



# ***Central State University*** ***Public Relations*** ***Protocol Manual***



## INTRODUCTION

The Central State University Public Relations Protocol Manual details the acceptable and preferred writing style appropriate for communications use as established by the Office of University Public Relations. The manual's information is not an all-inclusive reference but does represent the most common writing principles that provide consistency and uniformity.

Uniformity in internal and external writing style is a reflection of the University. This manual provides writing and branding styles that best represent Central State University.

The manual includes guidelines on:

- » Print and digital communications
- » University stationery
- » Writing
- » Logo usage
- » Templates

Questions regarding the use of this manual should be directed to the Office of University Public Relations at [publicrelations@CentralState.edu](mailto:publicrelations@CentralState.edu).

# CENTRAL STATE UNIVERSITY PUBLIC RELATIONS PROTOCOL MANUAL

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## CENTRAL STATE UNIVERSITY – HISTORY AND TENETS

Central State University's history begins with our parent institution, Wilberforce University.

In 1887, the Ohio General Assembly enacted legislation that created a Combined Normal and Industrial Department at Wilberforce University. In 1941, the Department expanded from a two-year to a four-year program, and, in 1947, it legally split from Wilberforce, becoming the College of Education and Industrial Arts at Wilberforce. The name was changed in 1951 to Central State College, and, in 1965, the institution achieved University status.

Central State's colors – maroon and gold – were established by the University's founding President Dr. Charles H. Wesley. The significance of the colors derives from the African American struggle for freedom and equality.

Today, Central State University embodies the three tenets *Service...Protocol...Civility*<sup>®</sup>. Students, faculty, and staff provide **Service** to the institution and communities for the greater good; are guided by **Protocol** and adherence to best practices in order to gain desired results; and actively demonstrate **Civility** with the understanding that respect for each voice is essential to a learned society.

## COMMUNICATIONS PROTOCOLS

The following protocols provide “best practice” guidelines to enhance University communications.

### All-Campus Email Announcements

Campus email announcements fall into three groups: All-FYI, All-Faculty, and the Student Group Mail.

Email announcements for campus-wide distribution should pertain to time-sensitive official University business or University-sponsored activities. Limited exceptions are announcements of community events that may be of interest to the campus community. The Office of University Public Relations reserves the right to modify for clarity announcements that do not meet these criteria or to recommend other communication channels.

The All-FYI email list is for CSU faculty and staff. Student-focused announcements are distributed through the Student Group Mail list. Faculty-focused announcements are distributed through the All-Faculty email list. When appropriate and necessary, multiple groups could receive the same email.

Before submitting an announcement for campus-wide distribution, approval must be obtained from a supervisor, unit head/department chair, director/dean, and or vice president. After supervisor approval, use the Email Announcement Request at [CentralState.edu/pr/forms](https://www.centralstate.edu/pr/forms) to submit the announcement. All announcements should be submitted three weeks prior to the desired date of distribution.

#### **Format and Best Practices:**

CSU campus-wide emails must include the University logo at the top of the message or have “Central State University” prominently placed in the top of the message. University Public Relations can add the logo if necessary. Best practices:

- » Items should be brief, self-explanatory, clear, and concise.
- » Items should not be distributed repeatedly unless the message has urgent-level content.
- » Add web links to direct readers to other locations for more information.

University Public Relations reserves the right to format messages in accordance with best practices.

## Campus Description

Central State University has a standard description that can be used in the opening or closing statement for a research proposal, poster, or report. This language, called a “boilerplate,” is listed below:

*Central State University, located in Wilberforce, Ohio, is a regionally accredited 1890 Land-Grant Institution with a tradition of preparing students from diverse backgrounds and experiences for leadership, research and service. The University fosters academic excellence within a nurturing environment and provides a strong liberal arts and science foundation leading to professional careers and advanced studies globally.*

## Campus Digital Signage

The University’s digital signage display system is a series of monitors located in campus buildings. Content must be approved by a supervisor, unit head/department chair, director/dean, and or vice president prior to submission. Items should be submitted three weeks prior to the desired date of publication.

