Graphic Standards Guide
What is a brand?

The Central Arizona College (CAC) brand is one of our most important assets. It defines who we are, what we say, and how we act. It’s how we see ourselves, and how we want other people to see us.

Brand guidelines have been developed to ensure that Central Arizona College’s message is conveyed consistently across all communication and marketing applications. It is imperative that the entire College communicates with a clear, definite and consistent public image.

Vision, Mission and Values

Vision:
Central Arizona’s premier choice in education and career excellence.

Mission:
Central Arizona College serves as a TRUE Learning community by empowering our students and staff to succeed.


Values:
- Accountability
- Communities
- Trust
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Public Relations
Central Arizona College holds a public relations policy and procedures designed to address brand guidelines, advertising, marketing, media relations, social media and the CAC Website. The procedures that accompany the policy are designed to assist faculty and staff. The full policy and procedures can be viewed on the Public Relations and Marketing Department’s webpage at www.centralaz.edu/pr.

Policy
Central Arizona College (CAC) recognizes the need for effective public relations to enhance internal and external communication initiatives that will advance CAC’s mission, strategic plan and brand. This includes but is not limited to the development, design, preparation and coordination of college publications and promotional materials; coordination of college advertising, marketing & media relations, social media; and the design and maintenance of the CAC website. The College President or designee is responsible for establishing procedures to implement and maintain an effective program to ensure organization, order and continuity in achieving public relations objectives.

Procedure
The Central Arizona College Public Relations and Marketing Department is committed to promoting the College locally, throughout the state of Arizona and nationally. The department provides strategic counsel, creative solutions, and timely, responsive services to internal and external clients.

Public Relations and Marketing oversees branding and promotional activities that include, but are not limited to:
- Development of a district wide marketing plan.
- Development and maintenance of the College’s brand identity to ensure CAC is presented consistently and accurately to all audiences.
- Media Relations, including response to press inquiries and pitching of news stories.
- Assisting divisions or departments to plan and execute communications and marketing strategies.
- Graphic standards.
- College advertising campaigns.
- Design of marketing collateral.
- Coordination of outside printing and advertising.
- Maintenance of the CAC Website.
- Photographing events and individuals for publicity use.
- Supervision of the College’s social media accounts.

The Public Relations and Marketing Department is responsible for protecting the positive image of the College and serves as the clearinghouse for all promotional/marketing projects.

The Executive Director of Public Relations and Marketing must approve the use of all promotional projects or marketing collateral directed to an external audience that contains the CAC brand. This includes any information displayed on the web, in print, any form of digital media, promotional products and all promotional advertising for CAC.

The Marketing Department will provide recommendations on and assist in the creation of promotional or marketing projects for the College and its departments. All promotional/marketing projects for CAC should be requested through a project request form found on the department’s webpage at www.centralaz.edu/pr.

Proper use of the College academic logo and sub-brand logos must be followed. CAC’s official Graphic Standards Guide and Social Media Policy and Procedures must be followed by all personnel and departments of the College. These guides provide specific information and are available in the Public Relations and Marketing department or on the SharePoint site.
Social Media
In today’s digital world, social media is one of the strongest communication tools a College can use to engage students, employees and community members. Central Arizona College has a Social Media Policy and Procedure to address appropriate use and branding through this medium.

Policy
Central Arizona College encourages the appropriate use of social media by CAC entities as a method for communicating with stakeholders and the public about the College’s mission, programs, events, athletic teams, and for emergency communications. All social media platforms should properly portray, promote and protect the institution.

The College’s social media policy applies to social media accounts created for the express purpose of officially representing CAC and does not apply to personal social media accounts.

