The Columbia College brand

The idea of a brand is often associated with a slogan or logo. While these elements may be present in a marketing campaign, and are indeed present in Columbia College advertisements and materials, they alone do not constitute a brand. They are simply the tools that support our overall brand.

More than an ad campaign, a brand communicates mission and values. Built over time, brand conveys our image and reputation. It is our student experience, our faculty excellence, our staff dedication and our alumni loyalty. As a private liberal arts and sciences institution established more than 160 years ago, Columbia College is nationally recognized for granting access to high quality, affordable education to students of all ages and backgrounds, across the nation and around the world.

As associates of this institution, we all play an active and important role in telling the Columbia College story and representing the brand accurately, genuinely and with pride in all of our communications efforts and our day-to-day responsibilities. I invite you to embrace and celebrate our brand and all that it represents.

Sincerely,

Dr. Scott Dalrymple
President
Columbia College
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*UPDATED MARCH 2019*
The Department of Public Relations has been tasked with managing the Columbia College brand.

Questions regarding this manual

This guide will be updated each year, though certain circumstances might require immediate updates. The most current version of this manual can be found online at CougarTrack and www.ccis.edu/pr. Please contact Leslie Kennon, lakennon@ccis.edu, with your comments or any matters you feel should be addressed in future editions of this guide.
Columbia College brand
THE COLUMBIA COLLEGE BRAND

Columbia College’s brand is not just a logo or tagline to recruit prospective students. It is designed to be a consistent and accurate representation of Columbia College to all constituencies. The logo is a visual “trust mark” that embodies Columbia College’s promise about what will be achieved by all individuals who interact with the institution — in short, it is a graphic depiction of Columbia College’s reputation.

Through consistent use of the brand’s key elements, the Columbia College brand will become widely known and understood by key audiences, including: residential, evening, nationwide and online students; alumni; parents; faculty and staff; employers and the business sector; the local community; media; government representatives; religious communities; peer institutions; donors and friends; and all other groups that determine the viability of Columbia College’s future.

A well-developed and clearly communicated brand can influence student preferences, weather crises more easily, build market share and instill a spirit of focus and confidence within an institution.

Brand development should not be considered solely the realm of the public relations, marketing or admissions offices, but a responsibility of every individual on campus. Consistent reinforcement of the brand promise and attributes by all individuals working for Columbia College can work wonders to establish and perpetuate an institutional reputation in a communication-oriented world.

A number of tools have been created for use in Columbia College’s brand identity process that can be implemented in a wide variety of ways. This document defines and illustrates the proper implementation of each tool as part of the brand portfolio.

MISSION STATEMENT AND CORE VALUES

MISSION: Columbia College improves lives by providing quality education to both traditional and nontraditional students, helping them achieve their true potential.

VISION: Columbia College will be a highly innovative institution of higher education, dedicated to excellence in both its traditional and nontraditional programs nationwide.

VALUES: We believe all students deserve access to affordable, quality education. We believe higher learning should be individualized, innovative and flexible. We believe a liberal arts core curriculum produces globally engaged citizens who are creative, curious and ethical. We believe people of all beliefs and backgrounds should engage in civil discourse and discovery.
**WHAT IS AN “ELEVATOR SPEECH?”**

An elevator speech is a short description of who and what Columbia College is, with the thought that it could wrap up the essence of the institution in a short ride on an elevator. It is meant to get faculty, staff, current students and alumni all on the same page as to how to describe Columbia College in a matter of seconds or minutes.

The following are two sample elevator speeches that vary in length based on the speaking situation.

**BASIC VERSION:**

Columbia College is a private, nonprofit, liberal arts and sciences institution with a main campus in Columbia, Missouri. There are roughly 1,000 students who participate in the residential campus, and Columbia College serves more than 20,000 students annually at more than 30 locations across the United States and Cuba, including robust day, online, evening and graduate programs. The college has locations in 13 states, and 18 locations are on military bases.

**DETAILED VERSION:**

Columbia College is a private, nonprofit, liberal arts and sciences institution with a main campus in Columbia, Missouri. There are more than 1,000 students who participate in the residential campus, and Columbia College serves more than 20,000 students annually at more than 30 locations across the United States and Cuba, including robust day, online, evening and graduate programs. The college has locations in 13 states, and 18 locations are on military bases.

Founded in 1851, Columbia College was originally known as Christian College, an all-female, two-year institution, which was established to serve women who, at the time, were not admitted to the neighboring University of Missouri.

The 1970s was a decade of change and growth at Columbia College. In 1970, Christian College changed its name to Columbia College, opened its doors to male students and began offering bachelor’s degrees. In 1973, the college opened its first Nationwide location in St. Louis, specifically designed to assist adult military students.

In 2000, the college began offering online education, which is now one of its most robust course delivery options, creating a convenient option for students with competing obligations. Columbia College was an early adopter of providing education through online courses.

The college’s impact can be seen throughout the country and around the globe with more than 86,000 alumni worldwide.
ADDITIONAL MESSAGE POINTS:

• The college is financially strong. We are debt-free, and we have no deferred maintenance. We have assets in excess of $240 million. The Columbia College endowment exceeds $160 million.

• In January 2016, the Columbia College Board of Trustees approved a campus enhancement project called the “Quad Initiative.” Completed in fall 2016, the Quad’s central walkway through the heart of campus spans from Southwell Complex all the way to Dulany Hall – with a number of exciting features along the way. The Quad features the Whitcraft-Schiffman Memorial Amphitheater for holding classes, student presentations and performances; the zero-entry Alumni Fountain; a sheltered dining pavilion; the Christian College Garden, honoring the school’s heritage; and the new, centrally located Hulett Family Campus Safety Office, a concept that is already popular among students.

• Columbia College has 17 athletic teams, many of which consistently play in postseason tournaments. The college is also adding two more sports -- men’s lacrosse and women’s bowling -- for the 2017-18 school year.

  Men’s soccer                          Women’s softball
  Women’s soccer                        Men’s indoor track and field
  Men’s golf                            Men’s outdoor track and field
  Women’s golf                          Women’s indoor track and field
  Men’s basketball                      Women’s outdoor track and field
  Women’s basketball                    Men’s baseball
  Men’s cross country                   Men’s lacrosse
  Women’s cross country                 Women’s bowling
  Women’s volleyball

• Competitive video gaming, or eSports, came to Columbia College in the fall of 2016. The college is one of the first in the country to offer scholarships to talented student gamers. The college recruited two teams of five players (and two alternates) to play the game “League of Legends,” which is currently the most popular video game in the world with more than 27 million players each day. Columbia College expects to compete in the Collegiate Star League (CSL). A leader in collegiate eSports, the CSL was founded in 2009 and has awarded more than $250,000 in scholarship money to collegiate champions. The college renovated a small building on Rangeline Street into the Game Hut, a futuristic venue reserved exclusively for gamers.

• The college offers more than 60 master’s, bachelor’s, associate and certification programs. The college is constantly looking to bolster its offerings with additions such as the new music and entrepreneurship degrees.

• The college is an award-winning institution, having been recognized by Military Times, U.S. News & World Report, the Princeton Review, GetEducated.com, Military Advanced Education and Student Horizons, Inc.
BRAND PROMISE

The Columbia College brand promise statement reflects a clarification of the college’s mission and vision for its target audiences. It identifies the intersection between our core values and what our key audiences define as important, distinctive, believable and emotionally engaging.

Clarifying and communicating the Columbia College brand promise statement consistently and repeatedly will enable faculty, staff, students and other campus stakeholders to speak about Columbia College in powerful and desirable ways. The brand promise statement should be used as the touchstone of all Columbia College communication efforts. This is an internal statement — not a slogan or tagline — against which all external messaging should be measured.

After research and test results were gathered and analyzed, the following promise — derived from the statement that emerged as most important in the eyes of the college’s current and prospective students, faculty, staff and alumni — was agreed upon as the statement that best captures and articulates the specific elements that make Columbia College stand out from its primary competition:

**Columbia College offers a nationally recognized and respected, student-centered private college experience for engaged students of all ages and backgrounds who seek to improve their lives in a complex and changing world.**

A brand promise is an articulation of what an institution promises to its target audiences — something the audiences view as an offer with intrinsic or extrinsic value. It rises out of the institution’s mission and vision, but it focuses specifically on how that mission relates to the individuals it wishes to reach directly.

To communicate Columbia College’s distinctive strengths to its constituencies, the college has developed a brand promise that helps articulate the benefits of its heritage and its academic value to its most important audiences.

Columbia College deliberately maintains an intimate learning environment driven by student needs and accentuated by a highly supportive faculty, staff and administration. Along with strong liberal arts undergraduate, graduate and professional curricula, this is the heart of the Columbia College brand promise.

**Applying the brand promise**

Columbia College’s brand promise identifies the key attributes the college wants to “own” in the minds of its target audiences. But the brand promise itself is only the core of a communication program that extends far beyond a specific construct of words.

Repetition and consistency of message are essential to a broader adoption of these attributes. Whether they are spoken aloud or implied through examples, they should serve as touchstones for all communication decisions.

For example:

- **Columbia College should consistently position itself as the industry standard for what’s next in modern education delivery systems.**

- **Predominant photos in a newsletter should portray serious shots of Columbia College faculty and students in realistic settings.**

- **The primary Columbia College logo should be ubiquitous in any communications directed toward external audiences.**

Brand marketing also is an integral part of Columbia College’s strategic thinking and planning. All communication must be brand-consistent; speeches, brochures and even media pitches should reinforce the brand promise. Brand marketing, as a discipline, creates awareness and relevance in the minds of our most important target audiences. Brand marketing does not necessarily seek a particular response (apply, enroll, give), but it does make such calls to action easier. In addition, because what an institution does is as important as what it says, brand marketing should be considered a factor for both long-term and immediate decision-making: Does a particular decision or policy reinforce or contradict the inherent promise Columbia College makes to its customers? Is this statement delivered in a way that is consistent with the general understanding of Columbia College’s culture? Is it authentic and heartfelt?

All individuals associated with Columbia College should become ambassadors of the brand. All touch points with potential Columbia College influencers should meet these standards.
BRAND ATTRIBUTES

Brand attributes come out of ideas inherent to the brand promise and, by articulating them, add substance and depth to its claims. Unlike the brand promise, which primarily serves as an internal guide and touch point for communications, these attributes and language can and should be used regularly in all communications, from recruiting and advancement materials to informal conversations with visitors.

The college’s two brand attributes, based on the brand promise statement, are supported by the findings of quantitative and qualitative research into current perceptions about Columbia College among its different constituents. Together, these attributes powerfully differentiate Columbia College and build the foundation for all future brand marketing efforts:

1. Real
2. Serious about education

Real

*Columbia College offers a real and highly reputable college education.* Columbia College offers a real and highly reputable college education. Columbia College offers a great deal. The college has a wide variety of accredited, nationally recognized programs as well as specialized accreditation in the nursing and education fields. With a real and beautiful campus in Columbia, Missouri — a classic, authentic college town — and more than 30 locations across the country, Columbia College has a faculty composed of distinguished professors and professionals who are real experts in their fields. This is a real and highly reputable college education; a real and rich history of academic excellence, innovation and leadership; and a real opportunity for intellectual, professional and personal advancement in ways that few other institutions of higher education can match.

*Columbia College offers real choice, convenience, flexibility and results.* As an institution of higher education with a progressive history of educational achievements; a progressive mission of enhancing access, nationwide, to high-quality higher education; and a progressive model of delivering higher education in ways that offer students more choice, flexibility and convenience, Columbia College has a significant story to tell — one that can help it reinforce its unique place and reputation within the national higher education landscape. Above all, Columbia College’s story is one of real successes and results that derive from the education, opportunities and experiences that it offers students.