There are two ways to submit announcements:

1. For text-only announcements go to [CentralState.edu/pr/forms](https://CentralState.edu/pr/forms) and use the Email Announcement Request. Indicate that it is a public-service announcement.
2. If the announcement includes graphics, use the approved University PowerPoint templates available at [CentralState.edu/pr/templates](https://CentralState.edu/pr/templates) and submit the slide to [publicrelations@CentralState.edu](mailto:publicrelations@CentralState.edu).

### Digital Signage Design Standards:

- » The University logo should be placed in the top left corner.
- » Use the University’s official colors.
- » Message must be understood in 10 seconds.
- » Include the five Ws – Who, What, When, Where, and Why.
- » Only approved photos and graphics are permitted.

## Co-branding

Some University units operate in partnership with external entities, such as the federal government. Those partnerships may require that the external entity's logo is used in conjunction with the University's logo.

### **General Guidelines for Co-branded Entities:**

- » Obtain approval and guidelines from the external entity on how to use the external entity's logo.
- » Contact the entity directly to request a high-resolution copy of the logo.
- » Do not download the entity's logo from any online source.
- » In all other aspects, (size, clear space, unacceptable use) co-branded logos follow the same usage guidelines as the University's logo.
- » The Office of University Public Relations reserves the right to make appropriate use of the logo with the agreement of the external entity.

## External Media

The Office of University Public Relations is the official source for Central State University news and information. All media inquiries regarding institutional initiatives, activities, or issues should be forwarded to the University Public Relations office.

The President of Central State University and University Public Relations serve as the official University spokespersons on issues of general University-wide impact or significance.

The President or University Public Relations reserves the right to identify another University designee to speak to the media. In emergency situations, the Director of University Public Relations will work with the Director of Public Safety and Chief of Police and the University's Emergency Response Team to provide updates to the media.

Faculty, staff, and students should not make any on-the-record or off-the-record comments to the media. Often these types of comments cannot be verified and lead to mixed messages that are in contradiction to factual information.

To request media coverage, go to [CentralState.edu/pr/forms](https://www.centralstate.edu/pr/forms) and use the Press Release Request form.

## Faculty, Staff and Student Accomplishments

Faculty, staff, and student accomplishments are shared in a variety of ways – through news releases, feature stories, and on the University’s social media platforms. Some examples of accomplishments are:

- » National, multi-state or statewide recognitions, or awards
- » Appointments to a national, regional or statewide board or committee

The accomplishments may be submitted by going to [CentralState.edu/pr/forms](https://CentralState.edu/pr/forms) and using the Faculty, Staff, and Student Accomplishments Request. Notify an immediate supervisor of any submission that represents an accomplishment(s) from the division.

## Marketing Services Request

The Office of University Public Relations provides a variety of marketing and communications services to the campus community. These services include:

- » Editing
- » Event Promotion
- » Layout and Design
- » Marketing Strategy
- » Photography
- » Press Releases/Media Alerts
- » Social Media Exposure
- » Web Creative
- » Writing

Go to [CentralState.edu/pr/forms](https://CentralState.edu/pr/forms) to submit a marketing services request. For large projects that require multiple services, contact University Public Relations at least four to six weeks in advance.

## Media Access to Campus Facilities

Media access to the Central State University campus requires prior approval from the Office of University Public Relations. Without prior approval, media access to classrooms, offices, and to all residence halls is strictly prohibited.

All media interviews with faculty, staff, or students must have prior approval from the Office of University Public Relations. A representative from University Public Relations must accompany the media representative to the interview. If contacted directly by a reporter, call (937) 376-6198 or email [publicrelations@CentralState.edu](mailto:publicrelations@CentralState.edu). Media personnel who interfere with or delay CSU's normal operations may be asked to leave campus.

## News Releases/Media Advisories

The Office of University Public Relations is the only office on campus permitted to distribute news/press releases and media advisories on behalf of Central State University. By directing all communications through University Public Relations, the University maintains a professional communication style and ensures that all materials provide an appropriate public image for the institution.