Procedure
Central Arizona College supports the need for a strong presence on social media. Departments, programs, groups, and other CAC entities are encouraged to create social media accounts that reflect the College’s mission and vision and that enrich relationships with stakeholders and the communities the College serves. Although these sites are outside the direct control of the institution, the College maintains an interest in how it is portrayed by them. Social media should be used to enhance communications, providing timely, accurate, and relevant information to the institution’s target audiences. This procedure governs the use of social media on behalf of the College by employees or representatives of the College. This procedure also briefly outlines social media use by College students as it relates to their interactions with College social media sites, regardless of the use of College or personal resources such as computer, tablet, etc. College Policy and Procedures, the Declaration of Civility and Student Code of Conduct apply to the use of social media and must be adhered to.

This guideline does not apply to an individual’s private use of social media on private resources. Instead, the procedures provide consistent guidelines for all official CAC social media sites and establishes standards for employees, students and Governing Board members who create, administer, or post to social media pages on behalf of the College and the use of public resources. They should be seen as supplementing, and not in lieu of, existing Governing Board policies and regulations, technology resource standards, marketing and communication guidelines, and other applicable laws and administrative standards.

The full procedure can be viewed at www.centralaz.edu/pr.

CAC Website
The Central Arizona College (CAC) website is one of the primary communication vehicles between the College and its constituents—principally, prospective students and their parents, alumni, current students, faculty and staff, and community members.

Policy
Central Arizona College is committed to the use of the Internet for enhancing student access and success, promoting the College identity, and accurately informing internal and external constituencies of the College. This includes, but is not limited to, development of websites, web pages, and other web-oriented processes. The College President or designee will ensure that all information put on web pages is consistent with the mission of the College, supports the concept of universal accessibility and does not violate Federal, State, and local law or College policies and procedures.
Procedure
The purpose of the website procedure is to help ensure that each department maintains a consistent identity, has up-to-date, accurate information and complies with Federal and State regulations. Having a dynamic website maximizes the usability and accessibility for site visitors to find meaningful content.

District and college website content should present a clear image of academic programs, services, and general information; therefore, official web pages must undergo the same professional scrutiny and careful preparation given to any other official publication.

The goals of the CAC website are to:
- Clearly convey the school’s mission, vision and values.
- Provide accurate, timely, relevant and consistent information.
- Promote the college and variety of academic opportunities available.
- Encourage users to take action: apply, visit the campus, attend an event, request information, etc.
- Present a consistent brand and message by adhering to established brand standards and tone.
- Provide an overview of student and community resources.
- Integrate social media and user-generated content hooks where relevant and useful.

The website procedures acknowledge the importance of the web for open communication and scholarly activity, while also recognizing that users have the responsibility to use these resources in an efficient, ethical, and legal manner.

The CAC Web Team is responsible for the content of published pages and are expected to abide by the highest standards of quality and responsibility. These guidelines are to assist web authors in maintaining and developing professional and consistent pages that assure CAC’s presence on the World Wide Web supports and promotes the college mission by:
- Establishing resources available and direction to all who publish information on college or college-affiliated webpages.
- Ensuring regular review of college and college-affiliated webpages for compliance with established policy, standards, guidelines and best practices.

To view all CAC Website procedures visit the Public Relations and Marketing Department’s web page at www.centralaz.edu/pr.
The Logo and Wordmark

The Central Arizona College logo/wordmark is the most visible aspect of our identity and a critical part of the College’s image. The CAC Logo is a powerful tool in communicating our mission, vision and values. It unites us as One College, One Team - from the courses we teach to the student experience(s) we provide.

Each time a CAC representative communicates with the public it contributes to our image and our reputation. It is essential that all CAC employees strive to maintain the integrity of the CAC logo.

By displaying the logo in its correct form and reproducing it accurately each time it is used, you help to reinforce an image of quality and credibility that is vital to the future success of CAC.

Logo files can be downloaded from the Q Drive at: Q:\Marketing\Logos. Public Relations and Marketing staff can also assist in providing the logo(s) needed.

All public facing materials exhibiting the CAC logo must be approved by the CAC Public Relations and Marketing Department. Additionally, the logo can only be used in non-CAC publications or displays with the approval of the Executive Director of Public Relations and Marketing.

