

MASSASOIT

COMMUNITY COLLEGE

Office of College Communications

STYLE GUIDE



The Massasoit Community College Style Guide has been developed by the Office of College Communications to help achieve consistency across the College's publications and written materials. Consistent messaging and branding is important, particularly concerning how we speak about our school and our programs, and how our logo is presented.

This guide is designed to answer frequently asked questions and provide useful guidelines to College departments. If you have questions about topics not addressed here, feel free to reach out to us!

CONTACT THE OFFICE OF COLLEGE COMMUNICATIONS

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Processes, Projects & Marketing Materials

Project Requests

The Office of College Communications is able to assist in the following areas:

- Marketing (program or event)
- Mail pieces
- Printed materials and publications
- Photography
- Copy editing
- Graphic design
- Press releases
- Social media

If you have a new program, an upcoming event, a large project, or need materials for an existing or ongoing project or program, email communications@massasoit.mass.edu to schedule a meeting to discuss recommendations and developing materials that best suit your needs. If you already know what you require for your program or event, please email as many details as you have available to communications@massasoit.mass.edu. Please allow as much lead-time as possible for all projects, particularly for longer publications and copy editing.

Budgeting

The Communications budget supports certain college-wide programs and activities. Program-level communications and marketing materials must be funded by your department or grant. We're happy to talk through budgeting with you.

Promotional Items

If your program has budgeted for promotional items or giveaways, it is the responsibility of the individual program to coordinate ordering items. All artwork must be provided, and final proofs approved by, Communications. General Massasoit promotional items are not to be ordered without express permission from the Communications department; promotional items may be requested through Communications and will be granted based on current inventory. Email communications@massasoit.mass.edu for assistance.

Print Publications

Publications intended for an external audience are to be created by the Communications Office unless prior arrangements have been made. If those arrangements have been made, Communications must review and approve any publications before printing, including program brochures, fliers, invitations, posters, etc.

- All text must be proofread and ready for print before submission. Communications will copy edit where necessary and to the extent possible.



- Please give as much lead-time as possible, particularly for items that will be printed using an outside vendor or that need extensive copy editing.
- Text must be submitted electronically, in either an email or a Word document.
- For major revisions, scanning and emailing a marked-up document is not acceptable. Edits using the markup tools in Adobe Acrobat are the preferred method.
- If you are requesting a specific graphic or photo, please specifically identify it in detail or by file name, or send the original file via email if it did not originate with Communications. Please note that the department may request that alternate photos be replaced if a more appropriate version is available.
- The Communications Office is not responsible for retrieving information from other documents for insertion into a new or already existing document.

Remember, all printed materials intended for an external audience must be approved by the Communications Office. Please note that this guideline does not apply to in-class materials or materials intended for an internal audience unless expressly requested.

Printing

Once your materials have been approved for print, Communications will send an electronic version to the Copy Center and provide you with a .pdf of the final version. **You must place the order with the Copy Center directly.**

If outside print services are necessary and have been agreed on in the planning stages, Communications will coordinate the printing.

Photography

To request photo services at your event, please give as much lead time as possible. The Communications Office does its best to accommodate as many requests as possible for photographs, but events inevitably overlap, particularly at busy times of the year. Again, please give as much advance notice as possible.

The Communications Office reserves the right to require signed waiver/release forms for all individuals who appear in photographs.

The Massasoit Photo Library can be found at www.massasoit.zenfolio.com. Should you wish to receive a digital copy of an image, email the folder and photo number to communications@massasoit.mass.edu.

Stationery

Business Cards

Each College division has one or more person designated to order business cards through our online vendor, Dupli (www.duplionline.com). To place an order, contact your supervisor. For questions about business cards, including new Dupli users, contact Sarah Yunits at syunits@massasoit.mass.edu.



Letterhead

College stationery is kept in stock on all three campuses and may be ordered by emailing Nathan Figueiredo at nfigueire@massasoit.mass.edu. An electronic version of the letterhead is available by emailing Sarah Yunits at syunits@massasoit.mass.edu.

All departments should use official letterhead, business cards, and envelopes. Please be certain your department is using the most up-to-date stationery that includes all campus locations. **If your letterhead does not have all three college locations on it, please recycle it.** Departments may request personalized stationery but larger orders must be budgeted through the individual department or program.