*Columbia College offers a real, ambitious, yet friendly, supportive and unpretentious community.* Finally, the core differentiator that attracts students to the college is the sense of community, student centricity, civility, respect and shared purpose that defines every aspect of the Columbia College experience, regardless of the kind of student or where and how one accesses a college education.
Serious about education

*Columbia College is serious about quality and innovation.* As proven by its history, Columbia College is an institution that is deeply committed to maintaining and improving the quality of its educational offerings. The college shows this by adding innovative programs, student services and learning technologies across its multiple locations, and by constantly introducing new and more efficient ways to gauge student outcomes and faculty performance standards. Columbia College also proves its commitment by enhancing the quality and quantity of its undergraduate and graduate programs, improving the models of higher education delivery, implementing green initiatives and launching purposeful and intentional initiatives to grow its endowment or manage and shape its institutional reputation. Best of all, Columbia College is deeply serious about achieving its goals without sacrificing the consistency and quality of education and the personalized experience that it offers students.

*Columbia College is serious and visionary about tomorrow.* Both the college’s history as well as a variety of ongoing initiatives — including addressing issues of environmental and fiscal sustainability; undergraduate, graduate and online programming innovation and excellence; and student outcomes assessments, faculty training and performance reviews — strongly illustrate the college’s seriousness about its own future as a model institution of higher education as well as its seriousness about the future of its students and their ability to shape successful careers and lives in an ever-changing, increasingly interconnected world.

professor training; and from a curriculum that incorporates a diverse array of real-world internship, research and study abroad opportunities, to an exciting choice of relevant programs delivered through the Nationwide locations, the college’s responsiveness to changing student needs truly is one of the most powerful competitive differentiators that the college consistently offers.

*Columbia College is serious and visionary about tomorrow.* Both the college’s history as well as a variety of ongoing initiatives — including addressing issues of environmental and fiscal sustainability; undergraduate, graduate and online programming innovation and excellence; and student outcomes assessments, faculty training and performance reviews — strongly illustrate the college’s seriousness about its own future as a model institution of higher education as well as its seriousness about the future of its students and their ability to shape successful careers and lives in an ever-changing, increasingly interconnected world.
# BRAND MESSAGING MATRIX

The matrix that follows restates each college attribute for each target audience. This matrix may be used by Columbia College’s communication and marketing professionals when creating image-related materials and is intended as suggestions toward messaging and language that might communicate Columbia College’s brand attributes in audience-relevant ways.

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<tr>
<th>Traditional undergraduate students</th>
<th>Working adults</th>
<th>Working adults outside of Columbia, Missouri</th>
<th>Working military adult students</th>
<th>Online students</th>
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</thead>
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<tr>
<td><strong>REAL</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>A close-knit college community since 1851 with a nationwide reputation for excellence; exciting majors; small class sizes and friendly professors; 40-plus student clubs and NAIA Div. I athletics — Columbia College is the small private college experience located in the heart of a classic college town that offers everything you would want in your college experience.</td>
<td>Offering a nationally respected, convenient college education as part of a genuinely student-friendly community on our beautiful campus in Columbia, Missouri, a Columbia College education really can prepare you for a more rewarding career and a more fulfilling life in our ever-changing and increasingly complex world.</td>
<td>Offering a nationally respected, flexible and convenient college education at a genuinely student-friendly campus close to you, a Columbia College education really can prepare you for a more rewarding career and a more fulfilling life in our ever-changing and increasingly complex world.</td>
<td>One of the nation’s most military-friendly colleges, Columbia College offers a nationally respected, flexible and convenient college education in a friendly, personal environment close to home that really can prepare you for success in our ever-changing and increasingly complex world.</td>
<td>Columbia College really is the best choice for those who seek a nationally respected, flexible and convenient college education online, as well as the opportunity to be part of a real, respected and close-knit college community with a nationwide reputation for excellence since 1851.</td>
</tr>
</tbody>
</table>

<p>| <strong>SERIOUS ABOUT EDUCATION</strong> | | | | |
| From nationally recognized programs and a tradition of excellence since 1851; to a beautiful 30-acre campus and state-of-the-art facilities; to a close-knit faculty, a student-centered community and a network of 84,000 successful alumni, Columbia College is ideal for those in search of a small, private college that’s truly serious about preparing them for success in a changing world. | Whether it’s the convenience of nationally respected programs that fit your busy schedule; access to caring professors and all the student services offered at our beautiful campus in Columbia, Missouri; or all the resources and opportunities of a close-knit community with a reputation for academic excellence since 1851, few colleges are as serious about preparing you for success in a complex, changing world as Columbia College. | Whether it’s the convenience of nationally respected programs that fit your busy schedule; the access to caring professors, academic advisors and career counselors close to home; or all the resources and benefits of a close-knit community with a reputation for academic excellence since 1851, few colleges are as serious about preparing you for success in a complex, changing world as Columbia College. | One of the nation’s most military-friendly colleges, Columbia College offers a nationally respected, flexible and convenient college education in a friendly, personal environment close to home with easy access to all the resources and benefits of a close-knit community with a reputation since 1851 for being as serious about your education and your future as you are. | Whether it’s the convenience of nationally respected online programs that fit your busy schedule; the access to caring professors, academic advisors and career counselors online; or all the resources and benefits of a close-knit community with a reputation since 1851 for academic excellence, few colleges are as serious about preparing you for success in a complex, changing world as Columbia College. |</p>
<table>
<thead>
<tr>
<th>Graduate students</th>
<th>Alumni</th>
<th>Faculty and staff</th>
<th>Institutional leaders, major influencers and prospective donors</th>
<th>Community and legislative audiences</th>
</tr>
</thead>
<tbody>
<tr>
<td>Offering a nationally respected, flexible and convenient college education online or at a genuinely student-friendly campus close to you, a Columbia College graduate degree prepares you for a more rewarding career in our ever-changing and increasingly complex world.</td>
<td>Your genuine commitment to professional and intellectual development—and your motivation to more fully realize your potential to impact our changing world in tangible ways—continues to be a real source of inspiration for our students and our community.</td>
<td>Your dedication to every student’s individual success and your determination to be a valuable resource for every Columbia College student is what enables us to continue offering students a real, responsive, student-centered and nationally respected private college experience across every one of our campus locations.</td>
<td>Your commitment to Columbia College continues to make a real difference in the lives of our students and our community — whether it’s through enabling improved assessments, rankings, campus facilities and technologies, or by enhancing our ability to offer more diverse, relevant and high-quality programs, faculty and adult learning, career planning and other student services.</td>
<td>Columbia College offers a quality education to more than 25,000 students each year. The college serves a diverse group of students including working adults, military servicemembers, veterans and recent high school graduates through a mix of course delivery methods including in-seat, online or both. The college offers both delivery options through a network of more than 30 campuses in 13 states.</td>
</tr>
<tr>
<td>Whether it’s the convenience of nationally respected online programs that fit your busy schedule; the access to caring professors, academic advisors and career counselors; or all the resources and benefits of a close-knit community with a reputation for academic excellence since 1851, few colleges are as serious about advancing your success in a complex, changing world as Columbia College.</td>
<td>The seriousness of purpose with which you approach your education and your profession; your passion for making a difference within the communities in which you work, live and lead; and the values you live your lives by every day make you role models for the kind of professionals and human beings we want our graduates to be.</td>
<td>Your seriousness of purpose and dedication to every student’s individual success; your scholarship within your own field and your professional integrity; as well as your commitment to being a valuable resource for every Columbia College student is what enables us to continue offering students a nationally respected, student-centered private college experience across every one of our campus locations.</td>
<td>The seriousness of purpose with which you approach your professions and your lives as well as the seriousness of your commitment to education and lifelong learning make you role models — both for the kind of education Columbia College continues to offer nationwide as well as for the kinds of human beings, professionals, lifelong learners and ethical leaders we consistently aspire to graduate.</td>
<td>Columbia College provides a rigorous education while taking into account the previous experiences of its students, offering real-world experts and employing those with the highest degree in their field of study. Our students have chosen to advance their lives through education — something we take seriously by making sure our faculty members challenge and encourage students in every class, which provides a benefit for their future.</td>
</tr>
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</table>
Graphic identity
An institution’s logo is the dominant outward visual expression of its personality, values and aspirations. Our logo and communication materials should express our serious commitment to conveying the college’s brand image and the underlying qualities upon which our visual identity is built. Consistent application of these standards over time will benefit Columbia College through improved awareness, recognition and professional appearance.

Logo requests

When in need of a logo for web, print or collateral materials, please submit a logo request form through Public Relations. Here is a link to the form: [web.ccis.edu/en/Offices/PublicRelations/Forms/LogoRequest](http://web.ccis.edu/en/Offices/PublicRelations/Forms/LogoRequest). The Department of Public Relations will assist in the review or proofing related to the use of the logo on electronic or printed materials. Email your items to pr@ccis.edu for review.

Materials will be reviewed and managed by Public Relations.

Public Relations
St. Clair Hall, Room 7
1001 Rogers Street
Columbia, MO 65216
(573) 875-7208
pr@ccis.edu
THE COLUMBIA COLLEGE IDENTITY

The Columbia College logo has been designed to unify the college’s collective identity under one dynamic symbol that captures both where Columbia College has been and where it is going.

This logo is the first — and perhaps the most important — step in establishing Columbia College with a strong brand identity as a model traditional liberal arts and sciences institution that is on the forefront of education delivery. Classic and elegant serif typography, with a clean and modern abstraction of the Columbia College “CC,” combine for an identity that matches the unique blend of a traditional liberal arts campus and modern delivery systems that Columbia College comprises.

Conceptually, the subtle thin-to-thick and thick-to-thin lines of the symbol are representative of how the college not only reaches out to students wherever they are in their educational journey, at whatever point they happen to be in life, but it also welcomes them in; it expresses a line quality that visually connects to digital or online learning and displays an arrangement that radiates in an outward progression, expanding to multiple Nationwide locations.

This logo has been developed for use in standard applications ranging from letterhead and collateral publications to the website, vehicles and signage — think of it as a tool that in application can be all-inclusive, leaving the college imprint on every facet of its identity.
There are two versions of the primary logo; they both include “established 1851.” The first must be 2.5 inches wide or larger, and the “of Missouri” version must be 4 inches wide or larger. Size restrictions are illustrated below.

Due to the existence of other colleges in some states utilizing the same or a similar name, the “of Missouri” version must be used on all representation for/by the Illinois, New York and South Carolina locations. This is necessary to differentiate our brand from the colleges in Illinois, New York and South Carolina also with the name “Columbia College.” In addition, as a means of complying with New York regulations, it is the policy of the Columbia College Global that we use “of Missouri” for all of these locations.

- This logo must be used on all internal and external communication.
- This logo must be represented in college navy & grey on white backgrounds. In all other situations, use either college navy, black or white files.
- The primary logo may be printed in PMS 8001 metallic ink or satin silver foil.
- This logo must be used whenever the width of the publication or digital placement is 3 inches or wider. The use of “established 1851” is a necessary component of this logo.
- This logo must be a primary consideration when designing.

Public Relations can supply versions of each logo in the right format, such as print (PMS or CMYK), Web or other electronic use (RGB).
COLUMBIA COLLEGE STACKED LOGO

The stacked version of the logo may be utilized as a secondary option when the publication or digital media location is smaller than 3 inches in width.

In order to use these logos, they must meet these criteria:

- This logo must be represented in college navy & grey on white backgrounds. In all other situations, use either college navy, black or white files.
- No other text should be placed under these logos.

There are two versions of this logo. The stacked logo without the “of Missouri” may be used in all other situations where space is limited to less than 3 inches. The stacked logo with “of Missouri” is for use in Illinois, New York and South Carolina.

STACKED LOGO without “established 1851”

To maintain quality reproduction standards, the “established 1851” is eliminated in the small-sized logo.

STACKED “of Missouri” LOGO without “established 1851”

Height measurement must be proportionate to the stipulated width. Grey area represents clear area.
The large symbol was designed to bleed* and to be screened as a background element.