Logo Elements: The Official CAC Logo is comprised of a stylized circle graphic and word mark. The official logo is the preferred symbol for use on all external and internal communications. These elements can be used separately or in combination with each other. The circle and the word mark can NOT be altered. Do not attempt to recreate or manipulate any of the logo elements.

Other Approved Logo Options

Long

Central Arizona College

Stacked
**Proportion of Logo Elements:** Position and size of each element of the Logo are in constant proportion regardless of the size of the Logo. If you need a logo designed to a specific size, please contact the Marketing Department to assist.

**Logo Size:** The logo should not be smaller than 1/2” (12.7 mm) in width. The Logo shown below is the recommended smallest size acceptable for the reproduction of the CAC Logo:

![Logo Image]

**Area of Isolation:** The area of isolation surrounding the logo and the word mark should be equal to or greater than ½ the width of the logo (stylized circle graphic). Avoid placing the logo and word mark close to distracting design elements.

**Proper Tilt:** Special care must be taken to ensure that the proper tilt is maintained. To do this, make sure the cross bars of the logo (when used separately) and the word mark are always on a horizontal plane.

[CORRECT POSITIONING][INCORRECT POSITIONING]

**Legibility of Logo:** The Logo and Word Mark must be legible when printed on or reversed out of photographs, designs or screened backgrounds. It is preferable to only use the logo and word mark on or reversed out of solid color fields.

**Logo Use on the Web:** All graphic standards for logo use, as outlined in this manual, applies to logo use on the Web. Because of the varying size and depth at which a web page may be rendered, a variety of screen depths and displays should be examined to guarantee maximum logo readability.
Logo Color(s): A strong component of any Logo is the colors in which it is presented. Always use the correct colors when printing the full color logo or one color logo. The approved logo colors are: full color, one color green, one color gold, one color white and one color black. Other color combinations are NOT allowed.

**Full Color**

- **Full Color Application on White Background** - For readability of the logo, the only recommended background for use with the full color logo is white. The logo will print CAC Yellow and CAC Green. The word mark will print CAC Green. If the exact CAC colors are not available in silkscreen inks, match the CAC colors as closely as possible.

- **One Color Application on Dark Background** - The logo will print/silkscreen in white or a CAC yellow match to create the look of a reversed Logo. These are the only acceptable color options. Do not use the full color Logo on background color fields that are too dark.

- **One Color Application on Light Background** - The logo will print/silkscreen in a color match to CAC Green or black. These are the only acceptable color options. Use the One Color/Black Logo reproduction material for these applications.

- **Reversed Logo** - When a reversed logo application is desired, the entire logo reverses out white from the background color field. If the word mark is also used with the logo, it will reverse out white. The Logo can be reversed out of a solid or screened color field that is equal to or greater than 50% black. The Logo is never a screened percentage of color. In all reverse applications the one color black Logo is the correct version of the logo to use.
**Embossed, Debossed or Foil Stamped Logo:** In most cases, only the Logo will emboss, deboss or foil stamp. Use the One Color/Black Logo reproduction material for these applications. The black area of the logo will be the area that is embossed, debossed or foil stamped.

**Relief Cut Logo:** Use the One Color/Black Logo for these applications. The black area of the logo will be the area that is relief cut.

**Logo with Campus/Division/Program Identifier:** Each individual location and department is important. To create a unified and consistent image for CAC, a logo with campus or department/program identifiers can be created. The identifier always remains in constant proportion to the logo and word mark. For assistance in creating a campus/division/program identifier, contact the Public Relations and Marketing team for assistance.

**Campus Identifier**

<table>
<thead>
<tr>
<th>Central Arizona College</th>
<th>San Tan Campus</th>
</tr>
</thead>
</table>

**Division/Program Identifier**

| Central Arizona College | Nursing |

**Specialty CAC Logos:** A special CAC logo can be created using either the official wordmark and logo. The most common reason to create a specialty logo is for a notable College anniversary or celebration, such as 50th Anniversary, 75th Anniversary, etc.