Media & Press

Media Relations

Effective communications with the media are critical to Massasoit's ability to carry out its mission. Without exception, all media inquiries – including emails, phone calls, and in-person requests for comment from all newspaper, radio, or online outlets– are to be directed to the Director of Communications & Public Relations, Sarah Yunits, who serves as the College's spokesperson. This ensures that the news media receives the most accurate and up-to-date information regarding the College, its people, and its activities.

Press Releases

The Communications Office is available to help in drafting and distributing press releases related to your program or event or you may draft your own release. Releases drafted outside of Communications must be sent to communications@massasoit.mass.edu for review prior to distribution. Communications is the sole maintainer of the Massasoit News section on the home page as well as the official Massasoit Twitter account, also linked to the home page. Please email communications@massasoit.mass.edu to request content to be posted to either platform.

Graphic Design

To request graphic design services, please email as many available details as possible to communications@massasoit.mass.edu.

Submitted content must be complete and accurate. If your content must be approved by individuals outside of Communications, this should be done prior to submission. Unless prior arrangements have been made, the design process will not begin until all material to be included is finalized. Please proofread your content, including confirming spelling, grammar, punctuation, dates, fees, etc. Any content errors are not the responsibility of the Communications Office; the department will copy edit where appropriate. All materials will be reviewed by the department for approval prior to publication.



Social Media

The Office of College Communications is the administrator for the College's official Facebook, Twitter, and Instagram accounts. Those who wish to contribute content should contact Jim Lynch (Instagram and Facebook) or Sarah Yunits (Twitter and Facebook).

Social media provides Massasoit Community College employees, students, and alumni an opportunity to interact and share ideas, photos, and video. We have set forth guidelines for employee use as well as for students who are posting on behalf of a college-associated group or page. Communications does not seek to dictate personal use of social media, nor does it endorse the personal use of social networking on work time or using college resources.

In professional roles, Massasoit employees shall maintain the same professional standards online as required in person. The same policies and expectations we follow for interacting with students and all our constituencies applies online. What is outlined on the next page applies to official Massasoit sites as well as on pages intended for student or external audiences.

Users must adhere to the College's official Acceptable Use Policy when utilizing social media:

g. Social Networking Information technology resources provided by the College are the property of the College. Users shall have no expectation of privacy when using such resources. The use of all college information technology resources for social media activities, including but not limited to, Facebook, YouTube, Twitter, blogs or other forms of social media, shall be limited to academic, educational or professional purposes, which are directly related to official College business and in support of the College's mission. All such uses shall comply with the College's computer use policies. Use of the College's information technology resources for personal social media activities is prohibited.

Additionally, users must adhere to all Massasoit policies, including those related to harassment, discrimination, respect for diversity, and conflicts of interest, and must respect Copyright and Fair Use policies.

General Guidelines

Anyone who wishes to create a social media presence for a College-affiliated department or program must first meet with Jim Lynch, Director of Marketing & Creative Services, for guidance about requirements. Student clubs must coordinate account creation with the Student Life office prior to Communications office approval.

- A member of the Communications team must be an authorized administrator on the site.
- Only authorized individuals may send or post messages on behalf of Massasoit.
- Be mindful. Think before you submit. Be respectful and professional.
- Administrators should monitor their sites for necessary responses and should maintain up-to-date content.
- Social media sites are not to be used to communicate on official College business.
- Employees and students are prohibited from using College logos or images on personal sites.

The College's official social media accounts are:



Twitter: @MassasoitTweets



Facebook: www.facebook.com/Massasoit



Instagram: @massasoitgram



YouTube: www.youtube.com/MassasoitTV

Resources

The Office of Communications is available to help individual departments with PowerPoint presentations, including providing templates and presentation review. **If Communications can be helpful to you in any way you don't see listed in this style guide, please feel free to contact communications@massasoit.mass.edu at any time.**

Affirmative Action Statement

Massasoit's Affirmative Action Statement must appear on all major publications and recruitment documents. Wherever possible, the full statement should be included, and should read as follows:

Massasoit Community College is an affirmative action/equal opportunity employer and does not discriminate on the basis of race, color, national origin, sex, disability, religion, age, veteran status, genetic information, gender identity or sexual orientation in its programs and activities as required by Title IX of the Educational Amendments of 1972, the Americans with Disabilities Act of 1990, Section 504 of the Rehabilitation Act of 1973, Title VII of the Civil Rights Act of 1964, and other applicable statutes and college policies. The College prohibits sexual harassment, including sexual violence. Inquiries or complaints concerning discrimination, harassment, retaliation or sexual violence shall be referred to the Chief Diversity Officer, Yolanda Dennis, Office of Diversity and Inclusion, 508-588-9100, x1309, Brockton Campus, Administration Building, Room 229, ydennis@massasoit.mass.edu, or the Director of Human Resources & Deputy Title IX Coordinator, Donna R. Boissel, 508-588-9100, x1505, Brockton Campus, Administration Building, Room 233, dboissel@massasoit.mass.edu, the Massachusetts Commission Against Discrimination, the Equal Employment Opportunities Commission or the United States Department of Education's Office for Civil Rights. The Policy on Affirmative Action, Equal Opportunity & Diversity can found at www.massasoit.edu/EEO.

The College does not favor using abbreviations for the Affirmative Action statement, but if space doesn't allow, the following shortened statement is acceptable.

Massasoit Community College is an AA/EEO employer.

BRAND GUIDELINES & VISUAL IDENTITY

Presenting a strong visual identity is a critical part of our efforts to promote the College and recruit and retain students. Our brand guidelines are designed to help college departments communicate clearly and effectively. Proper use of design elements, clear and concise writing, and a cohesive look and feel to materials present a unified brand for the College.

These guidelines are primarily intended for materials designed for external audiences, although a consistent look and feel across internal documents is also preferred.

Names

Massasoit Community College is the official name of our school and is how it should be listed on all communications. The shorter, less formal Massasoit is acceptable in certain circumstances. Never use the abbreviation **MCC**, as the acronym may refer to other organizations or institutions.

Logos

The Massasoit logo should be used consistently, accurately, and correctly on all materials. Consistent use of our logo is critical to our branding. Do not add borders or embellishments, and do not change the color of the logo.

Approved uses for the Massasoit logo:



MASSASOIT
COMMUNITY COLLEGE



MASSASOIT
COMMUNITY COLLEGE



MASSASOIT
COMMUNITY COLLEGE



MASSASOIT
COMMUNITY COLLEGE

Any request by an outside organization to use the College logo in print or electronic publications must be approved. Email communications@massasoit.mass.edu for approval and to request use of the logo.

Never copy the logo from the website or another document.

You may resize the logo to suit your needs, but take particular care to not stretch or distort any elements of the logo. Do not place the logo on its side or on an angle.



The use of other symbols and logos by campus departments is discouraged. Departments and programs can generally establish their identity through consistent application of typography.

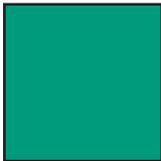
The College seal should only be used on more formal publications such as diplomas, transcripts, and in certain instances as determined by Communications.

Massasoit logos are available upon request by emailing communications@massasoit.mass.edu.

Colors

Massasoit Community College's institutional colors are green (PMS 334) and blue (PMS 541).

These colors should be used whenever possible when using the college colors.



PMS 334

C: 100 M: 0 Y: 65 K: 8.5
R: 0 G: 156 B: 124



PMS 541

C: 100 M: 51 Y: 0 K: 30.5
R: 0 G: 83 B: 142



WRITING STYLE GUIDE

Massasoit Community College strives to present written material that is consistent, grammatically correct, and adheres to widely accepted style usage. This reference guide identifies some common grammar and style uses at Massasoit, however, it is not a substitute for The Chicago Manual of Style or the APA Style Guide, two of the standard writing guides for publications.

A

Academic Degrees

Capitalize the official degree names. General terms should be lowercase.

Associate of Science or associate degree

Bachelor of Arts or bachelor's degree

Master of Arts or master's degree

Accounting Certificate

When abbreviating academic degrees, use periods:

Bachelor of Arts: B.A.

Bachelor of Science: B.S.

Master of Business Administration: MBA (note that MBA does not use periods)

Doctor of philosophy: Ph.D.

Acronyms

Spell out entity on first reference and place the acronym in parenthesis. Do not use periods. If entity is cited only once, spell it out fully and do not use the acronym.

The fields of science, technology, engineering, and math (STEM) are referred to as the STEM disciplines.

Do not use the acronym MCC to shorten Massasoit Community College.

Advisor

Not adviser.

Alma mater

Do not capitalize or italicize.



Alumni

Alumni refers to a group of male and female graduates of an institution. An individual male graduate is an alumnus; an individual female is an alumna; and a group of females is referred to as alumnae.

A.M./P.M.

Use periods and lowercase letters with a space after the hour.

2:00 p.m.