**Minimum clear area**

When any version of the primary or stacked logo is used in communication materials with photography, illustration or other typography, a minimum amount of clear space must surround the logo. This space is equivalent to the width of the capital letter “C,” as illustrated below.

![Minimum clear area illustration](image)

**Allow clear space equal to the width of the capital letter “C” all around the logo, as represented by the grey area shown.**

**Minimum reproduction size**

The stacked logo may not be reproduced any smaller than 5/8 inch (.625) in width.

![Minimum reproduction size illustration](image)

**Symbol guidelines:**

- It may only be used in black, college grey, college navy or white.
- It has no size restrictions.
- The CC symbol CANNOT be used in place of any of the official Columbia College logos or added to wording to create unauthorized logos.
- When used as a background element, the effect should be subtle and should not be more than 25 percent but not less than 5 percent in contrast with the background color or image.

* The term “bleed” refers to elements that extend off the page so once printed and trimmed to its final size, they appear to extend beyond the edge of the sheet of paper.

The graphic symbol was designed to be used as a decorative element that would enhance the look and feel of Columbia College communications material and create a unified identity. It can be used as a background graphic within established guidelines.
LOGO COLOR VARIATIONS

Each logo is ONLY available in college navy, black, white, college navy & grey and PMS 8001 metallic silver.

When printing with a one- or two-color press, use Pantone® (PMS) inks. Public Relations will provide a black logo file as it results in the best ink coverage. The only acceptable PMS inks are PMS 295 (navy) and PMS 8001 metallic (silver), or black.

When printing in full color, CMYK files will be provided. If you would like the logo printed in silver, direct the production specialist to Leslie Kennon, associate director of creative services at lakennon@ccis.edu or (573) 875-7319 to make sure the correct files are used.

RGB, ONE- AND FULL-COLOR LOGOS

CC_Primary_logo_1c_black.eps

CC_Primary_logo_4c_ccgrey.eps

CC_Primary_logo_1c_white.eps

CC_Primary_logo_4c_ccnavy.eps

CC_stacklogo_1c_black.eps

CC_stacklogo_4c_ccgrey.eps

CC_stacklogo_1c_white.eps

CC_stacklogo_4c_ccnavy.eps

RGB, TWO- AND FULL-COLOR LOGOS

CC_Primary_logo_4c_ccnavy&grey.eps

CC_stacklogo_4c_ccnavy&grey.eps
LOGO DO’S AND DON’TS

Using the official logo correctly will maintain the integrity of our brand, create consistency and build recognition and respect for the Columbia College identity.

**Follow the guidelines below for all versions of the logo.**

**DO** use the primary logo on all internal and external communications 3 inches wide or larger.

**DO** use the “of Missouri” logos on all communications for the Illinois, New York and South Carolina locations.

**DO** maintain the minimum clear area around the logo and reproduction size specifications (see page 20).

**DO** CONSULT PUBLIC RELATIONS WHEN IN DOUBT.

**DO NOT** change the colors of the logo or parts of the logo. See page 21 for logo color variations options.

**DO NOT** recreate the logo in anyway — digital files are available through Public Relations.

**DO NOT** place other graphics over or within logo clear space. See page 20 for a visual on clear space.

**DO NOT** alter the composition of logo elements.

**DO NOT** use the navy & grey version of the logo on colored paper or a colored background. Use the black, navy or white version in these situations.

**DO NOT** use the navy & grey version of the logo on a patterned background or textured paper.
DO NOT apply special graphic effects, textures or treatments to the logo.

DO NOT distort the proportion of the logo horizontally or vertically or skew it.

DO NOT print any version of the logo in any other color than college navy, black, white or college navy & grey.

DO NOT foil stamp any versions of the logos in colors not approved by Public Relations or provided by Mail, Imaging & Printing Services.

DO NOT use the symbol as a standalone other than as a subtle background element.

DO NOT cut off the logo in any way.

DO NOT use logos with it.

- Only the primary Columbia College logo may be used when multiple locations or departments co-sponsor or are involved in a communication piece.
- When sponsors will be represented in printed or digital pieces, the names will be listed in alphabetical order.
- Multiple logos may be used on the back of T-shirts as long as there is an adequate amount of blank space surrounding the logo (see page 18).
SPONSORS & EXCEPTIONS

EVENT SPONSORS
Columbia College prohibits the combination of the primary logo with other logos. In printed communications, recognize sponsors by listing the names alphabetically, not logos. (Exception: Some flexibility to this restriction might be appropriate in advertisements and sponsored events.)

EXCEPTIONS
An exception to the guidelines that prohibit multiple logos may be granted for advertisements or T-shirts. For example, the college or a unit within the college may be one of several sponsors of a non-college event. An advertisement or T-shirts for the event may include logos for all sponsors.

When location and department logos are used, the primary logo portion must be 2.5 inches wide (or larger).

When there is one sponsor, the college logo should be larger than the other logo. See pages 18-19 on logo size restrictions.

SPECIAL PERMISSIONS
To request an exception to the logo policy that is not listed, please contact Leslie Kennon, associate director of creative services, in Public Relations at (573) 875-7319 or lakennon@ccis.edu.
Brand creative elements
BRAND CREATIVE ELEMENTS

The Columbia College Brand Creative should serve as a touchstone for all creative media, addressing all the major audiences. As new brand materials are developed, they should reflect the following.

BRAND DESIGN ELEMENTS

Columbia College color palette

With tradition in mind, the logo continues Columbia College’s use of navy and silver or grey as primary colors. The spot colors are Pantone® PMS 295 (navy) and PMS 8001 (metallic silver). When using PMS colors is not an option, the logo may print as a process-color build (CMYK) as shown below:

The representation of PMS and Pantone® colors throughout this guide are not an exact match due to the limitations of the digital reproduction process. For this reason, please refer to a Pantone® swatch book, available from either Public Relations creative services or Mail, Imaging & Printing Services.

Navy blue and silver, were chosen because they exude strength and pride, respectively.

NAVY BLUE: steadfastness, strength, knowledge and power, as well as truth and strength of character, integral for our values

SILVER: value, intelligence and success

When metallic ink or CMYK is not an option (for two-color printing), PMS Cool Grey 7 is the alternative.

The official foil and embossing swatch of the college is Satin Silver or Medium Navy.
Digital color palette

Due to the differences between projected (colors as seen directly by our eyes) and reflective (colors received from the reflection of light off of any surface) color, the following swatches are the Columbia College colors for Web, video and other electronic use in both the current standard of millions of colors (RGB) as well as in a more limited 256-color palette (HEX).

**WCAG 2 AA ADA COMPLIANT**

These colors can be used on a white background at a minimum size of 24 px or 18 pt (1.5 em) and in bold at a minimum size of 19 px or 14 pt (1.2 em).

![HEX 144678](blue_hex)  
**HEX 144678**  
20 R  
70 G  
120 B  

![HEX 767676](gray_hex)  
**HEX 767676**  
118 R  
118 G  
118 B  

**COLORS FOR PRINTING**

CMYK printing (process color or four-color) is a subtractive color model used in color printing and also is used to describe the printing process itself. CMYK refers to the four inks used in most color printing: cyan, magenta, yellow and key (black).

Spot color printing uses Pantone® Matching System (PMS), a standardized color reproduction system of 1,114 spot colors that cannot be simulated with CMYK. Spot color allows the use of metallic and fluorescents.

**COLORS FOR WEB, VIDEO AND ELECTRONIC USE**

RGB is red, green and blue. RGB is for the representation and display of images in electronic systems, such as televisions, computers, photography, video cameras and image scanners.

Hexadecimal numbers or “HEX” numbers are a base-16 numbering system used to define colors on webpages. A HEX number is written from 0-9 and then A-F. Web colors are written as three sets of hex pairs. The first set represents the red hue, the second the green hue and the third the blue. White is written as ff ff ff or #ffffff, while black is 00 00 00 or #000000.
Minion Pro is the typeface used to create the customized Columbia College logo. It should not be used when the font size is 8 pt or smaller. Minion Pro (Regular, Italic, Bold, Bold Italic) is therefore the suggested body typeface for advertising and print materials. To maintain a consistent image, use Minion Pro as the standard text font.

Myriad Pro (Light, Light Italic, Regular, Italic, Bold, Bold Italic) is a sans serif font that subtly contrasts the more traditional look of the Minion Pro font and provides great flexibility with its multiple weights and variations. This font should be used on headings of large bodies of text to create contrast and enhance readability. It should be used as body text when the font size is 8 pt or less.

When these fonts are not available in print or live text Web applications, Cambria may be substituted for Minion Pro and Segoe UI may be substituted for Myriad Pro. These are standard, pre-installed fonts on most computers or can be downloaded with the help of Technology Services and are acceptable replacements.

---

**MINION PRO REGULAR**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()
```

**MYRIAD PRO LIGHT**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()
```

---

**MINION PRO ITALIC**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()
```

**MYRIAD PRO REGULAR**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()
```

---

**MINION PRO BOLD**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()
```

**MYRIAD PRO ITALIC**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()
```

