woman or Ms. for a woman whose marital status is unknown. Reverend is not a title and should always be preceded by the article the. (See AP Stylebook, section on religious titles.) When writing the address, use postal abbreviations for states.

EXAMPLE: Dr. Ima Rattler
2136 Been There Boulevard
Ft. Lauderdale, FL 20000

- Salutation – The salutation is your greeting. Come down one (1) double space after the inside address, and type the salutation. Often the salutation is only the recipient's title and last name, as in Dr. Smith. Sometimes, however, you may elect to include dear before the person's name – Dear Dr. Smith. Regardless of which form you choose, the salutation in a business letter will end with a colon.

EXAMPLE: Dear Dr. Smith: or
Dr. Smith:

- Body – Begin typing the body of the letter one single space below the salutation. The body of the letter should be typed single-spaced and there will be only one (1) line space between paragraphs. The first line of each paragraph will be typed flush with the left margin.
- The closing – To type the closing, come down two single spaces (or one double space) from the last line of the body of the letter. Type the closing flush with the left margin. The closing is followed by a comma.

EXAMPLE: Sincerely, or Respectfully yours, or Respectfully,

- Signature line – Space down four single space lines from the closing and type the name of the person writing the letter. These four spaces allow sufficient space for the writer to sign his or her name. Remember following AP style, a person's title is not a part of his or her name. Positions go on the line beneath the person's name.

EXAMPLE: Elmira Mangum, Ph.D. not Dr. Elmira Mangum
EXAMPLE: Ima Rattler, Ph.D.
Associate Professor

NOTE: If the sender's name appears on the top of the stationery do NOT repeat the title below the name.

- Enclosures – If there are documents included with the letter, indicate this by the word Enclosures. Type this word one double space or two single spaces below the author's signature line. It will be flush with the left margin.
- Typist initials – The person's initials who is typing the letter is placed on the line immediately below the word "enclosure." If there are no enclosures, then the typist's initials are placed two single spaces or one double space below the author's name.

EXAMPLE: imr or IMR or /imr or

NOTE: In large, complex organizations like the University, letters are sometimes prepared and written by someone other than the president or vice presidents. When this occurs, the typist may want to indicate who has written the letter. This is done by giving the initials of the person for whom the letter is written, followed by the initials of the writer and the initial of the typist.

EXAMPLE: If the vice president of The Office of Communications and External Relations, Jimmy Miller, has written a letter for President Mangum, and the letter has been typed by Tawanda Finley, the line with the typist's initials would look like this.

EM:jm/tf

- All letters should be typed using either Times New Roman (12 point) or Cambria (12 point) fonts.



Florida Agricultural and Mechanical University

Tallahassee, Florida 32307-4800

TELEPHONE: (850) 599-3999
FAX: (850) 561-0000

College of Social Sciences, Arts and Humanities
Department of English and Modern Languages

January 15, 2015

Mrs. Samantha Jones
2738 W. Marco Polo Lane
Jacksonville, FL 55555

Mrs. Jones:

We have received your letter of application for position #45660. Your application will now be forwarded to the selection committee to determine if you meet the qualifications. Once that has been determined, the letter will be sent to the dean for review. The dean will then decide who will be asked to campus for interviews.

I hope this answers all your questions. If, however, you need additional information, you may contact me by telephone at 850.599-3999 or via electronic mail at departmentchair@famu.edu.

Sincerely,

Miranda Philpott, Ph.D.
Chairperson

/qd

EDITORIAL GUIDELINES

The following style requirements are taken, for the most part, from the 2013 edition of the Associated Press Stylebook and 16th edition of The Chicago Manual of Style.

A

abbreviations

- If the name of a state appears in a sentence, spell out the entire name.
EXAMPLE: The new provost came to the University from Iowa.
- Use postal abbreviations with full addresses on correspondence.
- Abbreviate titles when used before a full name outside direct quotations: Dr., Gov., Lt. Gov., Mr., Mrs., Rep., the Rev., Sen. and certain military designations.
EXAMPLE: Dr. Ima Rattler
- Abbreviate junior or senior after an individual's name.
EXAMPLE: Martin Luther King, Jr.
- Abbreviate company, corporation, incorporated and limited when used after the name of a corporate entity.
EXAMPLE: Microsoft Corp.
- Use the abbreviations A.D., and B.C., a.m., p.m.

academic departments – Use lowercase except for words that are proper nouns or adjectives; the department of history, the history department, the department of English, the English department, or when department is part of the official and formal name: University of Connecticut Department of Medicine.

academic titles – Capitalize and spell out formal titles such as chancellor, chairman when they precede a name. Lowercase elsewhere.

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

affect, effect.

all right (adv.) – Never alright. Hyphenate only if used colloquially as a compound modifier: He is an all-right guy.

alumnus, alumni, alumna, alumnae – Use alumnus (alumni in the plural) when referring to a man who has attended a school.