**What to avoid:** When using the CAC logo and word mark do not do any of the following that affects the credibility of the CAC Brand.

**Don’t do any of this…**

- Distort the logo or word mark
- Inappropriately reverse the logo color
- Alter the layout of the wordmark and logo
- Alter the color combination
- Add Graphic Elements
- Remove elements of the logo or word mark

**Alter font of word mark**

| CENTRAL ARIZONA COLLEGE |

| Central Arizona College | Nursing |
CAC Athletics Logo

CAC Athletics has their own logo and word mark that is used on team apparel, banners, and more.

The Official CAC Athletic logo is comprised of a CA Cypher with College below the cypher. However, the logo can be printed with the Cypher only. The Athletic word mark contains the team/mascot name and college name, horizontally aligned. Vaqueros or Vaqueras may be used. The college name may be included or the mascot name may appear by itself. The Vaquero head is used on occasion for more informal applications.

As with the official CAC logo, the approved Athletic logo colors are: full color, one color green, one color gold, one color white and one color black. Other color combinations are NOT allowed.

**Logo options:**

<table>
<thead>
<tr>
<th>Full Color</th>
<th>Logo w/Cypher only</th>
</tr>
</thead>
<tbody>
<tr>
<td>CAC GREEN:</td>
<td>CAC YELLOW:</td>
</tr>
<tr>
<td>100% CYAN</td>
<td>0% CYAN</td>
</tr>
<tr>
<td>0% MAGENTA</td>
<td>24% MAGENTA</td>
</tr>
<tr>
<td>91% YELLOW</td>
<td>94% YELLOW</td>
</tr>
<tr>
<td>0% BLACK</td>
<td>0% BLACK</td>
</tr>
</tbody>
</table>

CAC GREEN: 100% CYAN 0% MAGENTA 91% YELLOW 42% BLACK
The same rules apply for the Athletic Logo and word mark when printing.

- **Full Color Application on White Background** - For readability of the logo, the only recommended background for use with the full color logo is white. The logo will print CAC Yellow and CAC Green. The word mark will print CAC Green. If the exact CAC colors are not available in silkscreen inks, match the CAC colors as closely as possible.

- **One Color Application on Dark Background** - The logo will print/silkscreen in white or a CAC yellow match to create the look of a reversed logo. These are the only acceptable color options. Do not use the full color logo on background color fields that are too dark.

- **One Color Application on Light Background** - The logo will print/silkscreen in a color match to CAC Green or black. These are the only acceptable color options. Use the One Color/Black Logo reproduction material for these applications.

- **Reversed Logo** - When a reversed logo application is desired, the entire logo reverses out white from the background color field. If the word mark is also used with the logo, it will reverse out white. The Logo can be reversed out of a solid or screened color field that is equal to or greater than 50% black. The Logo is never a screened percentage of color. In all reverse applications the one color black Logo is the correct version of the logo to use.
CAC Seal

The college seal dates back to the early years of the college. It is a formal design associated with ceremonial occasions or documents. Semi-permanent applications, such as campus signage, may also feature the seal. The Centre seal is reserved for use on official College documents. Any other uses must be approved by the marketing department. The seal is primarily printed in black.

Color Palette

The color palette consists of a primary and secondary color palette. The consistent use of the designated colors will create recognition and strengthen CAC’s brand identity. The primary colors of green and gold/yellow are often referred to as the official CAC colors. The secondary color palette of preferred colors has been selected to compliment the official CAC colors. These colors are for use in graphic elements within designs such as backdrops, graphic shapes and typography. When printing in four color process, please be sure to use the CMYK builds provided. Please do not attempt to create these colors without working closely with the Public Relations and Marketing Department.
**Type Style**

The recommended type style for Central Arizona College marketing materials is Calibri. This type style is easy to read and suitable for body copy in brochures, newsletters, advertisements and other communications.