---

**MINION PRO BOLD ITALIC**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()
```

**MYRIAD PRO BOLD**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()```
Professional
presents
STATIONERY SET

As one of the more visible representations of the logo, the watermarked letterhead, envelopes and business cards play an important role in representing the college. Adhering to the guidelines in this manual will help the college maintain a consistent image. Mail, Imaging & Printing Services has documents for all locations as well as approved departments.

To obtain these items, order online with Mail, Imaging & Printing Services Storefront at https://mps.ccis.edu. Subsequent pages of a multiple-page document can be blank at the top.

A blank Word template for those sheets are available in CougarTrack under “Menu,” “Faculty and Staff,” “Services and Resources,” “Public Relations” then “CC Letterhead.”
STANDARD LETTER FORMAT

The guidelines written for the sample letter below are for laser printing correspondence printed on the watermarked letterhead sheets. Subsequent pages of a multiple-page document are blank at the top but maintain the watermark.

Margins
Top: 3 inches
Bottom: 1.5 inches
Left: 1 inch
Right: .5 inch

Type
Minion Regular or Cambria Regular

Font size
10-point, flush left, no hyphenation

Leading
Space-and-a-half or double

Letterhead
8.5 x 11 inches

Paper stock
Mohawk Via, Smooth Pure White, 24W

Printing
PMS 295

Envelope
No. 10,
9.5 x 4.125 inches

Paper
Mohawk Via, Smooth Pure White

Printing inks
PMS 295

Dear Members of the Columbia College Community:

Endreetumsan exero core modigna feu faccum nos nos at, cortie dolorper at. Duisi bla faccum ils alissequat, quat hupt at lore dolor amcon vel incilqui tat. Onsed min hendiat. Iniam, quissit exerost ionequis adionium eguat dunt vel ut ad dolor tp exer susciduis aliaq nostis nulput eros eugait lor autat amet luptat, quamcor percil er sustrud tio odolore mincip ea cor sed magna commolenem dunt wissed magnis del etuero et la feugueret. Ut nonullan hent la augait, quat eugait velesto corpo ad tem zzrillam nim augait iliquatis nist ate commy niatn henim zzriliquit. Ut luptatie dolortie eniat. Ut aliquipsu aliquat alit prat. Em eui ea feum quam vulputat in henim inisis euiipsum iniat.

Nulputet volobore el iliscilit iusto ero cortie min velis eriurem autpat nulput eru bla facilla ndrero endrem do dip eumsandrerat ipsis non ute tet nit, quis er sum vel dolorem adiametue tat. Rosto conse volore do dolor sim nonsequi et, quamet eugait, quip tem aute feu feugue do od min ulluptatem dolore min vel dusci tis dolenisit volenisit, con henis er accum in ea feuis nis autetusman utat incing elis num dimam vullaorem zziurebellsas un vieas meauri veuulsualite tneia lise di hte conullut bla facilla ndrero endrem do dip eumsandrerat ipsis non ute tet nit, quis er sum vel dolorem la feugue ensuite alis nis dit laoreet nulla co simmy nos atummy nulputem ing ex ea adit la faciduis augait velesto nummy nos niamet ipsicil lamcommy nullaor perat.

Essequatetetum non utpat. Ut aliquautue min hent lobore dolutpat vel ulla faci blam dolore dolor secte feugiam, sed elit lut wiscillaor iuriuem zziurelit nullamcon esto dolore feuipuascp et, ulluptatem dolore min dusci tis venisi.

Sincerely,

Dr. Scott Dalrymple
President
BUSINESS CARD

The standard Columbia College business card is 3.5 x 2 inches in a horizontal orientation. The logo is to be positioned as shown and printed in college navy and gray. In the beginning of the 2015-16 fiscal year, the design of the business cards changed to incorporate the stacked logo instead of the primary logo to follow brand standards of logo size.

Available fields for personalization:
Name               Office phone number               Street address
Title              Fax or 800 or cell phone number         City, state, zip
Department/location College email

To order standard business cards, order online with Mail, Imaging & Print Services Storefront at https://mps.ccis.edu.

BUSINESS CARD FRONT

Size
3.5 x 2 inches

Orientation
Horizontal

Paper
Mail, Imaging & Print Services brand stock

Printing
Full-color

COLUMBIA COLLEGE
MISSION: Columbia College improves lives by providing quality education to both traditional and nontraditional students, helping them achieve their true potential.
VISION: Columbia College will be a highly innovative institution of higher education, dedicated to excellence in both its traditional and nontraditional programs nationwide.
VALUES: We believe all students deserve access to affordable, quality education. We believe higher learning should be individualized, innovative and flexible. We believe a liberal arts core curriculum produces globally engaged citizens who are creative, curious and ethical. We believe people of all beliefs and backgrounds should engage in civil discourse and discovery.

BUSINESS CARD BACK

The preferred option for the back side of the business card includes the Columbia College mission, values and vision statement. However, if desired, there are three other options to choose from that can be used for the back side.
BUSINESS CARD SAMPLES

Sample front design of standard business card layout options:
- Two-lined department name
- The “of Missouri” locations
- Locations with three-lined addresses
- A long job title

Sample back design of standard business card layout options:
- Map of Nationwide locations
- List of Nationwide locations
- Blank

Special requests through Public Relations:
- Department cards
- Appointment backs
FOLDED NOTECARD & ENVELOPE

For personal, yet professional, handwritten communication, these 5.5 x 4.25 inch notecards simply display the full-color logo on the outside front, the college's address on the back and is blank inside. A2 matching envelopes are available as well.

To obtain folded notecards, order online at https://mps.ccis.edu.

MAILING LABEL

4 x 3.5 inch mailing labels are produced in one or two colors as shown below.

To obtain mailing labels, order online at https://mps.ccis.edu.

CUSTOM NAMETAG

Custom adhesive nametags with individual names and titles with the Columbia College logo are available online at https://mps.ccis.edu.
NOTEPADS

5 x 7 inch notepads are available in full color. Each notepad has 40 sheets, chipboard on the back and is glued along the top edge.

There are lined notepads available as well in either a 4 x 6 inch or a 8.5 x 11 inch pads. Each have 40 sheets, chipboard on the back and are glued together at the top.

To obtain these lined notepads, order online at https://mps.ccis.edu and indicate the size, number of pads and your personalized text.
NAMETAG

Columbia College nametags with individual titles are available by contacting Human Resources, located in Missouri Hall, Room 123, at (573) 875-7495 or humanresources@ccis.edu.

EMAIL SIGNATURE

To address electronic communication, the following signature options have been developed for use in email correspondence. To obtain information on how to set up your email signature, contact Technology Services, located in Launer Hall, Room 001, at (573) 875-HELP or CCHelpDesk@ccis.edu.

Leslie Kennon
Associate Director of Creative Services
Public Relations
(573) 875-7319
lakennon@ccis.edu

Robert Boone
Associate Vice President
Columbia College Global Military

Debra Hartman
Director, Crystal Lake
(815) 477-5440
dhartman@ccis.edu

Leslie Kennon
Associate Director of Creative Services
Public Relations
(573) 875-7319
lakennon@ccis.edu

Columbia College
1001 Rogers Street
Columbia, MO 65216
www.ccis.edu

Columbia College of Missouri
446 North Route 31
Crystal Lake, IL 60012
www.ccis.edu
POWERPOINT TEMPLATES

Branded PowerPoint templates have been created to provide consistent and professional presentations. To obtain these files, please contact Technology Services at (573) 875-HELP or visit CougarTrack and select from the menu: Faculty/Staff, Services and Resources, Public Relations, CC PowerPoint Backgrounds.

Slide options:
Slide one is meant as a beginning and end slide, slide two would be secondary pages.

Slide options:
Slide one is meant as a beginning and end slide.
Additional brand elements
PHOTOGRAPHY

REQUESTING PHOTOGRAPHY
To request photography services, fill out and submit a photography request form located at www.ccis.edu/pr in the menu along the left-hand column. Public Relations will evaluate each request based on merit, timeframe and availability of the photographer.

If assistance is needed when scheduling a shoot or filling out the form, please contact Kaci Smart, assistant director, photographer & graphic designer, at kjsmart1@ccis.edu.

Public Relations is not responsible for reserving locations other than Brown Hall Studio.

If Public Relations is unable to provide services for your request, we can contract a photographer for you at your own cost.

PERMISSIONS
Before, or at the time of the shoot, the requestor must provide the completed Columbia College photo and video release form that includes all subjects that will participate in each shoot. There is a Columbia College institutional partnership release form that can be obtained and used as well.

Obtain forms by contacting Public Relations at prcreativeservices@ccis.edu or Kaci Smart at kjsmart1@ccis.edu.

Military photo guidelines
Office of Assistant Secretary of Defense (Public Affairs)

There are specific Department of Defense guidelines for using photos of servicemembers. The guidelines apply whether the photo is taken on or off a military base.

- There may be no insignia (rank, name, unit patches) of any kind displayed in the photo.
- The photo may use camouflage attire without insignia, but it cannot show faces. A military backpack can be used in the photo.
- Testimonials are OK, if the individual has completed his or her degree and is not endorsing the college. For example, the individual cannot say “I recommend Columbia College.”
  - If a testimonial is used, the photo must show the individual in civilian attire but text can identify them by name and branch of service.
  - There must be written permission to use the testimonial from the individual.
MERCHANDISE

On many occasions, Columbia College apparel is requested.

If your department is interested in placing a group order of apparel (requires a minimum of 12 items), please email promoitems@ccis.edu.

Columbia College promotional items may be purchased online in CougarTrack select under the menu: Faculty/Staff, Services and Resources, Miscellaneous, Purchase Promotional Items.

If you have any questions or are interested in items not on the site please email promoitems@ccis.edu.
Editorial style guidelines
EXPLANATION OF STYLE

Columbia College utilizes different styles depending on the audience that will be addressed and the type of publication. The key types of styles are editorial (primary), academic, military and event-focused. When in doubt, use the editorial style.

**College editorial style** follows Associated Press (AP) style and is the default style for the college. However, there are variations in style that are addressed in this guide. For questions about style that are not addressed within this guide, please reference AP style at [www.apstylebook.com](http://www.apstylebook.com).

Editorial style will be utilized for the following items:

- Athletics information
- Media alerts, news releases, captions/cutlines
- Posters/flyers not related to an event
- Feature articles
- Blogs
- Newsletters (printed and online)
- Brochures/publications/magazines
- Collateral materials
- Website copy

**MILITARY STYLE:** When writing for the above-mentioned list, military references should follow the guidelines beginning on page 56. However, on programs or other event information, military references and titles specific to each military branch may be utilized when the primary audience is related to and understands military procedure.

**ACADEMIC STYLE:** When writing for a purely academic audience or when writing biographies for faculty.

**EVENT STYLE:** When writing publicity pieces related to an event. All approval and/or inquiries about this style should be made through staff members in Events.
DETAILS SPECIFIC TO COLLEGE EDITORIAL STYLE

**Capitalization**
Capitalization should be limited in its use, only to be used for the first word of a title or where proper names are concerned.

EXAMPLE: Students named to dean’s list at Columbia College-Fort Worth

**Commas**
Use commas to separate elements in a series, but do not put a comma before the conjunction in a simple series.

EXAMPLE: Students, teachers and parents will start arriving at noon.

**Dates**
Years are never used unless referencing a year before or after the current year; the current year is assumed. Months are abbreviated when used with a date; the month is spelled out when referencing a year.

EXAMPLES: Aug. 25 or August 2011

There are no abbreviations for months with five letters or fewer.