A press release contains a complete description of an issue or event. A media advisory invites media coverage of an upcoming event or activity. To request media coverage for University activities or news, select Press Release Request at [CentralState.edu/pr/forms](http://CentralState.edu/pr/forms) and complete the form.

## Out-of-Office Greetings

Central State University employees are encouraged to use email and voice mail out-of-office greetings to promote good customer service.

The out-of-office message on Outlook is available to use for email, and the University's voice mail system allows users to record an alternate greeting. Below is an example of an alternate greeting for out-of-office occasions.

### **A Sample Alternative Greeting:**

“Hello. This is Jane Doe, professor in the College of Business. I will be out of the office from xxx to xxx. At the tone, please leave your name, telephone number and a brief message, and I will be happy to return the call at my earliest convenience. If you need immediate assistance, please dial xxxx. Thank you.”

## Other Communications Tips for Out-of-Office Greetings:

- » If the public can transact business via the website, include that information in the message.
- » If you work in an office that the public needs to contact during your absence, state if you will be checking messages.
- » It is preferred to say the “University is on a break” versus “closed” during holiday periods.

Go to [CentralState.edu/pr](https://CentralState.edu/pr) for step-by-step instructions on how to create or record a greeting.

## Photography and Graphic Design Request

To request photography services, a completed electronic photo request form is required. Go to [CentralState.edu/pr/forms](https://CentralState.edu/pr/forms), select Photography Request and complete the form. Allow 15 working days for all photo and graphics requests. Assignments received less than 15 working days before an event may be subject to outsourcing and any associated costs.

To submit a Graphic Design Request, use the online request form at [CentralState.edu/pr/forms](https://CentralState.edu/pr/forms). Allow four weeks for receipt of design.

## Photo and Video Release

Central State University does not require written photo releases for individuals in photos or videography taken at public events. However, a written photo release is required for photos or video of children under the age of 18 years. Go to [CentralState.edu/pr/forms](https://CentralState.edu/pr/forms) to download the Photo and Video Release. Contact University Public Relations for any questions.

## Printing

### Approvals

To ensure that Central State's brand is portrayed in accordance with the visual standards outlined in this manual, all printed materials intended for distribution to the general public or to the campus community must be approved by the Office of University Public Relations. These include brochures, flyers, posters, mailers, handbooks and signage.

Student marketing pieces must first be approved by the Division of Student Affairs and Enrollment Management before they are submitted to University Public Relations for approval. Email all approval requests along with associated documents to University Public Relations at [publicrelations@CentralState.edu](mailto:publicrelations@CentralState.edu).

### Consortium

Central State University is in a Xerox-sponsored printing consortium with neighboring institutions for all of the University's printing needs. The consortium allows for expanded services and more flexibility in accommodating different types of printing projects.

The required process for printing services is below:

- » Submit printing requests to the Central State University Print Center.
- » If printing requirements cannot be met at the CSU Print Center, the consortium, which is based at the Wright State University print center, will identify the best method or vendor to complete the request.
- » The CSU Print Center personnel will contact the requester and communicate the recommendations for agreement to proceed.

## Printing Standards

### Stationery System

Official University stationery – including business cards, letterhead and envelopes – is available to current University employees with the approval of their supervisor. Deviations from the format of any kind – including custom layouts, designs, changes in type size or font, or addition/replacement of graphic elements – are not permitted.

Contact the Central State University Print Center at [printcenter@CentralState.edu](mailto:printcenter@CentralState.edu) or Ext. 6073 to order all stationery items. Costs are incurred by the requesting department. Use of outside print vendors is not permitted.

### **Letterhead**

To order letterhead, contact the Central State University Print Center and indicate the quantity, the department or college name on the letterhead, and the responsible funding source.

### **Business Cards**

To order business cards, go to [CentralState.edu/pr/forms](http://CentralState.edu/pr/forms) and download an order form. After the form is completed, email the form to the Central State University Print Center at [printcenter@CentralState.edu](mailto:printcenter@CentralState.edu).

