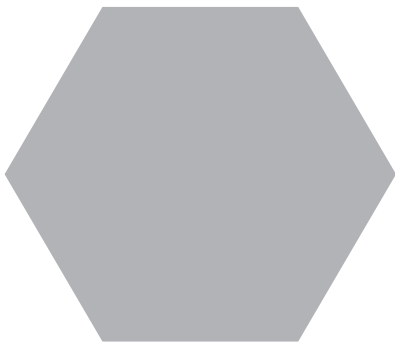
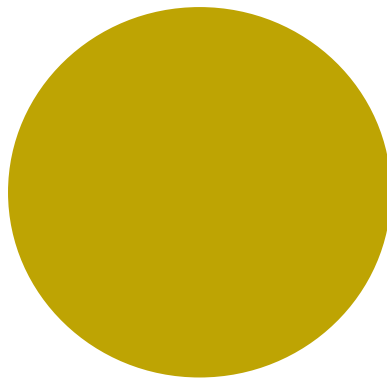


SAU Tech STYLE GUIDE



Pantone grey 423 uncoated process color



Pantone yellow 110 uncoated process color



Pantone blue 281 uncoated process color

SAU Tech's Office of Communications and Public Relations



SAU Tech Style Guide

This is SAU Tech's Style Guide. This guide is intended to provide college employees and departments with an overview of the standards and guidelines for printing materials that represent the college. This guide also includes information about materials available for table displays and various other services offered by the communications office. This guide is not intended to answer every question that may arise when dealing with college image and print materials. Always feel free to contact the communications office for clarification on any question or issue that may arise.

Thank you,

Kimberly Coker

Director of Communications & Public Relations, SAU Tech

IMPORTANT NOTICE

Prior to ordering /re-ordering ANY items where the college logo is used, approval must be obtained from the communications office. This includes, but is not limited to: letterhead, envelopes, mailing labels, promotional items, bookstore items, (including clothing), vehicle and parking stickers/decals.

Appropriate Use of the College's Logos and Seals

In 2006, SAU Tech adopted a new logo. In order to integrate the logo into the brand of the college, all college departments are required to adhere to the following usage guidelines for the logo. The following images are the different versions of the official logo and seals used by the college.

The college uses a color, black and white, and solid color versions of the logo. The logo can be sized by pulling on one corner of the image while holding down the shift key on the keyboard. It is important that the logo is not distorted.



SAU Tech departments have variations of the SAU Tech logo that can be used for internal communication purposes, such as memos, internal letters, e-mail signatures, etc. The departmental logos cannot be used for creating letterhead for external mailings. An adaptation of the college's official letterhead is used for departmental mailings. (See letterhead section.)



The Arkansas Fire Training Academy and the Arkansas Environmental Training Academy have logos that are distinct from the college's logo. The college radio station has a separate logo used for promotional purposes only. SAU Tech has an official seal that represents the college. The seal is used in an outline mode, in black, gold and in full color.



Variations of the college logo can be obtained from the communications office.

Letterhead/Envelopes

SAU Tech has official letterhead and envelopes that represent the brand of the college. The letterhead and envelopes are available from central supply for purchase by departments. Any official communication that leaves the SAU Tech campus is to be printed on letterhead. Individual departments shall not develop and print their own letterhead in-office for off-campus mailings. Departments are allowed to create a line that designates the departmental name on the letterhead. (See examples on page 3.)



From the office of the SAU Tech Career Academy

Letterhead

www.sautech.edu

Southern Arkansas University Tech P.O. Box 3499 Camden, AR 71711-1599 870-574-4500 Fax: 870-574-4520



Southern Arkansas University Tech
P.O. Box 3499
Camden, AR 71711-1599
Communications Office

www.sautech.edu

Envelope

Interoffice Memos

Format for interoffice communication is provided in the above example. An electronic version is located with the college forms at http://www.sautech.edu/saut_forms_entry.html.



To: [Click here and type name]
From: [Click here and type name]
CC: [Click here and type name]
Date: 7/16/2009
Re: [Click here and type subject]

How to Use This Memo Template

Select text you would like to replace, and type your memo. Use styles st Text in the Style control on the Formatting toolbar. To save changes to choose Save As from the File menu. In the Save As Type box, choose D you want to use it, choose New from the File menu, and then double-click

Name Badges/Tags

Name tags are also part of the college's brand identity. Employee name tags are ordered by human resources when a new staff person is hired. If a tag is lost, see human resources to order a replacement. Departments incur the charges for all name tags.