|------|-------|------|------|

**Personal titles**
Use complete spelling as opposed to abbreviations for job titles. Job titles are not capitalized unless directly preceding a name.

EXAMPLE: President Dr. Scott Dalrymple, but Dr. Scott Dalrymple, president.

Campus Director Suzie Q, or, Suzie Q, campus director.

**Composition titles**
Italics are used to denote the following titles:

- Books
- Computer games
- Movies
- Operas
- Plays
- Poems
- Albums or songs
- Radio or TV programs
- Lectures
- Speeches
- Artwork
- Spaces

Utilize one space after a sentence, not two.

EXAMPLE: Columbia College has more than 30 locations across the country. Eighteen of those locations are on military bases.

**States**
Spell out state names whenever they appear in the body of a story, whether the state stands alone or is used in conjunction with a city. When a city and state are used together in the middle of a sentence, punctuate it with one comma after the city and one comma after the state.

EXAMPLES: Columbia College has eight locations in Missouri. The residential campus is located in Columbia, Missouri. The campus in Columbia, Missouri, has been there since 1851.

An exception to the rule: The marketing department may use postal abbreviations to save space in advertising.

EXAMPLE: San Luis Obispo, CA, instead of San Luis Obispo, California.

**State abbreviations**
Abbreviate state names only when used for a dateline. If a complete address is listed (on an ad or brochure, etc.), then use postal service abbreviations, which are in parentheses below.

EXAMPLES:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Ariz. (AZ)</td>
<td>Ky. (KY)</td>
<td>N.J. (NJ)</td>
<td>S.D. (SD)</td>
</tr>
<tr>
<td>Ark. (AR)</td>
<td>L.A. (LA)</td>
<td>N.Y. (NY)</td>
<td>Tenn. (TN)</td>
</tr>
<tr>
<td>Calif. (CA)</td>
<td>Md. (MD)</td>
<td>N.M. (NM)</td>
<td>Vt. (VT)</td>
</tr>
<tr>
<td>Conn. (CT)</td>
<td>Mich. (MI)</td>
<td>N.C. (NC)</td>
<td>Wash. (WA)</td>
</tr>
<tr>
<td>Del. (DE)</td>
<td>Minn. (MN)</td>
<td>N.D. (ND)</td>
<td>W. Va. (WV)</td>
</tr>
<tr>
<td>Fla. (FL)</td>
<td>Miss. (MS)</td>
<td>Okla. (OK)</td>
<td>Wis. (WI)</td>
</tr>
<tr>
<td>Ga. (GA)</td>
<td>Mo. (MO)</td>
<td>Ore. (OR)</td>
<td>Wyo. (WY)</td>
</tr>
<tr>
<td>Ill. (IL)</td>
<td>Mont. (MT)</td>
<td>Pa. (PA)</td>
<td></td>
</tr>
<tr>
<td>Ind. (IN)</td>
<td>Neb. (NE)</td>
<td>R.I. (RI)</td>
<td></td>
</tr>
</tbody>
</table>
DETAILS SPECIFIC TO ACADEMIC STYLE

Academic style includes some stark differences from editorial style, including the use of serial commas, the capitalization of words in headlines and the use of the year when writing out a date.

**Abbreviations**
All words should be spelled out unless space dictates the use of an abbreviation.

**Bold**
You may use boldface discreetly and infrequently to assist with readability.

**INCORRECT:** Dr. Brad Lookingbill was interested in providing all information to his students.

**Correct:** Dr. Brad Lookingbill was interested in providing all information to his students.

**CORRECT:**

<table>
<thead>
<tr>
<th>Subhead 1</th>
<th>Subhead 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information</td>
<td>Information</td>
</tr>
<tr>
<td>Information</td>
<td>Information</td>
</tr>
</tbody>
</table>

**Capitalization**
Capitalize words at the beginning of a sentence; all words in titles, headlines and subheadlines except for articles, such as “a,” “an,” “the,” and when using proper nouns and trade names.

**EXAMPLE:** Columbia College Introduces a New Brand

**Commas**
Use a comma between elements (including before and/or) in a series of three or more items.

**EXAMPLE:** Students, teachers, and parents will start arriving at noon.

**Dates**
All dates will include the year for historical reference. Months will be spelled out. Times exactly on the hour should have a colon, followed by “00.”

**EXAMPLE:**

- November 21, 2011
- 2:00 p.m., Monday, November 21, 2011

**Italics**
Italics can be used for the following items:
- Titles of books
- Periodicals and microfilm publications
- Music albums
- Genera, species and varieties
- Introduction of a new, technical or key term or label (after a term has been used once, do not italicize it);
- Letter, word or phrase cited as a linguistic example
- Words that could be misread.

In general, use italics infrequently.

**EXAMPLE:** Dr. Brad Lookingbill will edit a book titled, *A Companion to Custer and the Little Big Horn Campaign.*

**Quotation marks**
Use double quotation marks to introduce a word or phrase used as an ironic comment, slang or as an invented or coined expression. Use quotation marks the first time the word or phrase is used; thereafter, do not use quotation marks. Quotation marks utilized in this fashion should be used sparingly.

**EXAMPLES:**

- Considered “normal” behavior
- The “good-outcome” variable … the good-outcome variable [no quotation marks after the initial usage]

Quotations should be used to denote chapter, article or song titles.
DETAILS SPECIFIC TO THE MILITARY

Acronyms
Acronyms are capitalized, but the terms to which they refer are only capitalized if they are proper nouns. Do not capitalize a term solely because it is assigned an acronym. Periods are not necessary in most cases.

INCORRECT: They were overrun by Security Forces during an Operational Readiness Exercise.
CORRECT: They were overrun by security forces during an operational readiness exercise.

INCORRECT: Forward Operating Base (FOB)
CORRECT: forward operating base (FOB)
CORRECT: Forward Operating Base (FOB) Walton

Capitalization:
Proper nouns. A proper noun names a particular person, place or thing. Capitalize all proper nouns, to include names of people, organizations, operations and exercises (e.g., Sgt. Sharon Anderson, Department of Defense, Iraqi Freedom, Cobra Gold).

Capitalize proper names of foreign military branches: British Royal Air Force, not British Royal air force. However, in accordance with the rule above, the common noun would be British air force. In the same vein, it is Afghan National Army, yet Afghan army.

Capitalize when referring to U.S. forces. Use the designated term when referring to another country’s military.

Army: Capitalize when referring to U.S. forces.
- The U.S. Army.
- They were driving Army trucks.
- They were serving in the Army Reserves.

Air Force: Capitalize when referring to U.S. forces. Do not use the abbreviation USAF.
- The U.S. Air Force.
- They were following Air Force regulations.

Coast Guard: Capitalize when referring to U.S. forces.
- The U.S. Coast Guard.
- If referring to U.S. forces, capitalize Guard members.

Marines: Capitalize when referring to U.S. forces.
- The U.S. Marines.
- Those students are Marines.

National Guard: Capitalize when referring to U.S. forces.
- The U.S. National Guard.
- The National Guard provided natural disaster relief.

Navy: Capitalize when referring to U.S. forces.
- The U.S. Navy.
- The Navy ships docked safely.

Capitalize soldier, sailor, airman and Marine when referring to U.S. forces (U.S. Soldiers, but Dutch soldiers). However, cadet and midshipman are ranks, so capitalize only when using before a name.

Common nouns. A common noun names categories of persons, places or things.
- Capitalize common nouns only if they are part of a proper noun, such as a title or an organization (e.g., U.S. Embassy, Patriot Exercise 2007).

Capitalize a military rank when used as a formal title before an individual’s name. Titles should be spelled out if use of the abbreviation could be confusing. After the first reference, do not continue to use the title. Spell out and lowercase a title when it is substituted for a name.
- U.S. Army Lt. Gen. Ray Odierno
- Capt. Mike Spencer
- The captain will arrive soon.

Do not use all capital letters for anything but acronyms. Ship names, release status and other terms all should be regular text. For example:
- Military Sealift Command hospital ship USNS Comfort (T-AH 20) moors off the coast of El Salvador. The ship is on a four-month humanitarian mission.

Retired:
Do not abbreviate. When referring to retired military personnel, use the word “retired” before the rank and name. Do not use the abbreviation “ret.”

EXAMPLES: The guest of honor is retired U.S. Marine Corps Gen. Peter Pace.

Servicemembers vs. service members
A generic term for soldiers, airmen and many other titles but not for Marines. One word when used internally; AP style dictates it is two words for use in media and publications.

Active duty
Two words without a hyphen, unless modifying another noun.

EXAMPLES: She is an active-duty soldier.
She is on active duty.
**Titles:**
If you currently serve or have previously served in the military, do not anticipate that your title will appear as it does in military correspondence. Department of Defense Public Information Officer Training teaches AP style as a way to create a uniform method of communicating about the military. Therefore, to stay consistent with Department of Defense procedures and those of all military branches, the following is an abbreviated list of common titles. For questions about how to abbreviate titles, please contact a member of Public Relations in editorial services (see page 68).

**Plurals**

### ARMY

<table>
<thead>
<tr>
<th>COMMISSIONED OFFICERS</th>
<th>WARRANT OFFICERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>general</td>
<td>chief warrant officer five (CW5)</td>
</tr>
<tr>
<td>lieutenant general</td>
<td>chief warrant officer four (CW4)</td>
</tr>
<tr>
<td>major general</td>
<td>chief warrant officer three (CW3)</td>
</tr>
<tr>
<td>brigadier general</td>
<td>chief warrant officer two (CW2)</td>
</tr>
<tr>
<td>colonel</td>
<td>warrant officer (W01)</td>
</tr>
<tr>
<td>lieutenant colonel</td>
<td>Sgt. Maj. of the Army</td>
</tr>
<tr>
<td>major</td>
<td>Command Sgt. Maj.</td>
</tr>
<tr>
<td>captain</td>
<td>Sgt. Maj.</td>
</tr>
<tr>
<td>first lieutenant</td>
<td>1st Sgt.</td>
</tr>
<tr>
<td>second lieutenant</td>
<td>Staff Sgt.</td>
</tr>
<tr>
<td></td>
<td>Sgt.</td>
</tr>
<tr>
<td>corporal</td>
<td>Cpl.</td>
</tr>
<tr>
<td>specialist</td>
<td>Spc.</td>
</tr>
<tr>
<td>private first class</td>
<td>Pfc.</td>
</tr>
<tr>
<td>private</td>
<td>Pvt.</td>
</tr>
</tbody>
</table>

### NAVY, COAST GUARD

<table>
<thead>
<tr>
<th>COMMISSIONED OFFICERS</th>
<th>WARRANT OFFICERS</th>
<th>ENLISTED PERSONNEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>admiral</td>
<td>master chief petty officer of the Navy</td>
<td></td>
</tr>
<tr>
<td>vice admiral</td>
<td>master chief petty officer</td>
<td></td>
</tr>
<tr>
<td>rear admiral upper half</td>
<td>senior chief petty officer</td>
<td></td>
</tr>
<tr>
<td>rear admiral lower half</td>
<td>chief petty officer</td>
<td></td>
</tr>
<tr>
<td>captain</td>
<td>petty officer first class</td>
<td></td>
</tr>
<tr>
<td>commander</td>
<td>petty officer second class</td>
<td></td>
</tr>
<tr>
<td>lieutenant commander</td>
<td>petty officer third class</td>
<td></td>
</tr>
<tr>
<td>lieutenant</td>
<td>seaman</td>
<td></td>
</tr>
<tr>
<td>lieutenant junior grade</td>
<td>seaman apprentice</td>
<td></td>
</tr>
<tr>
<td>ensign</td>
<td>seaman recruit</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ENLISTED PERSONNEL</th>
</tr>
</thead>
<tbody>
<tr>
<td>sergeant major of the Army</td>
</tr>
<tr>
<td>command sergeant major</td>
</tr>
<tr>
<td>sergeant major</td>
</tr>
<tr>
<td>first sergeant</td>
</tr>
<tr>
<td>master sergeant</td>
</tr>
<tr>
<td>sergeant first class</td>
</tr>
<tr>
<td>staff sergeant</td>
</tr>
<tr>
<td>sergeant</td>
</tr>
<tr>
<td>corporal</td>
</tr>
<tr>
<td>specialist</td>
</tr>
<tr>
<td>private first class</td>
</tr>
<tr>
<td>private</td>
</tr>
</tbody>
</table>
MARINE CORPS
Ranks and abbreviations for commissioned officers are the same as those in the Army. Warrant officer rankings follow the same system used in the Navy. There are no specialist rankings.

<table>
<thead>
<tr>
<th>OTHERS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>sergeant major of the Marine Corps</td>
<td>Sgt. Maj. of the Marine Corps</td>
</tr>
<tr>
<td>sergeant major</td>
<td>Sgt. Maj.</td>
</tr>
<tr>
<td>master gunnery sergeant</td>
<td>Master Gunnery Sgt.</td>
</tr>
<tr>
<td>first sergeant</td>
<td>1st Sgt.</td>
</tr>
<tr>
<td>master sergeant</td>
<td>Master Sgt.</td>
</tr>
<tr>
<td>gunnery sergeant</td>
<td>Gunnery Sgt.</td>
</tr>
<tr>
<td>staff sergeant</td>
<td>Staff Sgt.</td>
</tr>
<tr>
<td>sergeant</td>
<td>Sgt.</td>
</tr>
<tr>
<td>corporal</td>
<td>Cpl.</td>
</tr>
<tr>
<td>lance corporal</td>
<td>Lance Cpl.</td>
</tr>
<tr>
<td>private first class</td>
<td>Pfc.</td>
</tr>
<tr>
<td>private</td>
<td>Pvt.</td>
</tr>
</tbody>
</table>

AIR FORCE
Ranks and abbreviations for commissioned officers are the same as those in the Army.

<table>
<thead>
<tr>
<th>ENLISTED DESIGNATIONS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>chief master sergeant of the Air Force</td>