### **Envelopes**

Central State has several different sizes of envelopes available. To learn about the various sizes and to order envelopes, contact the Central State University Print Center.

### **Pocket Folders**

The University has two folders for use by the campus community – one for business use and one for student recruitment. All folders have an insert for a business card.

Deviations of any kind from the format – including custom layouts, custom wording, designs, changes in type size or font, or addition/replacement of graphic elements – are not permitted.

## Social Media Guidelines

Central State University utilizes several social media platforms to connect electronically with all stakeholders of the University. The platforms are used to publicize outstanding faculty, staff and student accomplishments, service projects, and upcoming events.

Current social media channels:

- » Official CSU Facebook | **centralstate87**
- » Official CSU Twitter | **centralstate87**
- » Official CSU Instagram | **centralstate87**
- » Official CSU Snapchat | **centralstate87**

Items submitted to the Office of University Public Relations for social media must be approved by a supervisor, unit head/department chair, director/dean, and or vice president prior to submission. Information can be sent to [publicrelations@CentralState.edu](mailto:publicrelations@CentralState.edu).

## Web Request

A Web Request, located at [CentralState.edu/pr/forms](http://CentralState.edu/pr/forms), must be completed to update web content. Allow two weeks for any content changes. For web page development or the design of a microsite, contact the Office of University Public Relations at [publicrelations@CentralState.edu](mailto:publicrelations@CentralState.edu) and allow up to four weeks for completion.

# CENTRAL STATE UNIVERSITY – THE BRAND

A brand is a set of perceptions and images that represent a company, product or service. While many people refer to a brand as a logo or tagline, a brand is the essence or promise of what will be delivered or experienced.

Central State University's brand is its reputation; it is the promise the University makes to its stakeholders including students, parents, faculty, staff and surrounding communities. It is exemplified in everything the University says and does.

## Value Proposition

Central State's brand embraces attributes that are important to the University: diversity; community; individual potential; and learning and discovery. The brand also promotes the University's Core Values of honesty, hard work, caring, and excellence.

## General Brand Identity Guidelines

The following general guidelines apply to all Central State University visual communications (print, digital, online, outdoor, apparel, display, etc.). Used consistently, these systems help to build, sustain, and enhance the University's reputation.

**Brand.** All visual communications should reinforce CSU's brand messaging, values and personality.

**Visual Identification.** All visual communications must include 1) a CSU logo, and 2) the official colors.

**Sub-identity.** Use a headline or text to indicate the school, program or department doing the communicating.

**Layout.** Clean, uncluttered and vibrant.

**Content.** Make headlines and body copy engaging, succinct and easy to understand.

**Photography.** Use to reinforce content and messaging.

**Call to Action.** Clearly state what the viewer should do.

The University's Office of General Counsel is the primary office responsible for monitoring use of the University's registered trademarks and for granting permission to use them. All logos have restricted use. Central State University and its entities own all of the following logos.

### Presidential Seal

The Central State University Presidential Seal is the most formal symbol of the University. The seal, which is based on the Great Seal of the State of Ohio, has an open book in the center with the University motto *Veritas et Lux, Recta et Honor*, which means Truth and Light, Right and Honor.



The seal is used only by consent of the University's President. It is generally used on official documents such as diplomas and transcripts and in formal communications from the Office of the President. It should never be used by the general public nor should it be duplicated.

### University 1887 Logo

The University 1887 logo depicting the historic bell tower is the most widely used brand mark the University owns. The University 1887 logo is appropriately used by CSU faculty and staff on materials such as the following:

- » Advertisements in the mass media
- » Letterhead
- » News releases
- » Research papers
- » Promotional flyers, posters and brochures
- » Public service messages
- » University signs and banners



The University 1887 Logo is always placed at the top left of the page. The logo should never be placed at the bottom of any page of printed material.

## University 1887 Logo Usage

The Central State University 1887 logo is available in various colors for all campus departments to use. To maintain the University's standards for the logo, choose the right color for the job. Altering the logo is not permissible. To determine the best color logo to use, consult with the Office of University Public Relations.



