

consistency



Editorial & Graphics Style Guide

*How the words
and visuals we use
can influence how
our audiences
feel about ACC.*



Consistency in what we say, how we say it, and how we look defines how the public views us. Use this style guide to help you write and create material that inspires confidence in ACC.



Style Guide

Editorial

A

abbreviations, acronyms

DO NOT use periods in abbreviations or acronyms. Academic degrees are an exception.

academic degrees

Academic awards conferred by a college upon successful completion of a program of study. DO NOT use an “s” or apostrophe when referring to the associate degree.

- Associate degree is acceptable on first reference. If using official degree titles, use uppercase letters (example: Associate of Applied Science in Nursing).
- Lowercase unofficial degree titles, such as associate degree in nursing.
- Use periods after each letter in degree abbreviations, such as A.A., A.S. (This is an exception to the abbreviations rule.)
- DO NOT capitalize “degree” when referring to the Associate of Arts degree since degree is a descriptive noun rather than part of the title. DO NOT capitalize academic degrees used in a general sense.
- Use an apostrophe in bachelor’s degree and master’s degree.

Academic Standards of Progress, Satisfactory Academic Progress Policy for Financial Aid Recipients

There are two academic standards policies governing academic performance. The Academic Standards of Progress applies to all credit students, while Satisfactory Academic Progress Policy for Financial Aid Recipients applies specifically to federal financial aid recipients.

ACC 101, ACC 102, ACC 103, ACC Nexus

ACC 101, etc., are online tutorials that offer guidance to incoming and new ACC students. They are posted on the ACC Nexus website at austincc.edu/nexus. (Login required)

- **ACC 101:** Details the admissions process and produces a personalized information sheet to be used in the applicant’s advising session.
- **ACC 102:** Provides financial aid information.
- **ACC 103:** Is the online orientation.

ACC Leadership Academy

Uppercase Academy when referring to the leadership development program for full-time faculty and staff.

ACC Emergency Alert

Emergency notification system that sends voice, email, and text messages in the event of an extreme emergency or threat of emergency.

ACC Bookstore

Private retail business contracted with ACC to operate a bookstore on each ACC campus. Uppercase Bookstore when used as the proper name.

ACC Marketplace

Always include “ACC” when referring to the e-commerce system provided by Business Services that allows college departments to sell official college products or services online.

ACC Student ID

Official name for the card that students use to access campus services such as libraries, testing centers, and computer labs. Each semester, after students are registered for classes, their ACC Student ID becomes valid for that semester.

ACCeID

One word, uppercase with lowercase “e.”
A unique number assigned to ACC students and employees. The ACCeID provides access to campus and online services.

ACC OneCard

Preferred term for the debit card issued to all new students as a way to receive financial aid and tuition refunds.

Accent

DO NOT italicize name of student newspaper.

ACChieve

Acronym for “ACC Helping to Inspire Excellence and Value in Education.” Program to identify, monitor, and support at-risk students.

ACCmail

One word, lowercase “mail.” Official email accounts provided to every employee and student as a means of official communication.

Achieving the Dream

A national nonprofit program to help students remain in college and earn a degree or certificate. A component of ACC's Student Success Initiative, Achieving the Dream focuses on minority students, those who are first in their families to attend college, and students from low-income families. ATD is acceptable on second reference.

accreditation statement

Specific statements required by accrediting agencies when referencing the accreditation status of the college or individual programs. Please review the guidelines of the accrediting agency when communicating this information in print or on the web. See *SACSCOC*.

ACCTech

One word, uppercase "T." Program allowing high school students to earn college workforce credits (W courses) before enrolling in ACC. Their credit remains in escrow until the students graduate high school and enroll in ACC. Formerly called Tech-Prep.

add/drop, add/drop period, schedule changes

Interchangeable terms for the designated period at the beginning of each semester/session in which students can add or drop classes without penalty.

adjunct faculty

Instructors employed on a part-time basis. Titles: adjunct assistant professor, adjunct associate professor, adjunct professor. Lowercase unless it precedes a name. See *Professor Titles*.

addresses

Use abbreviations Ave., Blvd., Rd., St., and Dr., etc., only with locations that feature a numbered address: 5930 Middle Fiskville Rd. Spell out and capitalize when they are part of a formal street name without a number: Middle Fiskville Road. See *Room Numbers*.