<td>Chief Master Sgt. of the Air Force</td>
</tr>
<tr>
<td>chief master sergeant</td>
<td>Chief Master Sgt.</td>
</tr>
<tr>
<td>senior master sergeant</td>
<td>Senior Master Sgt.</td>
</tr>
<tr>
<td>master sergeant</td>
<td>Master Sgt.</td>
</tr>
<tr>
<td>technical sergeant</td>
<td>Tech. Sgt.</td>
</tr>
<tr>
<td>staff sergeant</td>
<td>Staff Sgt.</td>
</tr>
<tr>
<td>senior airman</td>
<td>Senior Airman</td>
</tr>
<tr>
<td>airman first class</td>
<td>Airman 1st Class</td>
</tr>
<tr>
<td>airman</td>
<td>Airman</td>
</tr>
<tr>
<td>airman basic</td>
<td>Airman</td>
</tr>
</tbody>
</table>
COLUMBIA COLLEGE
EDITORIAL STYLE
(TO BE UTILIZED REGARDLESS OF AUDIENCE)

Academic subjects
Lowercase the subject name except with the subject English, which is always capitalized.

Accreditation designations
Place accreditation designations after academic degree designations for correspondence purposes:
EXAMPLE: Jane Smith, Ph.D., APR
Do not use accreditation designations in news releases.

Acronyms
Set off the name of organizations with acronyms. Spell out the full name on first reference, but use acronyms thereafter.
EXAMPLE:
- Johnson works for the Columbia College Global office. He says CC Global is the best place he’s ever worked.
- You may write out the full name of a title, office, etc., and follow with “known as.”
- The place to call is the Environmental Protection Agency, known as EPA.
- Development, Alumni & Public Relations, known as DAPR.

Advisor
Not adviser

Afterward
Not afterwards

Ageism, handicaps, sexism
Elderly and disabled are adjectives, not nouns.
Handicap should be avoided in describing a disability. Disabled is a general term used for a physical, mental, developmental or intellectual disability. Do not use mentally retarded. Senior citizen is preferred over elderly. Wheelchair user is a general term for people who use wheelchairs for independent mobility. Do not use confined to a wheelchair, or wheelchair-bound.
EXAMPLE: a disabled veteran

Ages
Always use figures when stating ages, even if under 10.
EXAMPLE: The boy is 12 years old. The law is 8 years old.
When the context does not require “years” or “years old,” just use the figure.
EXAMPLE: He is 30.
Use hyphens when ages are expressed as adjectives or substituted for a noun.
EXAMPLE: A 60-year-old woman; the 2-year-old was obnoxious.

Almost vs. nearly
Use “almost” when referring to “not exactly” or “not entirely.”
EXAMPLE: We are almost there.
Use “nearly” when talking about numbers.
EXAMPLE: We serve nearly 900 students through the tutoring center.

Also
The word “also” should precede the verb.
EXAMPLE: Lunch also will be served.

Although vs. while
For clarity, only use while when you mean “simultaneously.” If contrast is meant, change to “although” at the beginning of a clause and “though” in the middle of one.
EXAMPLE: While the siren sounded, students were led to the courtyard.
EXAMPLE: Although the siren sounded, the students remained at their desks.
EXAMPLE: The siren sounded, though there was no fire.

Alumni class
The name should be followed by an apostrophe and the class year. Note the apostrophe swerves to the left, not the right.
Use first name, maiden name and married name when referring to an alumna who is married, followed by an apostrophe and the class year. If she is not married, use her first and last name, along with an apostrophe and class year.
EXAMPLE: Mable Chartsky Strue ’55
EXAMPLE: Mable Chartsky ’55
For males, just the first and last name will do, along with an apostrophe and the class year.
EXAMPLE: Barney Smith ’13
If the alumnus or alumna graduated more than 100 years ago, write out the entire year to avoid confusion with those who graduated recently.

**EXAMPLE:** Marge Johnson Henry 1901; Mona Manuel Davidson 1911; Ruth Graham ’19

**EXAMPLE:** Darbi Gibson Hebrank ’04, ’07; Zach Rockers ’15, ’16

Capitalize class when referring to a specific graduating class.

**EXAMPLE:** Class of 1997

### Alumnus, alumni, alumna, alumnae

Never use the word alumn or alums.

Use “alumnus” (alumni in plural) when referring to a man who has attended a school.

Use “alumna” (alumnae in plural) for a woman in a similar reference.

Use “alumni” when referring to a group of men and women.

- When it’s a group of Christian College alumni, always use alumnae.

If you are using the noun in a neutral way, the default is an alumnus.

**EXAMPLE:** If you are an alumnus of the college, please come visit.

### Apostrophes

For possessives: If you can turn the phrase around and insert “for” between the words, it is merely a descriptive phrase rather than truly possessive and therefore doesn’t need an apostrophe.

- Teachers college (a college for teachers); writers guide (a guide for writers); veterans home (a home for veterans)
- If it is a formal organization, follow the organization’s preference.
- In determining whether to use an ’s or an s’: If the word ends in S, and the following word starts with a letter other than an S, you can use ’s. If the next word does start with an S, use s.’

**EXAMPLE:** Hostess’s dress

**EXAMPLE:** Hostess’ seat

### Backward

Not backwards

### Board of directors, board of trustees

Lowercase unless using the full name of the group. Board is singular. In subsequent uses, refer to it as an “it,” not a “they.”

**EXAMPLE:** The Columbia College Board of Trustees

**EXAMPLE:** The board of trustees

### Board of trustees members

- Walter E. Bixby III ’82, chair
- Helen (Dale) Coe Simons ’65, vice chair
- George W. Hulett, Jr., treasurer
- Jolene Marra Schulz ’61, secretary
- Lynne Stuver Baker ’64
- Lex Cavanah
- Jerry Daugherty
- Dr. Kenneth Felts, faculty
- Daisy Willis Grossnickle ’66
- Lieutenant General Richard C. Harding
- Mitchell R. Humphreys, MD
- June M. Hurdle ’83
- Christina Ingoglia, faculty
- William J. “Bill” Johnston ’82, alumni association board
- Reverend Brad Stagg
- Gary Tatlow
- Carol Winkler ’93
- Janet Carter Wright ’58

### Board of trustees emeriti

- Thomas E. Atkins III Hon. ’99
- Eliot F. Battle
- Mary S. Branton
- Gary Drewing
- William D. Eckhoff
- Bo M. Fraser
- Don L. Landers
- Robert W. Maupin
- R. Marvin Owens Hon. ’03
- Peggy Lamke Price ’43
- Richard S. Pryor ’77
- Honorable John A. Schiffman Jr. ’04
- Daniel L. Scotten
- Martha Stephens Toler ’46
- Rev. Dr. John Yonker

### Building and facility names

Never abbreviate, unless in tabular form. Capitalize the proper names of buildings, including the word building if it is an integral part of the proper name: Empire State Building. Following is a list of most Columbia College facilities.

- Atkins-Holman Student Commons
- Banks Hall
- Brown Hall
- Buchanan Hall
- Columbia House
- Cougar Village
- Dorsey Hall
- Dulany Hall
- Ether L. Bruce Mathematics Center (Mathematics Center)
- Federal Hall
Gene & Fran Koepke Fitness Center (Koepke Fitness Center)
Gerald T. and Bonnie M. Brouder Science Center (Brouder Science Center)
Hinshaw Building
Hughes Hall
Kirkman House
Launer Hall, Launer Auditorium
Miller Hall
Missouri Hall
Ousley Family Veterans Service Center (Veterans Services)
Practice Hall
R. Marvin Owens Soccer Field (Owens Soccer Field)
Robnett-Spence Center
Science Lab Annex
Elizabeth Toomey Seabrook Writing Center and Tutoring Services (Writing Center)
Southwell Complex
Southy Building
St. Clair Hall
Stafford Library
Steven F. and Barbara Fishman Center for Entrepreneurship (Fishman Center)
Tenth Street Center
Wightman Building
Williams Hall

By the numbers
• There are 35 physical, geographic locations including Columbia, Missouri, Day and Evening campuses, excluding the Online Program.
• There are 35 Nationwide locations beyond the main campus in Columbia, Missouri.
• There are 38 locations when including the Online Education program.

Use a hyphen (not an em-dash) to separate Columbia College and the location. They are:
○ Columbia College-Denver
○ Columbia College-Coast Guard Island
○ Columbia College of Missouri-Crystal Lake
○ Columbia College of Missouri-Elgin
○ Columbia College-NS Everett/Marysville
○ Columbia College of Missouri-Fort Drum
○ Columbia College-Fort Leonard Wood
○ Columbia College-Fort Sill
○ Columbia College-Fort Stewart
○ Columbia College-Fort Worth
○ Columbia College of Missouri-Freeport
○ Columbia College-Guantanamo Bay
○ Columbia College of Missouri-Hancock Field
○ Columbia College-Hunter Army Airfield
○ Columbia College-Jacksonville
○ Columbia College-NAS Jacksonville
○ Columbia College-Jefferson City
○ Columbia College-Kansas City
○ Columbia College of Missouri-Lake County
○ Columbia College-Lake of the Ozarks
○ Columbia College-Lemoore
○ Columbia College-Los Alamitos
○ Columbia College-Mesquite
○ Columbia College-Moberly
○ Columbia College-Orlando
○ Columbia College-Patrick Air Force Base
○ Columbia College-Redstone Arsenal
○ Columbia College-Rolla
○ Columbia College-Salt Lake
○ Columbia College-San Diego
○ Columbia College-San Luis Obispo
○ Columbia College-Springfield
○ Columbia College-St. Louis
○ Columbia College-Whidbey Island

Do not use hyphens with Evening and Online naming:
○ Columbia College Evening Campus
○ Columbia College Online Education

An additional course location is available in Waynesville, Missouri. This location is supervised by the location director of Columbia College-Fort Leonard Wood.

Bullets
Introduce items in a list, and follow the introduction with a colon. Capitalize the first word of each item. If the introduction and an item in the list make a complete sentence, follow the item with a period. If the introduction and an item in the list do not make a complete sentence, do not use punctuation at the end of the item. If there is no introduction, no punctuation is needed.

EXAMPLE:
Columbia College offers:
○ Eight-week sessions.
○ Start-and-stop flexibility.
○ Financial aid.

EXAMPLE:
Columbia College offers the following options:
○ Eight-week sessions
○ Start-and-stop flexibility
○ Financial aid

 Campuses
Day Campus, Evening Campus, Online Education,
Nationwide locations

• Capitalize both words except in the case of “locations.” However, when utilizing two campuses together: Day and Evening campuses.
Century
Lowercase, spelling out numbers less than 10
EXAMPLE: The first century
EXAMPLE: The 21st century

Classes
Lowercase the names of classes as: graduate (not postgraduate), senior, junior, sophomore, freshman.
EXAMPLE: Scooter Cougar is a graduate student.
EXAMPLE: Joe Smith is a senior.

Columbia College
Columbia College, but “the college” in casual references (not “the College” or “Columbia”). “CC” may be utilized in reference to athletics and only in informal uses.

Commas
Always use:
• After words in a series, but not before “and” or “or” unless the meaning is unclear.
  o She ate a pizza, salad and ice cream for lunch.
• After an introductory dependent clause in a complex sentence.
  o Until the bell rang, students studied for the test.
• After an introductory independent clause in a compound sentence, before the coordinating conjunction. If the two clauses can stand independently, there should be a comma. Coordinating conjunctions include:
  o For
  o And
  o Nor
  o But
  o Or yet
  o So
EXAMPLE: “John hung up the phone, but Jill thought she was still on the phone.” Comma needed because both clauses could be their own sentences.
EXAMPLE: “Jill hung up the phone and sighed.” A comma is not needed because there are not two independent clauses.
• Around nonessential, nonrestrictive words, phrases and clauses.
  o “Which” always introduces a nonrestrictive clause; “that” always introduces a restrictive clause.
• See the that/which entry for more.
  o The third house that has green shutters is mine.
  o The third house, which has green shutters, is mine.
• After introductory participial phrases.
  o Waiting in line, the student got restless.
• After two or more introductory prepositional phrases.
  o In June of this year, Daren will go to Jamaica.

Committee names
Committee names should be spelled out in all references. Do not use abbreviations.
EXAMPLE: I attended the Administrative Council meeting.

Compose/comprise
Use compose when the preposition “of” follows.
• The committee is composed of seven members.
• The committee comprises seven members.

Contractions
Do not use contractions if possible (don’t, isn’t, can’t, won’t, etc.)

CougarMail
Note the capitalization and no space between words

CougarTrack
Note the capitalization, no space between words and singular form rather than plural. “CougarTrack,” not “CougarTracks.”

Course names and numbers
Class and course should never be used interchangeably. A class is a particular section of a course. For example, a course would be Psychology 270, but there may be several classes of Psychology 270 taught at any given time.
• Spell out course titles when used in stories/articles/news releases; abbreviate for Web uses and schedules, brochures, tables, etc. Do not place course names in italics or quotes.