Do not distort the logo's size, shape or angle.

Do not place multiple CSU logos together. When multiple departments are involved, use a primary Central State logo and list departments in a separate location.

Students are not permitted to use the logo on marketing materials for an event unless permission is granted by the Office of General Counsel. The University 1887 logo is not transferable. The Office of General Counsel needs to grant permission to use the logo if any of following three scenarios arise:

1. The logo will be used on an item that will be sold for profit.
2. The logo will be used to advertise a non-University event or a University event that is for profit.
3. If a person, business or organization, such as an alum or a vendor, is requesting use and is external to the University.

Faculty and staff should contact the Office of University Public Relations to obtain the logo. For questions, email [OfficeofGeneralCounsel@CentralState.edu](mailto:OfficeofGeneralCounsel@CentralState.edu).

## Outdated Logos

Use of outdated logos is prohibited.



## Athletics

The Marauder head logo is a registered trademark and is the main logo representing the Athletic Program. The Department of Intercollegiate Athletics is the only department permitted to use the mark. Any usage needs to be approved by the Athletics Department or the Office of General Counsel.



## Invincible Marching Marauders (IMM)

Use of the Central State University Invincible Marching Marauders logo is restricted. Permission for use of the logo is granted by the Director of Bands or the Office of General Counsel.



## Jazzy 88.9 WCSU-FM

Jazzy 88.9 WCSU-FM is the logo for WCSU-FM, Central State University's radio station. The Jazzy 88.9 WCSU-FM logo is used by the University's radio station exclusively. Any other usage must be approved by the radio station.



## Marauder Man

The full body Marauder Man logo is an athletic logo approved for students and student groups. If the logo is used to help promote events, the events should be non-profit. Contact the Office of Student Affairs and Enrollment Management to obtain the logo.



## Tenets

The phrase *Service...Protocol...Civility*<sup>®</sup>, which represents the University's tenets, is a registered trademark of the University.

*Service...Protocol...Civility*<sup>®</sup>

The mark is available for faculty and staff use only. It is not transferable. The tenets should never be paired with the University's logo. To obtain the tenets logo, contact the Office of University Public Relations at [publicrelations@CentralState.edu](mailto:publicrelations@CentralState.edu).

### Usage:

- » Graphic projects use .png art – *Service...Protocol...Civility*<sup>®</sup>
- » Text documents use Times New Roman Bold Italic – *Service...Protocol...Civility*<sup>®</sup>

## Logo File Formats

The best format for using the logo is a .png file. To obtain high resolution vector files, contact the Office of University Public Relations.

## Spacing for All Logos

All Central State University logos must have a minimum of .375 inch white/clear space margin around the perimeter of the logo.

## Central State University Colors

The primary colors for Central State University are Pantone® Matching System (PMS) colors. The colors are: PMS 209 red, PMS 116 yellow, PMS black, and white/reverse (not shown).



## Secondary Colors

The secondary colors are: PMS 138 orange; PMS 185 red; PMS 285 blue; PMS 383 green; and PMS 7503 beige.

Contact the Office of University Public Relations concerning questions about the colors.

## Central State University Fonts

Central State University's brand uses the font families: **Arial, Avenir, Cambria, Garamond, Garamond Pro, Gill Sans, Myriad Pro** and **Times New Roman**.

- » For letters, email, or reports, use Arial or Times New Roman.
- » For flyers or posters, use Avenir, Gill Sans, or Myriad Pro.

## Photos that Showcase the CSU Brand

Central State University photos should project the tenets of *Service...Protocol...Civility*<sup>®</sup>. Great photos also showcase things like Central State's student diversity, the beautiful campus environment, the vibrancy of campus life, Business Wednesday, Homecoming, or students relaxing in the Sunken Garden. Images that are not aligned with the tenets should not be used.

The Office of University Public Relations maintains a catalog of photos appropriate for showcase. Photos used for print pieces should be at least 300 dots per inch (DPI).