**Calibri**

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890</td>
</tr>
<tr>
<td>Bold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890</td>
</tr>
<tr>
<td>Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890</td>
</tr>
</tbody>
</table>

**Calibri Light**

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890</td>
</tr>
<tr>
<td>Bold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890</td>
</tr>
<tr>
<td>Italic</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890</td>
</tr>
</tbody>
</table>

**Stationary, Envelopes and Business Cards**

Pre-printed letterhead, envelopes, and business card products may be ordered through the CAC Print Shop by emailing CACPRINTSHOP@centralaz.edu. An electronic version of the official CAC letterhead is available on the Q drive at Q:\Marketing.
Email Signature

To ensure consistency in branding, it is preferred that all employees use the same email signature style. Following is the correct email signature to use. Depending on the email platform being used, the logo may be removed.

Your Name
TITLE, Central Arizona College
P 520-494-5525 | E first.lastname@centralaz.edu
A 8470 N. Overfield Rd., Coolidge, AZ 85128

VISIT OUR WEBSITE!
www.centralaz.edu
FOLLOW US ON

Style Guide – Associated Press Style

Text in CAC publications and on the CAC Web site should follow the grammar, punctuation and spelling rules outlined in the Associated Press Stylebook. There are free AP Style Guide tips and tools available on the Web such as https://owl.purdue.edu/owl/subject_specific_writing/journalism_and_journalistic_writing/ap_style.html.

If desired, the latest edition of the AP Style Guide can be purchased on Amazon or at https://www.apstylebook.com/. The CAC Bookstore may have copies available.

Quick Reference:

Numbers

- Spell out the numbers one through nine. Use numerals for 10 and above (10, 11, 12, 13, etc.). Always use numerals for time, ages, scores, percentages, and exact sums of money even for numbers less than 10.
- Spell out numbers that start a sentence. If the result is awkward, re-work the sentence: Seventy-five students attended the symposium yesterday. Yesterday, 635 seniors were awarded degrees.
- The exception to this rule is a sentence that begins with a calendar year: 2019 was a record-breaking year for fundraising.
- Use Roman numerals for wars, monarchs and Popes: World War II, King George VI, Pope John XXIII
- In the case of proper names, use words or numerals according to the organization’s practice: 3M, Twentieth Century Fund, Big Ten

Abbreviations

General Information

- Use abbreviations when they will not interfere with the reader’s understanding and if space and repetition can be greatly avoided through abbreviation.
- Do not overuse abbreviations: words that are written out are easier to understand.
- If an abbreviation is used, it should appear at least three times.
• When abbreviating a term, use the full term the first time you use it, followed immediately by the abbreviation in parentheses: Central Arizona College (CAC)

• Abbreviations that appear as words in Merriam-Webster’s Collegiate Dictionary are allowed without explanation: IQ, CIA

• "United States" should always be spelled out when it is used as a noun or location. Use a period when abbreviating the United States as an adjective: U.S. President, U.S. Army

Academic Degrees

• Capitalize academic degrees only when the full name of the degree is used, such as Bachelor of Arts or Master of Social Work: He earned a Bachelor of Arts degree in communication in 2018.

• There is no apostrophe in Bachelor of Arts or Master of Science.

• Use an apostrophe in bachelor’s degree, master’s degree, etc.

• General references, such as bachelor’s, master’s or doctoral degree, are not capitalized: He earned a bachelor’s degree in 2008.

• Avoid abbreviations: She holds a doctoral degree (or doctorate) from Stanford University.

• Use abbreviations such as B.A., M.A. and Ph.D. only when the need to identify many people by degree on first reference would make the preferred method cumbersome; use the abbreviations only after a full name and set the abbreviations off with commas: Joe Smith, Ph.D., delivered a lecture on enzymes.

Dates

• Write out the full date in this order: month day, year.

• Always use Arabic figures, without st, nd, rd or th.

• Spell out the month unless it is used with a date. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov. and Dec.: The Fall Open House will be held Oct. 8.

• When a phrase lists only a month and year, do not separate the month and the year with commas: Guided Pathways will be implemented in August 2020.