• When they are spelled out, capitalize course names.
  Use Arabic numerals and capitalize the subject when used with a numeral.
  o Psychology 270
• When course number and course title are used together, separate by a colon.
  o Psychology 270: Psychology of Emotion
• When abbreviated, capitalize course abbreviation. Use Arabic numerals, and capitalize the subject when used with a numeral.
  o PSYC 270: Psychology of Emotion
• Always include course title if space allows.
Days of the week
Don’t abbreviate except in a table, such as schedule listings.
• (Mon., Tues., Wed., Thurs., Fri., Sat., Sun.)

Dean’s list
Lowercase in most uses; only capitalize “dean’s” if at the beginning of a sentence or headline.
  EXAMPLE: Ellen was thrilled to be on the dean’s list for the third time in a row.
  EXAMPLE: Dean’s list announced for Columbia College

Decades
The 1980s or the ‘80s. Never the 1980’s.

Degrees
Official degree titles:
• Associate degree; Associate in Science
• Bachelor of Arts, Bachelor of Science: Capitalize and note the lack of apostrophe.
  o 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.
  o But “bachelor’s degree in (field)” is preferred when a person is the focus.
• Master of Arts, Master of Science: Capitalize and note the lack of apostrophe.
  o But “master’s degree in (field)” is preferred when a person is the focus.
• In text/paragraphs write:
  o I was happy to earn a bachelor’s degree in Spanish.
  o I wondered about earning a bachelor’s degree in business.
  o The college offers an associate degree in biology.
  o I hold a master’s degree in criminal justice administration.
• Graduate degrees
  o MAT = Master of Arts in Teaching
  o M.Ed. = Master in Educational Policy
  o MBA = Master in Business Administration
  o MSCJ = Master of Science in Criminal Justice
  o Master of Arts in Military Studies should not be abbreviated if at all possible
  o Master of Science in Human Services Administration
• Doctorate degrees
  o Ph.D. = doctorate degree
  o When used in a sentence, use doctorate, not doctoral.
    EXAMPLE: Meet John Jones, who has a doctorate in psychology.
  o When used after a name, an academic abbreviation is set off by commas:
    EXAMPLE: John Jones, Ph.D. spoke.
• Honorary degrees: All references to honorary degrees should specify that the degree was honorary. Do not use Dr. before the name of an individual whose only doctorate is honorary. When referring to a person with an honorary degree, use this abbreviation with the person’s graduating year:
  EXAMPLE: John Jones, Hon. ’14
• Academic minors should be spelled out in all references and should not be capitalized.
  o Master of Business Administration with an emphasis in accounting.
• I have an MBA in accounting.

Department and center names
Lowercase the department/office name when followed by the word office or department. Capitalize when the department or office stands alone.
• I’m going to the admissions office. I’m going to Admissions.
• I work in the public relations department. I work in Public Relations.
• When listing departments and offices in tabular form, it is okay to capitalize.
• Spell out and, except in the following instances:
  o When the ampersand is necessary due to space limitations.
  o When the ampersand provides clarification. For example:
    • Confusing: Mail and Imaging and Printing Services
    • Better: Mail, Imaging & Printing Services
• When listing departments in tabular form.
  o Academic Affairs
  o Accounting
  o Admissions
  o Advancement
  o Alumni Relations
  o Columbia College Global (not CC-Global unless for internal and informal communication)
  o Athletics
  o Bookstore/Barnes & Noble
  o Ether L. Bruce Mathematics Center (Mathematics Center)
  o Business Administration Department
  o Campus Food Services
  o Campus Safety
  o Computer & Mathematical Sciences Department
  o Cougar Café
  o Counseling Services
  o Criminal Justice Administration & Human Services
  o Disability Services
  o Division of Graduate Studies
  o Division of Student Affairs
  o Education Department
  o Enrollment & Marketing
  o Evening Campus
  o Events
Director
Capitalize immediately before a name. Lowercase otherwise.
- Director Linda Jones
- Linda Jones, director
- Ann Merrifield, senior director of Alumni Relations

Dollars and cents
DOLLARS
Always lowercase. Use figures and the $ sign in all except casual references or when the amount is used without a figure.
- Dad, please give me a dollar.
- Dollars are flowing out of here like water out of a faucet.

For specified amounts, the word takes a singular verb.
- I think that $500,000 is a lot of money.

For amounts of more than $1 million, use the $ and numerals up to two decimal places. Do not link the numerals and the word by a hyphen, even if used to modify a noun.
- My ring is worth $3.2 million.
- I won $5.35 million in the lottery.
- He proposed a $200 million budget.
- For amounts less than $1 million: $4, $25, $500, $1,000, $650,000

CENTS
Spell out the word “cents” and lowercase, using numerals for amounts less than a dollar.
- 5 cents, 12 cents, never .05 cents or .12 cents

Use the $ sign and decimal system for larger amounts
- $1.01, $2.50

Dr.
Use “Dr.” on the first reference; utilize only the last name thereafter.
Dr. Scott Dalrymple said … Dalrymple also said…

Ellipses
Used to indicate a deletion of words in text or a pause in conversation. Use three, with a space before and after. To be used sparingly.
- I can’t wait for Friday … yet I’m worried, too.

Em-dash
Use when trying to add drama. Do not let it replace a comma, and do not use it several times in one story. Put a space before and after em-dashes. To get an em-dash, type alt+ctrl+num- or alt+0151, or use the insert symbol feature in word.
- Do not overuse the em-dash — please!
**Ethnicity terms**
As of early 2017, the following are considered correct usages according to the AP Stylebook:

- American Indian or Native American -- not Indian -- is acceptable for those in the U.S. Where possible, be precise and use the name of the tribe. He is a Navajo commissioner.
- Use Asian or Asians when referring to people. Some Asians regard Asiatic as offensive when applied to people. Oriental is an adjective, i.e. Oriental rug, Oriental furniture. Its use is demeaning when used to describe people.
- Black or African-American; it is OK to ask for preference. Although African-American specifically refers to an American black person of African descent. They are not necessarily interchangeable.
- Hispanic or Latino (Latina, feminine) are acceptable for those whose origin is a Spanish-speaking nation, though Latino and Latina are sometimes preferred. Follow the person’s preference and use more specific identification when possible: a Mexican man; a Venezuelan woman; a Cuban emigrant.
- White, not Caucasian

**Events (except in invitations)**
List events in time-date-place sequence. (This is for newsletter stories, news releases, magazine stories, editorials, etc.) When a phrase refers to a month, day and year, set off the year with commas. Times on the hour should be denoted without the minute places. So, 11 a.m., rather than 11:00 a.m. This is different than academic writing style. Do not place a comma after the time.

**EXAMPLE:** The dedication will take place at 11 a.m. Tuesday, May 24, 2005, at St. Clair Hall.

**Firefighters, police officers**
Use the abbreviations listed here when a military-style title is used before the name of a firefighter or police officer outside a direct quotation. Add police or fire before the title if needed for clarity: police Sgt. William Smith, fire Capt. David Jones.

Spell out titles, such as detective, that are not used in the armed forces. Detective is capitalized when it appears before the person’s name.

**Forward**
Not forwards

**Fractions**
Spell out if less than one, and hyphenate.

**EXAMPLE:** Two-thirds, one-eighth

**Gender**
In general, try to avoid attribution of gender unless it is essential to your meaning.

- Air Force servicemember, not airman
- Committee chair, not committee chairwoman
- Firefighter, not fireman
- Police officer, not policeman

**GPA**
Abbreviate “grade-point average” as GPA.

**Grades**
Do not put quotes around grades.

- A grade of C or higher

**Health care**
Always two words, except in the name of a formal title. Add a hyphen if it’s modifying something.

**EXAMPLE:** He believes that health care is a right, not a luxury.

**EXAMPLE:** Jodie decided it was time to make some health-care decisions.

**Holidays**
Always capitalize holidays.

**EXAMPLE:** Veterans Day, Presidents Day, Fourth of July or July Fourth or Independence Day, Mother’s Day, Father’s Day, April Fools’ Day

**Homeschool**
Given current usage for those in the industry, the preferred usage is to use homeschool as one word.

- Homeschooled student
- Homeschooling my child
- I decided to homeschool my child.

**Hopefully**
Don’t use “hopefully” unless you mean to say “in a hopeful manner.” Do not use it to mean “I hope,” “let us hope” or “we hope,” etc.

- **INCORRECT:** Hopefully we can go out for lunch today.
- **CORRECT:** I hope we can go out for lunch today.
- **CORRECT:** We waited hopefully for the winner to be announced.
Hyphenation

Compound modifiers: When a compound modifier precedes a noun, use hyphens to link all the words in the compound: a first-quarter touchdown, a bluish-green dress, a full-time job, a well-known man, a better-qualified woman, a know-it-all attitude, a very good time, an easily remembered rule.

Do not hyphenate adverbs or words that end in -ly.  
**EXAMPLE:** That is a commonly used phrase.

If two words are being used to describe a noun, hyphenate them. If there are two words in a row, such as “ice cream cone,” and the first two words together are already a commonly accepted noun, then leave the hyphen out, unless it’s already in the dictionary with a hyphen.

Many combinations that are hyphenated before a noun are not hyphenated when they occur after a noun: The team scored in the first quarter. The dress, a bluish green, was attractive on her. She works full time. His attitude suggested that he knew it all.

But when a modifier that would be hyphenated before a noun occurs instead after a form of the verb to be, the hyphen usually must be retained to avoid confusion: The man is well-known. The woman is quick-witted. The children are soft-spoken. The play is second-rate.

The principle of using a hyphen to avoid confusion explains why no hyphen is required with very and -ly words. Readers can expect them to modify the word that follows. But if a combination such as little-known man were not hyphenated, the reader could logically be expecting little to be followed by a noun, as in little man. Instead, the reader encountering little known would have to back up mentally and make the compound connection on his own.

**SOME GUIDELINES:**

**AVOID AMBIGUITY:** Use a hyphen whenever ambiguity would result if it were omitted.  
**EXAMPLE:** The president will speak to small-business men. (Businessmen normally is one word. But the president will speak to small businessmen is unclear.)

Others: He recovered his health. He re-covered the leaky roof.

**COMPOUNDS MODIFIERS:** When a compound modifier precedes a noun, use hyphens to link all the words in the compound: a first-quarter touchdown, a bluish-green dress, a full-time job, a well-known man, a better-qualified woman, a know-it-all attitude, a very good time, an easily remembered rule.

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**TWO-THOUGHT COMPOUNDS:** serio-comic, socio-economic.

**COMPOUND PROPER NOUNS AND ADJECTIVES:** Use a hyphen to designate dual heritage: Italian-American, Mexican-American.

No hyphen, however, for French Canadian or Latin American.

**AVOID DUPLICATED VOWELS, TRIPLED CONSONANTS:** Examples: anti-intellectual, pre-empt, shell-like.

**WITH NUMERALS:** Use a hyphen to separate figures in odds, ratios, scores, some fractions and some vote tabulations.

When large numbers must be spelled out, use a hyphen to connect a word ending in -y to another word: twenty-one, fifty-five, etc.

**SUSPENSIVE HYPHENATION:** The form: He received a 10- to 20-year sentence in prison.

Hyphens are not used for monetary figures, however, even when they create compound modifiers: $20 million budget.

**PREFIXES:** Generally do not hyphenate when using a prefix with a word starting with a consonant.

Three rules are constant:

- Except for cooperate and coordinate, use a hyphen if the prefix ends in a vowel and the word that follows begins with the same vowel.
- Use a hyphen if the word that follows is capitalized.
- Use a hyphen to join doubled prefixes: sub-subparagraph.
CO-
Retain the hyphen when forming nouns, adjectives and verbs that indicate occupation or status:

<table>
<thead>
<tr>