Business Cards

Employee business cards are purchased through the purchasing department. To order business cards, submit a purchase requisition, with the info that goes on the card, to the purchasing office. Employees shall not create and print business cards in-house. The SAU Tech business card design is an important part of the college's brand identity.



Casey Burns

Coordinator/Instructor
SAU Tech Welding Academy

Southern Arkansas University Tech
103 Business Parkway Room 105
Magnolia, AR. 71753

Voice: 870.234.7234
Fax: 870.234.7234
Cell: 870.947.0363

E-mail: cburns@sautech.edu

www.sautech.edu

Printing

The communications office is responsible for ***ALL*** printing for SAU Tech. This includes, but is not limited to: bidding print jobs, creating and proofing print pieces, developing pieces, editing pieces, and reviewing items for brand control and quality.

Print Review

The communications office must review all items printed that will be released for public view prior to release. It is very important that the branding of the college is represented in everything viewed by the public. ***All items must be submitted to the communications office for approval prior to printing.***

Colors

The college's official colors are:

Pantone 281 Uncoated-Blue
Pantone 111 Uncoated-Yellow
Pantone 423 Uncoated-Gray

The college's colors are used in all print publications in some combination. Other colors are prohibited. (Exceptions are black and white.)

Fonts

The college understands that sometimes, depending on the event or the audience, a specific font may be more appropriate than the college's official fonts. The communications office must approve all use of different fonts. The college's official fonts are:

TIMES NEW ROMAN (All versions)

ARIAL (Regular & narrow only)

GARAMOND (All versions)

Garamond is used as some versions of software programs do not contain Times New Roman. These fonts may be used in bold and italics as well.

Clip Art

Clip art is defined as cartooned images taken from the Internet or other sources. Clip art is not allowed to be used on printed items. Only photos provided and or approved by the communications office can be used in print items.

Some rules of thumb for print items:

- * No Colored Paper
- * No Clip Art
- * No Placement of Flyers on Cars
- * Must Obtain Permission From Business Owners to Post Flyers in Businesses

Use of Old Logo Items

SAU Tech has now had its current logo in place for several years. Use of any old logos is strictly prohibited. Any items printed with old logos should be sent to the communications office for archiving. Any paper items with old logos are strictly prohibited from being sent or displayed to the public. Note: This does not include personal clothing items.

Signage

Signage is another way that SAU Tech brands itself to the public. College signage should be printed on a printer and displayed either on a sign board or a bulletin board as appropriate. The communications office has resources to help departments with signage needs.

Service Provided by the SAU Tech Communications and Public Relations Office

Design Work

The communications office provides design services for departments in need of design work. When a flyer is needed or an entire publication, the communications office can help get the job done. Please provide as much lead time as possible when requesting design work.

In-House Printing

The communications office does have the ability to print some items in-house. The type of print job and the number of items needed will determine whether or not it can be done in-house. Departments pay for print services by way of account chargebacks to cover paper and ink use. The communications office maintains cost estimates for various types of print jobs.

Editing

The communications office also provides editing services. Editing is part of the review process when a print item is submitted to the communications office for approval.

Display Items

The communications office has tablecloths, display banners (vertical) and a large 7'x 7' backdrop that can be used by departments. Tabletop display boards are also available. It is very important when attending events that SAU Tech is represented professionally.

Photography

The communications office provides photography coverage of campus events. Every attempt is made to provide photography services for all events on the college's calendar. However, to ensure this service is provided, departments should notify the communications office of events where photography coverage is needed. A two week notice is required in advance to schedule for photography coverage. The communications office also takes frequent photos of students and campus activities for use in publications. The assistance of faculty and staff in identifying students that exemplify SAU Tech's mission is requested so that arrangements can be made for gathering their photos and stories.

Notice/ Bulletin Boards

The communications office provides coordination for posting notices on the campus boards. Materials for covering the campus boards are also available. All campus posting must be approved by the office of communications prior to posting on campus boards. A list of campus bulletin boards is available upon request.

Marketing

While the communications office's main focus is marketing the college as a whole and its academic programs, marketing/publicity plans are also developed for events and departments as requested.

Speaker's Bureau

The communications office maintains a list of persons that have agreed to speak on behalf of the college when a speaker is requested by a community group. If you would like to join the group or need to schedule a speaker, please give us a call.