## Videography

University videos can be used for instructional purposes or for social media. Below are some tips on how to self-produce a video:

When recording with a phone:

- » Make sure the phone is horizontal. The end result will be a full screen instead of a vertical video with black boxes on the sides.
- » If recording audio with the video, like an instructional video, choose a quiet room where you can control the audio around you. This will allow your audio to sound as clear as possible without distortion.
- » Choose a well-lit area. If recording an instructional video, make sure the location has sufficient lighting for your face.

# CENTRAL STATE UNIVERSITY'S WRITING STYLE GUIDE

This writing style guide is a reference designed to assist the University community in speaking with one common voice. The writing guidelines follow rules from *Publication Manual of the American Psychological Association*, *The Merriam-Webster Dictionary* and *The Associated Press Stylebook and Briefing on Media Law* are also used for secondary reference.

When writing, consider the intended audience and the type of writing such as scientific writing, expository writing, or literary writing. Active voice for verbs is preferred, but the passive voice is acceptable in expository writing.

## STYLE GUIDE A-Z

### Academic Degrees

Capitalize academic degrees when the full name of the degree is used, such as Bachelor of Science or Master of Business Administration.

Do not capitalize general references, such as bachelor's, master's degree, but do use an apostrophe. Use abbreviations such as M.A., Ph.D., Ed.D., only after a full name. Courtesy titles, such as Dr., are accepted, but do not use a courtesy title with the abbreviation for the same degree. Omit all titles and degrees if authoring a manuscript.

**Correct:**

She earned a Bachelor of Science in 2010.

She earned a Bachelor of Arts degree in communication in 2010.

She earned a bachelor's degree in 2010.

**Preferred:** Dr. Lisa Scott will...

**Acceptable:** Lisa Scott, Ph.D., will...

**Do not use:** Dr. Lisa Scott, Ph.D., will...

## Academic Departments

Capitalize the full name of an academic department if it is a part of an official and formal name. Otherwise use lowercase.

### Correct:

Central State University Department of Mathematics

The mathematics department

## Academic Titles

Capitalize formal titles, such as Chairman, when they precede a name.

## Acronyms

Below are some commonly used CSU acronyms. All terms should be spelled out on first reference then followed immediately by the abbreviation in parentheses.

<b>ABET</b>	Accreditation Board for Engineering and Technology
<b>ACBSP</b>	Accreditation Council for Business Schools and Programs
<b>ACE+</b>	Accelerated College Education Plus Program
<b>AEFS</b>	School of Agricultural Education and Food Science
<b>Ag</b>	Agriculture
<b>CAB</b>	Campus Activity Board
<b>CAEP</b>	Council for the Accreditation of Educator Professionals
<b>CEET</b>	Center of Excellence in Emerging Technologies
<b>CHAS</b>	College of Humanities, Arts, and Social Sciences
<b>C.I.T.I.</b>	Center for Instructional Technology Innovation
<b>COB</b>	College of Business
<b>COE</b>	College of Education
<b>CSE</b>	College of Science and Engineering
<b>CSU</b>	Central State University
<b>CSUE</b>	Central State University Extension
<b>CSWE</b>	Council on Social Work Education

<b>FAFSA</b>	Free Application for Federal Student Aid
<b>GPA</b>	Grade Point Average
<b>GYG</b>	Give Your Year
<b>HIPAA</b>	Health Insurance Portability and Accountability Act
<b>HLC</b>	Higher Learning Commission
<b>HYB</b>	Handle Your Business
<b>IA</b>	Institutional Advancement
<b>ICWRM</b>	International Center for Water Resources Management
<b>IMM</b>	Invincible Marching Marauders
<b>NASAD</b>	National Association of Schools of Art and Design
<b>NASM</b>	National Association of Schools of Music
<b>SAEM</b>	Student Affairs and Enrollment Management
<b>SGA</b>	Student Government Association
<b>S-I-A-C</b>	Southern Intercollegiate Athletic Conference
<b>SOAR</b>	Student Orientation, Advising & Registration
<b>SPC</b>	<i>Service...Protocol...Civility</i> <sup>®</sup>
<b>STEM-Ag</b>	Science, Technology, Engineering, Mathematics and Agriculture
<b>TMCF</b>	Thurgood Marshall College Fund
<b>USC</b>	University Student Center

## Addresses

Use the University's P. O. Box 1004 for mailing purposes.