B

Bachelor's Degree

See: academic degrees

Biannual, Biennial

Do not hyphenate. Biannual means occurring twice a year; biennial means occurring every two years.

Board of Trustees

Capitalize when it refers to Massasoit's governing body; use lowercase when referring to a non-specific trustee or the board as a whole.

The Board of Trustees will meet on Wednesday.

She has been a trustee for five years.

The board is expected to vote next month.

Buildings and Facility Names

Capitalize when part of a formal name.

The Buckley Performing Arts Center

The Louison Board Room

The Akillian Gallery

Peter Asiaf Field House



C

Campus

Capitalize when using the formal name.

He met me on the Canton Campus.

Use lowercase for general terms.

She walked across campus.

Capitalization

Capitalize the formal names of departments and centers and use lowercase for generic terms.

Corporate and Community Education at Massasoit Community College

She is taking a community education course.

Capitalize the names of specific courses and use lowercase for generic terms.

He is taking Introduction to Marine Biology this semester.

She is a biology student.

Capitalize formal titles that precede a name.

President Charles Wall

Do not capitalize titles that follow a name.

Gena Glickman, president of Massasoit Community College

The exception to this rule is that titles after names may be capitalized at your discretion for visual appearance when listed in a program or invitation.

Speakers include:

Gena Glickman, President, Massasoit Community College

Barbara McCarthy, Provost/Vice President of Academic and Student Affairs

When referring to Massasoit as “the College” capitalize the C. Use the full name on first reference, then abbreviate as Massasoit or the College in subsequent references.

Capitalize Commencement only when referring to a specific ceremony and use lowercase for generic terms.

Massasoit Community College’s 2018 Commencement ceremony was held on June 1.



Students must purchase tickets for the commencement ceremony.

Capitalize the names of all student clubs.

Phi Theta Kappa, Respiratory Care Club, Student Government Association

Captions

When identifying people in a photograph, do so from left to right.

Only add a period at the end of a caption if it is a complete sentence.

Course Numbers

Use one space between course and number.

ENG 101

D

Dates

Spell out the names of months and days whenever possible.

Classes begin Monday, January 23, 2017.

Use commas before and after the year when using a month, day, year format.

Commencement was held Friday, June 3, 2016, on the Brockton Campus.

Days of the Week

Do not abbreviate days of the week unless absolutely necessary for space constraints.

Departments and Divisions

See: organizational titles

E

Email

Do not hyphenate.



Email addresses should be written in all lowercase letters.

communications@massasoit.mass.edu

Events

Capitalize formal titles, but do not capitalize generic events.

Massasoit hosts many career fairs.

The annual NEACAC College Fair will take place next week.

F

Faculty/Staff

These are singular nouns, referring to groups en masse.

The faculty is granted certain privileges under the charter.

To make it plural, or to refer to individual professors, use faculty members. The same is true of staff.

Faculty members expressed concern over the proposal.

Staff members were present at the event.

Federal

Capitalize as part of an official name, but use lowercase for the general term.

The Federal Emergency Management Agency

She works for the federal government.

Fiscal Year

The College's fiscal year runs from July 1 through June 30 and carries the numerical designation of the latter year, e.g. July 1, 2017 through June 30, 2018 is FY18.

Foundation

The official name of the Foundation, a non-profit organization incorporated to foster and promote the growth, progress, and the general welfare of the College and its students, is the Massasoit Community College Foundation, Inc.



Full Time/Part Time

Hyphenate when used as an adjective.

I have a full-time job.

Use two words when used as a noun.

I work full time.

H

Holidays

The following holidays are observed by the College. Please note apostrophe use.

New Year's Day

Martin Luther King, Jr. Day

Presidents' Day

Patriot's Day

Memorial Day

Independence Day

Labor Day

Columbus Day

Thanksgiving Day

Christmas Day

Honors

Lowercase and italicize.

cum laude, magna cum laude, summa cum laude

I.E./E.G.

The abbreviation i.e. replaces the words "that is" and e.g. replaces the words "for example." Always follow with a comma. Avoid use in formal communication or correspondence.



Italics

Use italics for the following:

Honors designations.

cum laude, magna cum laude, summa cum laude

Newspapers and sections of newspapers published separately.

The New York Times

The New York Times Book Review

Pamphlets, plays, operas, movies, and ships.

Death of a Salesman

The Godfather

USS Constitution

Periodicals

Newsweek

Titles and subtitles of published books.