- Use alumna (alumnae in the plural) for similar references to women.
- Use alumni when referring to a group of men and women

ampersand (&) – Use when it is part of a company's name; should not be used in place of and.

April Fools' Day

Arabic numerals – The numerical figures 1, 2, 3, 4, 5, 6, 7, 8, 9, 10

F

font – a complete assortment of a given size and style of type, usually including capitals, small capitals, and lowercase together with numerals, punctuation marks, ligatures, and the commonly used symbols and accents.

G

galley proof – proof showing typeset material but without final pagination. The term, an anachronism, once referred to the long, narrow columns of type, or “galleys,” prepared by a printer before pages were composed, by hand.

Gendered Terms

To avoid gender bias still inherent in English, use a vocabulary that is fair to both women and men. Common practice today is to try to use gender-neutral terms when gender is not a defining factor. For example: business person or business people instead of businessman; chair instead of chairman; U.S. Representative not Congressman; firefighter rather than fireman.

When possible, avoid he or she as inclusive references for men and women, but don't use slash-forms: he/she and his/her. It is better to alter a sentence and use plurals instead of singulars.

EXAMPLE: “All students create their own programs” rather than “Each student creates his or her own program.”

Co-ed refers to both male and female students.

GIF – An abbreviation for graphic interchange format. A file format for compressing and storing bitmapped graphics that contain line art or text for viewing on-screen.

H

hanging indentation – Indention of all the lines of a paragraph except the first.

hard copy – A paper copy of text, artwork, or other material, as opposed to a copy that has been stored in digital form.

head margin – The top margin of a page.

HTML – An abbreviation for hypertext markup language. A specific set of tags used to describe the structure of hypertext documents that make up most web pages.

I

irregardless – A double negative. Regardless is correct.

it's – The contraction for “it is”; its is the possessive form of it

EXAMPLE: It's raining means it is raining.

The diamond lost its luster means the diamond no longer shines.

J

JPEG – An abbreviation for Joint Photographic Experts Group. A file format commonly used to compress and store bitmapped graphics that contain photographic and other continuous-tone images for viewing on-screen.

justified – Spaced out to a specified measure, as with printed lines, so that left and right margins are aligned.

N

Names – The official full name of the institution is Florida Agricultural and Mechanical University. When it is used for the first time in any kind of communication, write out the entire name.

On the second reference, after the complete name has been used, use one of the following:

- Florida A&M University
- Florida A&M – Athletics use only
- FAMU
- University

EXAMPLE: Florida Agricultural and Mechanical University today announced the appointment of Tom Jones. A former entertainer, Jones is expected to begin his tenure at FAMU in June of this year.

NEVER use these versions for the University's name.

Florida Agricultural & Mechanical University
Florida A & M University
Florida A and M University
Florida A & M
Florida A and M
F.A.M.U.
Famu
F A&M U
A&M
A & M
A. & M.
A and M

Nationalities/Race

Capitalize the proper names of nationalities, peoples, races, and tribes: Jewish, French, Hispanic, Latino, Eskimo, Cherokee, African American, Native American, Asian, Asian American. This should include Black American or Blacks, as well as White Americana or Whites.

Do not use hyphens when combining proper names of nationalities, races, tribes with American, such as Asian American or African American, except when used as an adjective.

New Year's, New Year's Day, New Year's Eve

Numbers

For media (AP) – Spell out whole numbers and ordinal numbers one through nine and use numerals thereafter.
For academic writing (Chicago Manual) – Spell out numbers one through ninety-nine.

Spell out numbers used at the beginning of a sentence: Ten thousand people marched on the capital.

nobody

non- The rules of prefixes apply, but in general no hyphen when forming a compound that does not have special meaning and can be understood if not is used before the base word. Use a hyphen, however, before proper nouns or in awkward combinations, such as non-nuclear.

P

PDF – An abbreviation for portable document format. An Adobe Systems file format for stable, device-independent delivery of electronic documents. Preserving such elements as fonts, formatting, and pagination, PDF is used not only as the basis for many printed publications but also as a format for electronic publications, including many journal articles and e-books.

W

web browser – A computer program designed to access information on the Internet or on a local network.

web page – A virtual document delivered via the World Wide Web and viewed in a web browser.

website – A collection of closely related and hyperlinked web pages maintained by an individual or organization.

World Wide Web – Also called the web. The Internet's most widely used information-retrieval service. The World Wide Web uses hypertext transfer protocol (HTTP) to allow users to request and retrieve documents (web pages and multimedia objects) from other computers on the Internet.