• When a phrase refers to a month, day and year, set off the year with commas: Jan. 15, 2008, was the first day of the semester.

States

• Spell out the names of the states when they appear alone: The governor of Massachusetts was re-elected.

• Abbreviate the names of states when they appear with the name of a city, town, village or military base: Phoenix, AZ, Luke Air Force Base, Ariz.

• Do not abbreviate Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas or Utah

• Use the following state abbreviations (Postal Code abbreviations are in parentheses):

<table>
<thead>
<tr>
<th>State</th>
<th>Abbreviation</th>
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<tbody>
<tr>
<td>Ala.</td>
<td>AL</td>
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<tr>
<td>Ariz.</td>
<td>AZ</td>
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<td>Ark.</td>
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<td>Calif.</td>
<td>CA</td>
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<td>Colo.</td>
<td>CO</td>
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<td>Conn.</td>
<td>CT</td>
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<td>Del.</td>
<td>DE</td>
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<td>Fla.</td>
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<td>Ga.</td>
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<td>Ill.</td>
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<td>Ind.</td>
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<td>Kan.</td>
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<td>Ky.</td>
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<td>La.</td>
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<td>Md.</td>
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<td>Mass.</td>
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<td>Minn.</td>
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<td>Mont.</td>
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<td>Neb.</td>
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<td>N.J.</td>
<td>NJ</td>
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<td>N.M.</td>
<td>NM</td>
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<td>N.C.</td>
<td>NC</td>
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<td>N.D.</td>
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<td>Okla.</td>
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<td>Or.</td>
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<td>Pa.</td>
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<td>Pa.</td>
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<td>R.I.</td>
<td>RI</td>
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<td>S.C.</td>
<td>SC</td>
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<td>S.D.</td>
<td>SD</td>
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<td>Tenn.</td>
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<td>Va.</td>
<td>VA</td>
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<td>Wash.</td>
<td>WA</td>
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<tr>
<td>W.Va.</td>
<td>WV</td>
</tr>
</tbody>
</table>

15

CAC GRAPHIC STANDARDS GUIDELINES - REV. 9/2020
Cities

AP style does not require the name of a state to accompany the names of the following 30 cities:

- Atlanta
- Honolulu
- New York
- San Francisco
- Baltimore
- Houston
- Oklahoma City
- Seattle
- Boston
- Indianapolis
- Philadelphia
- Washington
- Chicago
- Las Vegas
- Phoenix
- Cincinnati
- Los Angeles
- Pittsburgh
- Dallas
- Milwaukee
- Salt Lake City
- Denver
- Minneapolis
- San Antonio
- Detroit
- New Orleans
- San Diego

Time

- Use figures except for noon and midnight
- Use a colon to separate hours from minutes: 3:30 p.m.
- 4 o’clock is acceptable, but time listings with a.m. or p.m. (with periods) are preferred.

Punctuation

Apostrophe

- For plural nouns ending in s, add only an apostrophe: the students’ grades, states’ rights
- For singular common nouns ending in s, add ’s: the hostess’s invitation, the witness’s answer
- For singular proper names ending in s, use only an apostrophe: Brandeis’ mission
- For singular proper names ending in s sounds such as x, ce, and z, use ’s: Marx’s theories
- For plurals of a single letter, add ’s: She received all A’s this semester.
- Do not use ’s for plurals of numbers or multiple letter combinations: the 1960s, USEMs

Colon

- Capitalize the first word after a colon only if it is a proper noun or the start of a complete sentence: She promised this: The team will go to nationals this year. But: There were three issues with the project: expense, time and feasibility.
- Colons go outside quotation marks unless they are part of the quoted material.

Comma

- Do not put a comma before the conjunction in a simple series: Boston, Newton, Cambridge and Lexington
- Use a comma to set off a person's hometown and age: John Smith, Newton, was accepted to Brandeis. Jane Smith, 22, graduated yesterday.

