

EDITORIAL

ALUMNI

Use “alumnus” (alumni in plural) when referring to a man, “alumna” (alumnae in the plural) for a woman and “alumni” when referring to a group of men AND women. When it is a group of Christian College alumni, always use alumnae. Do not use alum or alums.

CAMPUSES

Capitalize Day Campus, Evening Campus, Online Education program, Nationwide locations.

Avoid initials and acronyms: Not CC-R but Columbia College-Rolla; not CC-SL but Columbia College-Salt Lake. A hyphen (with no spaces) separates the college and location.

There are more than 30 locations across the country. Columbia College serves working adults and military servicemembers through more than 30 locations across the country and online. If listing the Day and Evening campuses separately, use 35 locations.

COLUMBIA COLLEGE

Preferred usage; “the college” in casual references. Never “the College” or “Columbia.” “CC” is fine only in informal use.

Columbia College, a private, nonprofit institution founded in 1851 in Columbia, Missouri, educates more than 25,000 students each year and has more than 83,000 alumni worldwide.

DEGREES

associate degree (no apostrophe), bachelor’s degree, master’s degree.

If the degree program is the focus, use the formal degree name: Columbia College’s Bachelor of Science in Criminal Justice Administration is one of the best programs in the country. But “bachelor’s degree in (field)” is preferred when a person is the focus: Smith received a bachelor’s degree in criminal justice administration.

DEPARTMENT NAMES

Lowercase the department or office name when followed by the word “office” or “department”: I’m going to the admissions office. Capitalize when the department or office stands alone: I work in Admissions.

The Department of Public Relations has been tasked with managing the Columbia College brand.

MAIN CAMPUS

Use main campus when referring to the Columbia, Missouri, campus, not home campus. Do not capitalize.

The Day Campus in Columbia, Missouri, educates more than 900 traditional students from 22 states and 44 countries.

SESSIONS

Use: Early Fall, Late Fall, Early Spring, Late Spring, Early Summer, Late Summer. Capitalize when a specific session is being named: The Early Spring Session begins Jan. 9. Lowercase when not named or when two or more sessions are listed: The next session starts June 2. Early Fall and Late Spring sessions.

TITLES

All titles are uppercase before the individual’s name but lowercase after the name: President Scott Dalrymple; Scott Dalrymple, president of Columbia College.

Directors are directors of their department; deans and vice presidents for: director of Admissions; vice president for Adult Higher Education.

GRAPHICS AND BRAND ELEMENTS

- The college logo must appear on all documents/communication sent outside of the college.
- The logo should only be reproduced in black, white or the college blue (PMS 295).
- Do not alter the logos in any way.
- Do not take the logo from the website; contact Public Relations to request a print-quality logo.
- Do not use the college seal without prior approval from Public Relations.
- Do not use the Cougar logo for purposes other than to promote or identify Columbia College Athletics.
- Do not use the “CC” symbol or other logos in place of the primary or stacked logos.
- The “of Missouri” logos must be used on all documents/communication for/by the Illinois, New York and South Carolina locations.
- The college fonts are **Minion Pro** and **Myriad Pro**; when those are not available, substitute **Cambria** for **Minion Pro** and **Segeo UI** for **Myriad Pro**.
- If you have any questions about this manual, please contact Leslie Kennon, lakennon@ccis.edu.