GRAPHIC STANDARDS

The official University logos and word marks are trademarks of Florida A&M University. The purpose is to inspire a visual identity in the minds of our stakeholders and audiences through a consistent and uniform presentation of the University. Administrators, faculty, staff, alumni, and supporters may use the graphic symbols for official University documents—that is, for programs sponsored by the University and its associated entities and partners. The logos may be prominently displayed on promotional material, including printed works. The symbols give proprietary identification to the University; therefore usage is restricted to recognized entities of the University. Personal use of the official University trademarks is prohibited and permission of said usage will not be granted. Florida A&M University's symbols include the official logos and word marks covered in this section. Individual unit logos that are not a part of the graphic identity system are not permitted.

University Logos

The University's slogan and its institutional logos, "Rattlers" and "FAMU" may be used in publications requiring a symbol of identity, such as catalogs, handbooks, brochures, programs, fliers, invitations, bookmarks, posters, and paraphernalia. Generally, one logo per publication is sufficient. Before deciding to design a publication, consult the Office of Publications.

OFFICIAL LOGO

Requests for University Logos

Requests for camera-ready copies of the official and other University logos should made through the Office of Publications. Scanned, modified, or duplicated versions of Florida A&M University's logos are indirect violation to the University publication policy.

Use of the University's Seal

The University seal is intended for official documents, such as diplomas, transcripts, legal documents, Board of Trustees reports, resolutions and proclamation, commencement and convocation documents, honor society documents, and official University stationery (i.e., letterhead, envelopes, note cards, business cards). It must not be used as a casual logo or identity. The presence of the seal authenticates publications as an official document from Florida A&M University. The Office of Publications must approve the use of the University's logos.



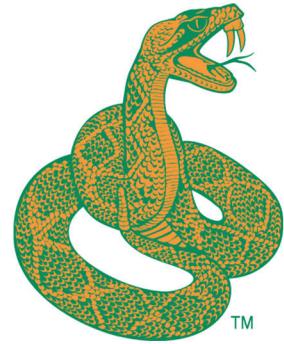
ATHLETICS

Please refer to the Athletic Department Style Guide for use of athletic logos.



Approved

FAMU



These are not approved, and should not be used.

Standardized block logos for Schools and Colleges

Florida A&M University

Standardized Modern Block Logo for Schools and Colleges



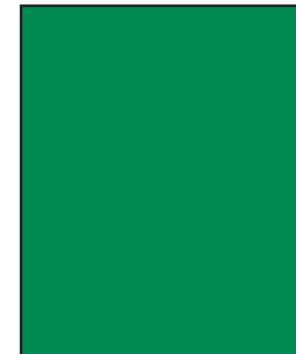
Font: Gill Sans
Font: Century Gothic



Colors

The official colors of Florida A&M University are orange and green. More specifically, the correct orange to use on any printed material is Pantone Matching System number 151 (PMS 151). The University uses Pantone Matching System number 348 (PMS 348) as its official green. Using the above specifications will ensure that the University's colors are consistent.

The specifications above are the standards for all print and electronic media. Please see the following page for instructions on the modified official colors and other styles for use on the University's websites.



Typefaces

Primary Typefaces

Myriad Pro is the University's primary sans serif font.

Times New Roman and Cambria are the University's primary serif fonts.

System Typefaces

Gill Sans Light and Century Gothic are the University's standard system fonts, and they should only be used when the primary sans serif and serif fonts are not available.

Myriad Pro
Times New Roman
Cambria
Gill Sans Light
Century Gothic

PUNCTUATION

No document can be well written if it is punctuated incorrectly. Faulty punctuation can alter the intent of a sentence.

- Commas should be used to separate all the items in a series of three or more ending in “and” or “or.” This avoids considering items separately when they are meant to be understood as a unit or vice versa: “Committees were formed to investigate the following areas: athletics, academics, research and development, and governance.”
- Dashes –

Dashes aren’t hyphens. The em dash is longer than a hyphen and indicates a break in the syntax of a sentence. “Of the two grading options—graded only, pass/no pass only—the last option is the default.” (Em dashes are created by typing two (2) hyphens immediately following the previous letter and followed immediately by another letter with no spaces in between.)

The en dash is half as long as an em dash. Use an en dash to indicate continuing or inclusive numbers in dates, times, or reference numbers: 2002–2003; pp.12–28 (Created by leaving a space after the previous letter and then typing two (2) hyphens followed by a letter.)

- Ellipses should be treated as a three-letter word, constructed with three periods and two spaces (. . .).
- Semi-colons are only needed in a series of items if one of the items already has a comma in it. “The featured guests include John, a writer; Bill, an artist; and Tom, a singer. But, “John is a writer, Bill is an artist, and Tom is a singer.”
- A period marks the end of a declarative or an imperative sentence. Between sentences, it is followed by a single space.



If you require additional guidance, please contact the Office of Communications and External Relations at 850-599-3413.

Disclaimer: Some of the information contained in this manual has been taken from the AP Stylebook and The Chicago Manual of Style. Some of the information is from the public domain, and some is original creation. It is not the intent of the authors to plagiarize or knowingly use without properly documenting any materials.