Adult Education Division

Uppercase when referring to the academic division that includes the college's Adult Basic Education, GED Preparation, and English as a Second Language programs.

advising, counseling

Advising is acceptable in general references to educational planning assistance offered by academic advisors, counselors, faculty advisors, and recruiters.

advisor

Preferred spelling uses the –or ending, NOT adviser.

African-American

Preferred usage on first reference. “African-American” and “black” are acceptable on second reference.

African-American Cultural Center

Hyphenate African-American. A student center located at the Eastview Campus. Its mission is to increase understanding in the ACC and Central Texas communities of the culture, history, and contributions of African-Americans.

age

Always use numerals when referring to an individual or entity: a 1-year-old child, but the child is 1 year old. The student, 19, has a brother. The student is in his 20s.

a.m., p.m.

Always lowercase, with periods. The play is at 8 p.m. today. See *Time*.

alumni, former student

Any individual who attended ACC can be called a former student. To be considered an ACC alumnus or alumna officially, a person must have completed 20 credits of coursework. “Alumnus” is not the same as “graduate”—a graduate must have earned a degree from ACC. When referring to alumni, note that “alumni” includes both men and women; the singular male is alumnus, the singular female is alumna; and “alumnae” refers to a group solely composed of women.

annexation

The process by which a service area community petitions the college and votes on whether to become members of the ACC District. See *Austin Community College District*.

Assessment Center

The Assessment Center, operated on each campus by Student Services, provides placement testing required for admission to college credit programs and certain course placements. See *Business Assessment Center* and *Testing Center*.

austincc.edu

Web address for the college. Neither `http://` or `www.` are necessary.

Austin Community College

Preferred term when referring to the higher education institution. Use ACC on second reference.

- RIGHT: The student attends Austin Community College.
- WRONG: The student attends Austin Community College District.

Austin Community College District

Preferred term for the system by which the higher education institution is governed, and the territory within its taxing authority. ACC, ACC District, or “district” are acceptable on second reference. DO NOT use ACCD. Capitalize District when part of the official name; lowercase district on second reference.

- RIGHT: The Legislature determines the service area for the Austin Community College District.
- WRONG: The Legislature determines the service area for Austin Community College.

AY

Spell out “academic year” in documents for a general audience. Example: Academic year 2013 (AY13) is the period from fall 2012 through summer 2013.

B

baccalaureate

Bachelor's degree is preferred.

See *academic degrees*.

black

See *African-American*.

Blackboard

Online system that allows instructors to post assignments, grades, and notes. Students use the system to check grades, turn in assignments, and communicate with their instructors and other classmates.

Board of Trustees

Uppercase when used as a phrase, but lowercase “the board” or trustee. Nine people comprise the Austin Community College Board of Trustees. The Board of Trustees’ role is to oversee the college budget and supervise the president.

Business Assessment Center

The Business Assessment Center is part of the Continuing Education Division. It administers educational, performance-based, and high-stakes assessments. It also provides assessment services for educational institutions, international agencies, business, and industry. See *Assessment Center* and *Testing Center*.

C

campus names

Uppercase C in campus when using the proper name of one of ACC’s campuses. Lowercase C when listing two or more campuses.

- RIGHT: Eastview Campus
- RIGHT: Eastview and Northridge campuses
- WRONG: Eastview and Northridge Campuses

Campus Administration

Capitalize the official name of the campus manager’s office.

campuswide

No hyphen. Also: collegewide, statewide, nationwide, worldwide.

Cashier Office

Capitalize, no apostrophe in the official title of the Cashier Office.