### Physical Address

1400 Brush Row Road  
Wilberforce, Ohio 45384

### Mailing Address

P. O. Box 1004  
Wilberforce, Ohio 45384

## Adviser or Advisor

Adviser or Advisor: both spellings are correct, however, Adviser is the preferred spelling.

## Alma Mater

Capitalize Alma Mater when referring to Central State's hymn. Use lower case in other instances.

## Alumnus, Alumna, Alumni

A male graduate is referred to as an alumnus.

A female graduate is an alumna.

When referring to a group of men and women, use alumni.

## Assistant and Associate

Capitalize when the word is a part of a formal title. Do not abbreviate.

## Board of Trustees

Uppercase the term Board of Trustees when referring to the full name of the group: The Central State University Board of Trustees. Subsequent references are lowercase: board, trustees.

## Building Names

Use the formal name of all University buildings on first reference with limited exceptions.

The buildings' informal names can be used on subsequent references. Go to:

[CentralState.edu/pr](http://CentralState.edu/pr) to find a list of building names.

## CentralState.edu

When writing [CentralState.edu](http://CentralState.edu), always capitalize the first letter of each word.

## Central State University

Spell out the official name of the University on first reference. The preferred use for second and subsequent references is Central State, CSU or the University. Do not start a sentence with an acronym or abbreviation, i.e., CSU.

## Chair, Chairman, and Chairwoman

All of those terms are acceptable. Choose the pronoun that specifically describes the participant. The words should be capitalized if used in a formal title.

## Colleges

Write the names of the University's four colleges as follows:

- » College of Business
- » College of Education
- » College of Humanities, Arts, and Social Sciences
- » College of Science and Engineering

## Comma

Use a comma:

Between elements (including before the word and also before the word or) in a series of three or more items

- » **Example:** Central State offers quality academics, affordability, and engaged faculty.

To separate two independent clauses joined by a conjunction

- » **Example:** Central State is a regionally accredited 1890 Land-Grant University, and it offers 35 degrees.

Using an exact dateline

- » **Example:** May 10, 1993, is the correct date.

To separate groups of three digits in most numbers of 1,000 or more

- » **Example:** 200,000

## Cooperative Extension Service

Use Cooperative Extension Service to describe the four focus areas of Land-Grant. Do not use the term "Extension Programs."

## Courtesy Titles

Refer to men and women with their first and last name on the first reference. Only use courtesy titles such as Mr., Miss, Ms. or Mrs. in direct quotations or for special circumstances. If the gender of the subject is not clear from his or her first name, indicate the gender by using “he” or “she” in the subsequent reference.

## CSU-Dayton

Refer to CSU-Dayton as the University’s Dayton location. Do not describe it as a campus. Use a hyphen between the two words.

## Divisions

Capitalize the names of Divisions.

- » **Example:** Division of Administration and Finance
- » **Example:** Division of Student Affairs and Enrollment Management

## email

Lowercase unless it is the first word of a sentence.

## Emeritus

Use the word emeritus after a formal title. Capitalize it if it is a part of a title before a name.

## Faculty Titles

Use appropriate rank — professor, associate professor, assistant professor, instructor, etc. — with academic departments lowercase:

- » **Example:** Dr. Peter Smith, professor of management

## Faculty Senate

Capitalize all references to Faculty Senate.

## Fraternities and Sororities

Write the full name of the fraternity or sorority followed by the chapter name.

- » **Example:** Iota Beta Omega, Incorporated, Epsilon Delta Chapter.

## Homecoming

Capitalize when referring to Central State University’s Homecoming. Also capitalize Homecoming queen, Homecoming parade, Homecoming activities.