The Great Gatsby

J

Job Titles

Spell out job titles rather than abbreviate.

L

LEGISLATIVE TITLES

Spelling out Senator or Representative is preferred.

We expect a visit from Senator Marc Pacheco.

Spell out and lowercase representative and senator when using generally.

The senator spoke at the event.



M

Majors

Capitalize specific majors/program names.

He is a student in the Fire Science Technology program.

Use lowercase when using generally.

She is studying liberal arts.

N

Numbers

Spell out numbers one through nine, and use figures for 10 and above.

For ordinals, spell out first through ninth; use figures for 10th and above.

Spell out numbers used at the beginning of sentences.

Twenty students are in class.

Use commas in numbers with four or more digits.

The class had 2,500 students.

O

Online

One word, no hyphen.

Organizational Titles

Capitalize the full names of specific departments, divisions, and offices.

Corporate & Community Education

Math Department

Office of the President

Use lowercase when used as a general term.



P

Phone Numbers & Extensions

Use hyphens, not parentheses, for telephone area codes.

508-588-9100

After the phone number, use a comma before listing the extension. Use an x before the extension and no space between the x and the first digit.

508-588-9100, x1234

Plurals

Most names are made plural by adding an s:

The Smiths are living in Chicago.

The Millers are on vacation.

Some names need an “es” to be made plural, including names that end in s, x, z, ch, and sh:

The Joneses are having dinner.

The Cashes are driving to Florida.

Never use an apostrophe to make a name plural. Apostrophes are used for possessives.

Possessives

Add an ‘s to singular nouns to show possession; add an apostrophe after the s in plural nouns.

The student’s article has been published.

The students’ articles have been published.

Add an ‘s to proper nouns.

John’s coffee is on the table.

Agnes’s car needs to be repaired.

Professor

Capitalize before a name, lowercase after.

Professor Kenn Anania



Kenn Anania, professor

Punctuation

Use one space after a period, exclamation point, or question mark, not two.

Q

Quotations

Use quotations for the following: chapters of books, article headlines, unpublished manuscripts, songs, poems, or television shows.

"A Day in the Life of a College Student" by Katie McKoon

"Good Vibrations" by the Beach Boys

Periods and commas always go inside quotation marks: "affordable," or "affordable." Semicolons and colons always go outside quotation marks: "affordable"; or "affordable": Question marks and exclamation points may go either inside or outside, depending on whether the phrase is part of the quoted material.

R

Rooms

Capitalize formal places and room names:

Peter Asiaf Field House

The Louison Board Room

Use lowercase when used as a general term.

Class will be held in room 225.

S

Seasons

Do not capitalize seasons and semesters unless they are part of a formal name.

She is enrolled for the fall semester.

He is competing in the Summer Olympics.



States

Spell out when the state's name stands alone. Use postal abbreviations only in mailing addresses.

When using state names within text, abbreviate only when listed with a city.

Brockton, Mass.

Abbreviate states as follows: Ala., Ariz., Cali., Colo., Conn., Del., Fla., Ga., Ill., Ind., Kan., Ky., La., Md., Mass., Mich., Minn., Miss., Mo., Mont., Neb., Nev., N.H., N.J., N.M., N.Y., N.C., N.D., Okla., Ore., Pa., R.I., S.C., S.D., Tenn., Tex., Vt., Va., Wash., W.Va., Wis., Wyo. Do not abbreviate Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, or Utah.

T

Time

Use figures for hours of the day and a.m. and p.m. – lowercase and with period.

7:00 p.m. or 7:30 p.m.

Titles

Capitalize formal titles that precede a name.

President Charles Wall

Do not capitalize titles that follow a name.

Charles Wall, president of Massasoit Community College

The exception to this rule is that titles after names may be capitalized at your discretion for visual appearance when listed in a program or invitation.

Speakers include:

Charles Wall, President, Massasoit Community College

U

United States

Spell out the name of the country when it stands alone. Use U.S. when it is a modifier.

U.S. Department of Education



V

Versus

Use the abbreviation vs.

Vice

Use two words without a hyphen.

vice chair, vice president

W

Web

The Massasoit website should be listed as www.massasoit.edu.

Use lowercase and do not hyphenate website, webcam, webcast, and webmaster.

Do not use <http://> or <https://> before a website.

Do not list the website as www.massasoit.mass.edu or <https://massasoit.edu>.

Y

Years

Write out using figures.

2017

Refer to centuries and decades without apostrophes.

1900s or 1980s