- RIGHT: Cashier Office
- WRONG: Cashier's Office

certificate

A certificate program of study requires fewer credits to complete than an associate degree. See *academic degrees*.

chair

The preferred reference instead of chairman, chairwoman, chairperson. Capitalize before a name.

child care

Two words, no hyphen.

city

Lowercase except as part of the formal title of city government, such as City of Austin.

class, course

May be used interchangeably to refer to a course. See *section*.

Closing the Gaps

Capitalize, DO NOT use quotes or italics when referring to the statewide economic initiative of the Texas Higher Education Coordinating Board. The program is intended to increase the college-going rate in Texas so that the state can maintain an educated workforce necessary to support business and industry and to maintain and promote economic development. CTG is acceptable on second reference.

co-curricular profile

Tool offered by the Student Life Office that can accompany a student's transfer college application or résumé. Illustrates student development, organizational growth, skills, and involvement.

co-enrollment

Typically refers to students who enroll simultaneously in two or more institutions. For example, students may co-enroll at ACC and UT-Austin. Co-enrollment also refers to a high school student taking a college credit class while still enrolled in high school.

College Connection

The program to deliver college enrollment services directly to area high school campuses. Note there is no “s” on Connection.

college

Lowercase except as part of a formal title.

Example: The college has many campuses.

collegewide

See *campuswide*.

comma in a series

Use commas to separate elements in a series, including before the concluding conjunction: He is studying math, English, and history.

committee, council, association

Lowercase except as part of a formal title such as Budget Committee, Student Services Council, or Classified Employees Association.

contact hours

Contact hours are the basis of state reimbursement to the college and represent the number of hours of instruction provided to students in a given course. See *credit hour*.

Continuing Education Division

Uppercase when referring to the nondegree division offering personal and professional development classes and programs. CE is acceptable on second reference.

core curriculum

Lowercase, no quotes when referring to ACC’s official block of transferable courses.

co-requisite, prerequisite

Hyphenate co-requisite but not prerequisite.

Corporate Training Solutions

Area of Continuing Education Division that works with individual employers to develop and administer tailored programs of study.

course title

Each course has a course title, course abbreviation, and course number. The course title is capitalized and followed by the course abbreviation and course number in parentheses separated by a space. Example: Mechanical Drafting (DFTG 1433). Following the first reference, it is acceptable to use either the course title or course abbreviation and number.

courseload, coursework

One word, no hyphen.

courtesy titles

DO NOT use courtesy titles such as Mr., Mrs., Ms. The exception is Dr., which can be used on first reference. The preferred style is to use the academic degree designation rather than the Dr. courtesy title. Example: John Doe, Ph.D., and Jane Doe, Ed.D.

credit hour

Credit hour is the preferred term for “semester credit hour.” Credit hours represent: 1) the hours value of a college credit course—i.e., how many hours are applied to completion of a certificate or degree plan; and 2) how much tuition is charged for a course. Example: ENGL 1301 is English 1301 (Freshman Composition I) is 3 credit hours. The credit hour value of a course is always indicated by the second number of the course number.

Use numerals for credit hours, no matter how small the number. Credit is an acceptable term for credit hours. When used as an adjective, hyphenate when a compound modifier: She has a 3-credit class.

credit-in-escrow

Always hyphenate the term for the process that grants credit for a technical course that’s part of an articulated agreement between a public high school and ACC. Students earn credit-in-escrow while in high school. The credit is awarded once the graduate enrolls at ACC and successfully completes a college class.

D

data

The word is plural so takes a plural verb: Data indicate improvement.

dates

Use numbers without st, nd, rd, or th. Use day of the week, comma, then month, date, comma, and finally year when needed, followed by a comma or other punctuation mark (most often a period).

- RIGHT: Monday, April 1, 2013
- WRONG: April 1st
- RIGHT: On Monday, April 1, 2013, the students attended class.

Month-year combinations don't require commas.

- RIGHT: April 2013
- WRONG: April, 2013

When a month is used with a specific date, abbreviate only Jan., Feb., Aug., Sept., Oct., Nov., and Dec. Example: Oct. 4 was the day of her birthday.