Advertising

The communications office manages the production and placement of all advertising for the college with the exception of job/employment advertising. Any department seeking to place an ad must go through the communications office.

The Press

The SAU Tech Communications Office is the college's official point of contact with the press or media. Any information released to the press must go through the communications office. All phone calls from the press, other than requests under the Freedom of Information Act, should be directed to the director of communications.

Website

The office of communications and staff from the department of web-based learning maintain the college's website at www.sautech.edu. All additions, revisions and changes that need to be made to the website must come through the office of communications.

Social Media

SAU Tech has a formal procedure for departments and programs to request Facebook pages or Twitter accounts. The policy can be found on pages 20-21 of the college's employee handbook.

Basic Style Rules for Print

Below are some basic style rules for print (text) that SAU Tech uses. This list does not include all rules but some that apply to the type of writing we do on a daily basis. At the end of this section, there are links to resources that can be used when writing for the college.

Formatting

Academic Degrees

Capitalize the full names of academic degrees:

Associate of Applied Science Degree

Degree's are not capitalized when used in this format:

"She is working towards an associate degree in electronics."

Initialization of Degrees

B.A., M.S., M.B.A., Ph.D. (periods and no spaces)

Capitalization of Building Names

Capitalize only when the proper name of the building is written.

SAU Tech Administration Building

Roy E. Ledbetter Tech Engineering Building

Courses, Subjects, Departments and Rooms

Capitalize specific course names or titles:

Introduction to Sociology

Course names are not capitalized when used in this format:

"She is taking a sociology class."

Departmental and office or program names:

The SAU Tech Career Academy (capitalized only when preceded by SAU Tech)

Rooms in campus buildings:

Room 115 TE (only capitalize a room when designating a particular room)

Seasons and Semesters

The names of seasons and semesters are not capitalized.

fall semester, spring semester, summer I semester, summer II semester

Student Classification & Classes

No capitalization for freshmen, sophomore, junior, senior or graduate when referring to the classification of a student or the year in which a course is taken. Acceptable new forms are "*first-year*" and "*second-year*".

Time and Dates

Time is written as 7:00 p.m. or 7:00 a.m. and acceptable date formats are:

01/12/2011

Jan. 12, 2011

January 12, 2011 (We do not use this format: January 12th, 2011)

Titles of Persons

An official title that precedes a proper name is capitalized, except when a title is preceded by the word “the” or the name of the organization. Titles used as appositives following names are not capitalized unless they contain proper nouns. Titles without accompanying names are not capitalized.

...the college’s current chancellor, Dr. Corbet Lamkin,.....

...Dr. Corbet Lamkin, chancellor of SAU Tech, said...

...the chancellor said.....

...SAU Tech Chancellor, Dr. Corbet Lamkin,.....

Use of the College’s Name

The college can be referred to as Southern Arkansas University Tech or SAU Tech. We prefer that “Tech” is not used alone to refer to the name of the college. If at all possible, the institution is referred to as a “college” and not a “university” in type. Formats other than the ones below are not acceptable in writing the name of the institution.

Southern Arkansas University Tech

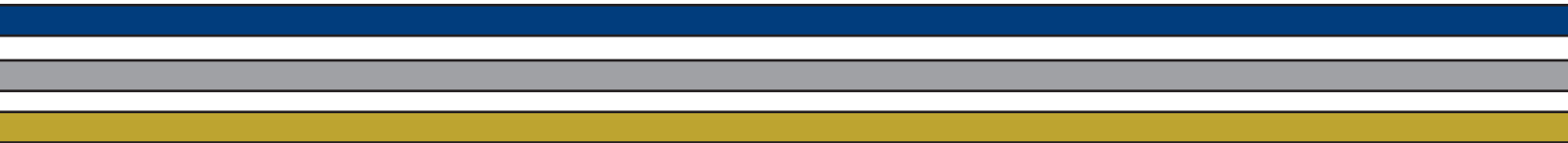
SAU Tech

Consistency is the key when writing materials for print. Other resources for writing styles and rules are located below. The college generally follows the standards of the “Chicago Manual of Style” and the “Associated Press Stylebook”.

<http://www.chicagomanualofstyle.org/home.html>

<http://www.apstylebook.com/?do=product&pid=978-0-917360-55-8>

<http://owl.english.purdue.edu/owl/resource/560/01/>



Revised August 17, 2011