SAU Tech
STYLE GUIDE

Pantone grey 423 uncoated process color
Pantone yellow 110 uncoated process color
Pantone blue 281 uncoated process color
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
**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.) SAU Tech departments or programs **MAY NOT** create their own logos.

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

Interoffice Memos

Format for interoffice communication is provided in the above example. An electronic version is located with the college forms in the “mycollege” portal.

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.

**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. This review includes t-shirt designs or products that will contain the college’s name or logo. The following process is used to review items on an case-by-case basis.**

1. Does the products design or use clearly support the college’s current branding efforts?
2. Will the long-term use of the product/design clearly present the college in a positive light to the public?
3. Could the use of the product or design be offensive to the public, to college employees or to students?

After careful review, using the above criteria, the director makes a decision on use of the logo and name on the item(s) in question.

**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 unless prior approval is given by the director of communications. (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 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. **Depending on various publications developed, different fonts may be used to as are appropriate to the target audience.**
**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.

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**Services 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 calender. 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.

Posting of Notices
The communications office provides coordination for posting notices on campus boards. All campus posting must be approved by the office of communications prior to posting on campus boards.

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 oversees the creation, design and updates to 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 regarding Facebook, Twitter, Instagram or other social media use. The policy can be found in 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://owl.english.purdue.edu/owl/resource/560/01/