Use an apostrophe to indicate numbers from a year that are left out (the year '99). There is not an apostrophe before an "s" (1990s). Separate dates involving spans of time with an en dash or hyphen (2000–05).

days of the week

Avoid abbreviating except in tabular formats.

Deaf

The preferred term is "Deaf or hard of hearing." Capitalize Deaf in all instances. DO NOT use the term "hearing impaired."

degree

See *academic degrees*.

degree audit

An online system that tracks student progress toward completion of a specified degree program.

degree tracking sheets

Documents that detail course options to help plan and track progress toward an associate degree or certificate.

department

Used when referring to a specific academic or administrative area of the college. Capitalize when part of a full name, e.g. the Biology Department. See *office*.

dereg

Informal term for the process of removing students from the registration rolls for failure to pay tuition by the payment deadline. The term is short for “deregistration.”

disabled, handicapped, impaired

In general, DO NOT describe an individual as disabled or handicapped unless it is clearly pertinent to a story. When such words are used, never use them as modifiers before the noun.

- RIGHT: The person with disabilities was describing his accident.
- WRONG: The disabled person was speaking.

Distance Learning

Program that delivers ACC courses to students who are not physically present in a traditional educational setting such as a classroom. Capitalize only when used as the proper name of the ACC program.

District

See *Austin Community College, Austin Community College District*.

division

Used when referring to one academic or administrative unit of the college, e.g. the Arts and Humanities Division, or the Adult Education Division.

Division is not necessary on first reference. Capitalize when used with the official division name. Lowercase on second reference.

Dr.

See *courtesy titles*.

dual enrollment, dual credit

The term “dual enrollment” is synonymous with co-enrollment. The term “dual credit” applies to select college courses that provide both high school and college credit to Early College Start students. See *co-enrollment*.

E

e.g., i.e.

The term e.g. is used to mean “for example.” The term i.e. is used for rephrasing, meaning “that is.”

Early College High School

High school that offers college courses to students beginning in ninth grade, allowing them to complete up to two years of college while they earn a high school diploma. ACC has partnerships with Austin ISD to operate two early college high schools. Capitalize when used as the proper name.

Early College Start

Capitalize when referring to the program that allows high school students to co-enroll in Austin Community College classes. ECS is acceptable on second reference.

El Centro

See *Latino/Latin American Studies Center*.

email

No hyphen, lowercase “e.”

eligibility date

Phrase that designates when a current student is eligible to register for classes.

Emergency Alert

See *ACC Emergency Alert*.

employee associations

Uppercase the names of employee and student associations: Full-Time Faculty Senate; Adjunct Faculty Association (AFA); Association of Professional-Technical Employees (APTE); Classified Employees Association (CEA); and the Student Government Association. Affiliate organizations recognized by the college include the American Association of University Professors, American Federation of Teachers, Texas Association of Black Personnel in Higher Education, Texas Association of Chicanos in Higher Education, and the Texas Community College Teachers Association. See *committee*, *council*, *association*.

ESL

Use English as a Second Language in first reference to Adult Basic Education noncredit classes for students who primarily want to learn English for everyday life.

ESOL

May use as first reference to English for Speakers of Other Languages as long as you include full name somewhere in your text. ESOL is the program of developmental education credit classes that help beginning through advanced students improve their English so that they can be more successful.

F

faculty advising

Process in which students receive assistance in planning their degree or certificate from a faculty member in their program of study.

Family Educational Rights and Privacy Act (FERPA)

Federal law that protects the privacy of student records. Abbreviation is acceptable on first reference if it aids readability and the unabbreviated name appears somewhere in the text.

fee

Lowercase when referring to additional charges not included in tuition. Examples are technology fee, registration fee, and student activity fee.

financial aid

Money made available from grants, scholarships, loans, and work study. See *work study*.

flier

Preferred spelling when referring to a handbill.

Foster Care Alumni

Support program for former foster care students attending ACC. Mentors are called campus champions.

full time/full-time

Hyphenate as a compound modifier. He is a full-time professor who works in the laboratory full time.