Hyphen

- Use a hyphen for compound adjectives before the noun: well-known student, full-time job, 20-year sentence
- Do not use a hyphen when the compound modifier occurs after the verb: The student was well known. Her job became full time. He was sentenced to 20 years.
Parentheses
- The temptation to use parentheses is a clue that a sentence is becoming contorted. Try to rewrite the sentence, putting the incidental information between commas or dashes, or in a separate sentence. If you must use parentheses, follow these punctuation guidelines:
  - Place a period outside a closing parenthesis if the material inside is not a sentence (*such as this fragment*).
  - If the material is an independent complete sentence, place the period inside the parentheses.

Period
- Use a single space after the period at the end of a sentence.
- Do not put a space between initials: *C.S. Lewis; J.K. Rowling*.

Quotation marks
- In dialogue, each person’s words are placed in a separate paragraph, with quotation marks at the beginning and end of each person’s speech.
- Periods and commas always go within quotation marks.
- Dashes, semicolons, question marks and exclamation points go within the quotation marks when they apply to the quoted material. They go outside when they apply to the whole sentence.
- Use single marks for quotes within quotes: *Smith said, “She told me, ‘I wish I had been accepted to Brandeis.’”*

Titles

Titles of academic courses:
- Do not italicize course titles or put quotation marks around them.

Titles of books, computer games, movies, operas, plays, poems, albums, songs, radio and television programs, lectures, speeches and works of art:
- Capitalize the principal words, including prepositions and conjunctions of four or more letters
- Put quotation marks around all such works except the Bible and books that are primarily catalogs of reference material: *“The Star-Spangled Banner,” “Gone with the Wind,” NBC’s “Today Show”*
- Translate a foreign title into English, unless the American public knows the work by its foreign name: Rousseau’s “War,” not Rousseau’s “La Guerre.” BUT: Leonardo da Vinci’s “Mona Lisa.”

Titles of newspapers and magazines:
- Do not place these titles in quotation marks.
- Capitalize *the* in the name if that is the way the publication prefers to be known.
- Lowercase *the* before names if listing several publications, some of which use *the* as part of the name and some of which do not: *Time, Newsweek, the Washington Post*

Titles of directions/regions:
- Lowercase north, south, northeast, northern, etc. when they indicate compass direction: *The cold front is moving east.*
- Capitalize compass points when they designate U.S. regions: *A storm system that developed in the Midwest is spreading eastward.*
- With names of countries, lowercase compass points unless they are part of a proper name or are used to designate a politically divided nation: *northern France, western United States, Northern Ireland*
With states and cities, lowercase compass points when they describe a section of a state or city: *western Massachusetts, southern Atlanta*

Capitalize compass points when used in denoting widely known sections: *Southern California, the Lower East Side of Manhattan*

**Titles of seasons:**

- Lowercase spring, summer, fall and winter, as well as derivatives like wintertime unless part of a formal name: *the Winter Olympics*

**Photography**

**Requesting Stock and Archived Images**

Many stock and archived images are available for use by the campus community. The Public Relations and Marketing Department maintains a photo archive of College photographs. To request a stock or archived image, please email Amanda Lujan Rodriguez at Amanda.lujan@centralaz.edu or Angela Askey at angela.askey@centralaz.edu.

Follow these steps to request a stock photo:

- Follow this link to be brought to the Getty Images Premium Access guest preview. [https://www.gettyimages.com/landing/pa-preview/expanded/16840](https://www.gettyimages.com/landing/pa-preview/expanded/16840)

- Step 2: Enter keywords in the area shown below and press “enter” to begin your search.
  - After entering some keywords, you can further narrow your search by using the “Filter and sort” tab on the left side of the screen.
  - Once your search is narrowed, your page should show you pictures relative to what you are looking for.

- Step 3: After you find the image you want, find the “Creative #” and email Amanda Lujan Rodriguez at Amanda.lujan@centralaz.edu or Angela Askey at angela.askey@centralaz.edu.
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