## Honors Designations

Capitalize all honors designations:

- » Summa Cum Laude – grade point averages of 3.80 and above.
- » Magna Cum Laude – grade point averages between 3.60 and 3.79.
- » Cum Laude – grade point averages between 3.20 and 3.59.

## Land-Grant

Always hyphenate and capitalize Land-Grant when referring to Central State.

- » **Example:** Central State University is a regionally accredited 1890 Land-Grant University

## Months

Capitalize the name of a month. When a date is added, always spell out the month. Do not separate the month and year with a comma.

- » **Example:** June 2017.

## Numbers

Spell out numbers below 10. Use figures for numbers 10 and above.

## Office

Capitalize the word office when it is used as part of a formal name such as the Office of the President.

## Ohio Centers of Excellence

Use the full name and capitalize the name of the two Ohio Centers of Excellence on campus. They are:

- » Ohio Centers of Excellence in Emerging Technologies
- » Ohio Centers of Excellence in Fine and Performing Arts

## Parallel Construction

Present parallel ideas in a coordinated fashion. Make certain that all elements of the parallelism are present before and after the coordinating conjunction.

- » **Example:** The CSU Career and Internship Fair is open to CSU students and to alumni.

## Percentage

Use the symbol (%) for percent only when it is preceded by a numeral and in table headings and figure legends. Spell out the word percentage when used in the beginning of a sentence.

- » **Example:** Students who own laptops make up 62% of the total student body.
- » **Example:** Sixty-two percent of students own a laptop.

## Possessives

Use the following guidelines to create possessives:

Plural nouns not ending in s – add an 's.

- » **Example:** alumni's reunion

Plural nouns ending in s – add an '.

- » **Example:** cheerleaders' outfits

Singular nouns not ending in s – add an 's.

- » **Example:** Central State University's graduation

Singular name add an 's, even when the name ends in s.

- » **Example:** Jones's

Exception: Use an apostrophe only with a singular name that ends in an unpronounced s.

## President

Capitalize President on first reference and as part of a formal title: Central State University President Dr. Jane Doe.

## Punctuation and Quotation Marks

Place periods and commas within closing single or double quotation marks.

## Room Numbers

State the name of the building then the room number separated by a comma.

- » **Example:** Newsom Administration Building, Room 107.

## STEM-Ag

Use STEM-Ag to refer to Science, Technology, Engineering, Mathematics and Agriculture, not STEAM.

## Telephone Numbers

There are three acceptable ways to write telephone numbers:

- » **Example:** 937-376-6216
- » **Example:** 937.376.6216
- » **Example:** (937) 376-6216

For extension numbers, use the abbreviation for extension: Ext. 2675

## Tenets

*Service...Protocol...Civility®*

Write *Service...Protocol...Civility®* with ellipsis between the words and with the registered symbol at the end.

## Time

Use periods with a.m. and p.m. Do not use the :00 with a.m. or p.m. if referring to a time at the top of the hour.

- » **Example:** 7 a.m.-9 p.m.

When writing a range of time during the same time of day, only use a.m. or p.m. once.

- » **Example:** 7-9 a.m.

## Titles

Do not capitalize titles if written after a name (unless it is a named professorship):

- » Dr. Lewis Keith, dean of the College of Business
- » Melanie Smith, vice president for administration and finance & CFO

Capitalize academic titles when they immediately precede names:

- » College of Business Dean Dr. Lewis Keith
- » Trustee Bruce Smith

Italicize titles of books, periodicals, films, videos, and TV shows.

## University

Capitalize “University” when referring to Central State as a secondary reference only.

## Web Addresses

Do not use periods at the end of web addresses when writing the address in a sentence. Either use parentheses or revise the sentence to avoid ending a sentence with a URL and no punctuation.

## TEMPLATES

The following is a list of templates that are available for download at:  
[CentralState.edu/pr/templates](http://CentralState.edu/pr/templates)

- » Academic Flyer
- » Digital Letterhead for email only
- » Email Signature
- » Fax Cover Sheet
- » PowerPoint Presentation
- » Research and Scientific Poster
- » Trifold Brochure