<th>co-author</th>
<th>co-pilot</th>
</tr>
</thead>
<tbody>
<tr>
<td>co-chairman</td>
<td>co-respondent (in a divorce suit)</td>
</tr>
<tr>
<td>co-defendant</td>
<td>co-signer</td>
</tr>
<tr>
<td>co-host</td>
<td>co-sponsor</td>
</tr>
<tr>
<td>co-owner</td>
<td>co-star</td>
</tr>
<tr>
<td>co-partner</td>
<td>co-worker</td>
</tr>
</tbody>
</table>

(Several are exceptions to Webster’s New World College Dictionary in the interests of consistency.)

Use no hyphen in other combinations:

| coed | cooperate |
| coeducation | cooperative |
| coequal | coordinate |
| coexist | coordination |
| coexistence | copay |

Suffixes: Follow Webster’s New World College Dictionary. If a word combination is not listed in Webster’s New World College Dictionary, use two words for the verb form; hyphenate any noun or adjective forms.

Internet styles

• Bold all URLs.
• Utilize “www.” ONLY IF leaving that portion off will interfere with navigation; never begin a URL with http.
  o GetEducated.com designated the college as a “Best Buy.”
  o I saw on cnn.com that there were 13 confirmed deaths.
• Whenever possible, keep the URL on one line.
• The word “website” is all one word and lowercase.
• Internet is always capitalized. The Internet is different than a website.
• Email does not use a hyphen, but a hyphen should be used in other situations such as e-book or e-commerce. The “e” should be lowercase unless at the beginning of a sentence.

Interstate 70, 10, 80, etc.

Junior, senior
Abbreviate as Jr. or Sr. only with full name. Do not use comma.

  EXAMPLE: Joseph P. Kennedy Jr.

Last vs. past vs. latest
Only use last when communicating finality, or when past doesn’t work.

  • INCORRECT: In the last magazine issue
  • CORRECT: In the past magazine issue
  • CORRECT: In the latest magazine issue

Like vs. such as
Use like if you mean “like, but not necessarily including” — indicates that two subjects are comparable.

  EXAMPLE: There are new online search engines like Google.

Use such as when you mean “including.”

  EXAMPLE: Some countries, such as Greece and Portugal, require a passport.

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

  EXAMPLE: The commencement ceremony will be Saturday, Dec. 20, at the main campus in Columbia, Missouri.

Months
Capitalize the names of months in all cases. When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov., and Dec. Spell out when used alone or with a year alone. Do not separate just a month and a year with a comma.

  • Aug. 6, 1995
  • Aug. 6
  • August 1995

Names/titles
President Scott Dalrymple; Scott Dalrymple, president of Columbia College
Capitalize and spell out formal titles such as president, vice president, dean, director and chairman when they precede a name. Lowercase elsewhere. Never abbreviate professor and don’t continue in second reference unless part of a quote. Lowercase modifiers, such as “criminal justice.” Place longer titles after the name.

  EXAMPLE:
  • criminal justice department Chairman Barry Langford.
  • President Scott Dalrymple introduced the speaker.
  • Suzanne Rothwell, Executive Director of Advancement, said she agrees.
Use of for directors and for deans and vice presidents.

**EXAMPLE:**
- Tery Donelson, associate vice president for CC Global for Columbia College Global
- Sarah Vordtriebe-Patton, dean of School of Natural Sciences and Mathematics
- Stephanie Johnson, director of Admissions

Whenever possible, never break up a person’s name; keep it all on one line.

Use first names for children to age 18 in stories; use last names when writing about adults.

**EXAMPLE:** Smith has 2-year-old twin daughters named Julie and Jessica. Jessica loves to read.

When two adults share same last name, include first name AND last name to avoid confusion.

**EXAMPLE:** Gary and René Massey love Columbia College. Gary Massey also enjoys traveling.

### None

None is singular. It means “not one.”

**EXAMPLE:** None of us is coming to work today.

### Nonprofit

*Columbia College is a nonprofit, liberal arts college*

Not-for-profit refers to an activity, for example, a hobby (such as fishing).

Nonprofit refers to an organization established for purposes other than profit-making. Note here that nonprofit does not necessarily mean “charitable.”

### Number

Use “No.” as the abbreviation for number in conjunction with a figure to indicate position or rank. Capitalize. Do not use in street addresses or names of schools.

**EXAMPLE:** No. 1 man, No. 3 choice.

### Numerals

Spell out a numeral at the beginning of a sentence. If necessary, recast the sentence. There is one exception — a numeral that identifies a calendar year.

**WRONG:** 993 freshmen entered the college last year.
**RIGHT:** Last year, 993 freshmen entered the college.
**RIGHT:** 1976 was a very good year.

For ordinals:
- Spell out first through ninth when they indicate sequence in time or location.

  **EXAMPLE:** First base, the First Amendment, he was first in line.
- Starting with 10th use figures. Same goes for location anniversaries.
- The principal examples are geographic, military and political designations.

  **EXAMPLE:** 1st Ward, 7th Fleet and 1st Sgt.
- Spell out first through ninth when they indicate sequence in time or location.
- Don’t use superscripts.
- Ages can be used in all references, even 1-9 years of age.

### Percentages

Always write out “percent.” Use figures for the number, even less than 10.

- 10 percent, 1 percent raise

Repeat percent with each individual figure.

- He said 10 percent to 30 percent of the voters will vote before lunch.

Percent takes a singular verb.

### Phone numbers

Use area code and put in parentheses.

**•** (573) 875-7285
**•** (866) 811-1851

For extensions:

**•** (800) 875-7231, ext. 7226
**•** If in a sentence, place a comma after the extension number as well.

### Plural possessives

**INCORRECT:** Timothy’s and I’s stomachs rumbled.
**CORRECT:** Timothy’s and my stomachs rumbled.

**INCORRECT:** Jack’s and Jane’s wedding was in June 2008.
**CORRECT:** Jack and Jane’s wedding was in June 2008.

### Police officers, firefighters

Use the abbreviations listed here when a military-style title is used before the name of a firefighter or police officer outside a direct quotation. Add police or fire before the title if needed for clarity: police Sgt. William Smith, fire Capt. David Jones.

Spell out titles such as detective that are not used in the armed forces. Detective is capitalized when it appears before the person’s name.

### Presently

Means soon, not currently.

### Punctuation with quotation marks

- Commas and periods always appear within quotation marks.
- The dash, semicolon, question mark and exclamation point go within the quotation marks when they apply to quoted matter only, and go outside when they apply to the whole sentence.
**Quotation marks**
- Use to indicate a person’s remarks, not to “signal” “special meanings.”

**Ratios**
The odds were 2-3.
The student to faculty ratio on the Day Campus is 12-to-1.
The committee voted 5-3 in favor of the initiative.
If the ratio is in a quote, write it as 5-to-3.

**Resumé**
Not resume or résumé

**Rooms and room numbers**
Capitalize the names of specially designated rooms. Use figures and capitalize room when used with a figure.
- Executive Conference Room
- Room 2

**School grades**
Hyphenate both the noun forms (first-grader, 10th-grader) and the adjectival forms (a fourth-grade student, a 12th-grade dance).
Spell out ordinal numbers up to ninth.

**Semester capitalization**
For Day Campus, capitalize when a specific semester is being named. But lowercase “semester” when more than one is being named. Day Campus uses seasonal connotations.
- Spring Semester begins tomorrow.
- Fall and Spring semesters

**Semicolons**
Use after elements in a series when the elements have commas. The list included the following:
- Tery Donelson, associate vice president for Columbia College Global; Eric Cunningham, senior director of Academic Support for Columbia College Global; and Gress, Kathy, Springfield director.

**Sessions**
- Capitalize when a specific session is being named.
  - August Session begins Aug. 11.
  - Next session starts June 2.
  - BUT, lowercase when two or more sessions are listed: January and March sessions.
- For Day and Evening campuses, Online Education and Nationwide locations, refer to each session within the framework of the semester that includes it. The entire name should be capitalized, unless you’re referring to more than one at a time.
  - Early Fall Session
  - Late Fall Session
  - Early Spring Session
  - Late Spring Session
  - Early Summer Session
  - Late Summer Session
  - Early and Late Fall sessions
  - Early Spring and Late Summer sessions

**Spacing**
Use one space after periods, never two.

**Street addresses**
Don’t abbreviate names of thoroughfares unless there is a street address with them. Abbreviate street, avenue and boulevard when listed with a numbered address:
- The parade traveled down Main Street.
- I live at 234 Main St.
- 1033 W. Broadway Ave.
- Apartment may be abbreviated Apt.
- Spell out drive, road, lane, court, suite
  - I live at 234 Main Court.

**That vs. which**
Use “that” to introduce essential clauses that do not require commas, and use “which” to introduce nonessential clauses that do require commas.
To figure out which to use, think of “which” as similar to using parentheses. If you could put the clause in parentheses without losing the point of the sentence, use “which.” If you can’t, that means the clause is essential and would therefore need “that.”
- I remember the day (that we met).
  - I remember the day that we met.
- The soccer team (which was disqualified last year) is in first place this year.
  - The soccer team, which was disqualified last year, is in first place this year.

**Toward**
Not towards

**Time, date, location** **(USE THAT ORDER)**
Invitations may be slightly modified from this order. See academic style for details.
Always set off the year with commas.
- Feb. 14, 1987, is when I met my husband.
Spell out the month when it contains a year, but no date.
- October 2007
Abbreviate the month when a date follows.
- Oct. 24, 2007
No comma after the date, unless a year follows.
  • Wednesday, Oct. 27 is my birthday.

Verbs
Keep regular and linking verbs together. Most common cases:
  • Mary also will be in attendance.

Work study
Lowercase if not in formal name of program, but use hyphen if modifying something or someone.
  • His involvement in work study allowed him to learn more about bacteria.
  • As a work-study student, he learned a lot.

Proper spelling of outside agencies:
U.S. News & World Report
G.I. Jobs
GetEducated.com
The Princeton Review
Sub-identity logos
COLUMBIA COLLEGE SCHOOL LOGOS

These school logos were developed to be used on official documents and when sponsorships or naming opportunities occur (spirit wear, uniforms or signage).

In order to use these logos, they must meet these criteria:

• The primary portion of the logo must be at least 2.5 inches wide or larger (illustration on pages 18 and below). If the complete school name cannot be printed at that size, the primary logo should be used instead of the department logo.
• All school logos must follow the same guidelines as the primary logo.
• They may only be used in college navy, white, black or college navy & grey.
• They may not be used with any other logos.
• They must have the correct amount of blank space on all sides (illustration on page 20).
ADDITIONAL RESOURCES

Academic Affairs
(573) 875-7500
provost@ccis.edu

Admissions
(573) 875-7352
admissions@ccis.edu

Columbia College Global
(573) 875-7661
nationwide@ccis.edu

Alumni Relations
(573) 875-ALUM (2586)
ccalum@ccis.edu

Athletics
(573) 875-7433
cougarathletics@ccis.edu

Advancement
(573) 875-7563
development@ccis.edu

Campus Safety
(573) 875-7315
campussecurity@ccis.edu

Career Services Center
(573) 875-7425
careerservices@ccis.edu

Human Resources/Payroll
(573) 875-7495 (HR)
(573) 875-3174 (Payroll)
humanresources@ccis.edu

Mail, Imaging, and Print Services
(573) 875-7431
mpservices@ccis.edu

Marketing
(573) 875-7230
marketing@ccis.edu

Plant and Facilities
(573) 875-7300
pfo@ccis.edu

Office of the Registrar
(573) 875-7526
studentrecords@ccis.edu

Public Relations
(573) 875-7208
pr@ccis.edu

Student Affairs
(573) 875-7400
studentaffairs@ccis.edu

Technology Services
(573) 875-HELP (4357)
CCHelpDesk@ccis.edu

Transcripts
(573) 875-7505
transcripts@ccis.edu
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.

CAMPUS
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.

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 navy (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 Segoe UI for Myriad Pro.
• If you have any questions about this manual, please contact Leslie Kennon, lakennon@ccis.edu.

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