FY

Spell out “fiscal year” in documents for a general or external audience. For example, ACC’s fiscal year 2013 (FY13) runs Sept. 1, 2012, through Aug. 31, 2013.

G

GED

Acronym representing General Educational Development. GED is acceptable in all references. DO NOT use periods.

GPA

GPA is acceptable in all references to grade point average. DO NOT use periods.

grades

DO NOT use quotation marks, italics, or boldface when writing assessment grades. For plural of any letter grade, use an apostrophe and an “s” (three A’s, two B’s, two I’s.)

Green Car Parking

Preferred parking spaces at ACC facilities for approved low-emission vehicles.

Green Pass

An ACC student/employee pass for Capital Metro bus and rail service at no charge per ride.

H

Healthcare

One word.

hearing impaired

See *Deaf*.

Help Center

Preferred name for the call center that provides remote technical support for ACC employees and serves as the phone and online contact for student questions regarding admissions, financial aid, and tuition payments.

Higher OneCard

See *ACC OneCard*.

Hispanic

See *Latino*.



hold

“Student records hold” is the preferred term when referring to the restrictions placed on students who have unmet obligations or unpaid fees. May prevent students from registering, graduating, or receiving official transcripts.

homepage

One word. The college has one homepage, the first page of the site, and other pages are webpages.

Honors Program

Uppercase both words when referring to the merit-based program that provides courses offering enriched instruction to eligible students.

http:, https:

Include with URLs that DO NOT begin with www.

Example: <http://dl.austincc.edu>.

See *austincc.edu*.

hybrid courses

Courses that combine face-to-face classroom instruction with online learning.

I

in-district, out-of-district

Designations based on an individual’s legal residence status. In-district refers to those who reside within the ACC District, making them eligible for the lowest tuition rates. Out-of-district refers to individuals who reside outside the ACC District. See *Austin Community College District*.

instructional associate

Adjunct instructor who also works in a non-faculty position.

International Programs

ACC’s study abroad programs and student exchange program managed by the International Programs Office.

International Student Office

Department within the Admissions and Records Office that assists international students enrolling at ACC.

Internet

Capitalize.

IVC classroom

Classrooms specially equipped for interactive videoconferencing.

J

job titles

Capitalize titles of an ACC office only when they precede a name; general occupational titles should be lowercase.

Examples:

- Dean of Student Services Chris Barelli is in charge.
- The dean of student services is in a meeting.
- Angela Rodriguez, dean of student services, is attending a conference.

Jr., Sr., III

Abbreviate, punctuate. Capitalize first letter only.

L

Latino

Preferred usage on first reference. “Latino” and “Hispanic” are acceptable on second reference.

Latino/Latin American Studies Center

Cultural center located at the Riverside Campus whose mission is to increase understanding in the ACC and Central Texas communities of the culture, history, and contributions of Latinos.

Learning Lab

Capitalize when referring to on-campus resource that provides free tutoring, computer and printer access, study group space, and more.

learning community

Lowercase when referring to classes that are linked or clustered during a semester, often around an interdisciplinary theme.

legislative titles

Abbreviate Rep., Reps., Sen., and Sens. as formal titles before one or more names in text. Spell out and lowercase representative and senator in other uses.

Legislature

Capitalize when preceded by the name of a state: the Texas Legislature. Retain capitalization when the state name is dropped but the reference is specifically to that state's Legislature. Lowercase legislature when used generically: No legislature has approved that amendment.

lifelong

One word, no hyphen.

lists

Use numbers with items in a vertical list only when the order matters. In formal technical material, you may use a semicolon at the end of each list item, with a period following the last item on the list.

M

Major

A student's primary area of study.

Men of Distinction

Support program for African-American males attending ACC. MOD is acceptable on second reference.

money

Use the dollar sign: \$10, \$1,000, \$90,000 (not \$90 thousand) Use exact figures up to \$1 million. On figures more than \$1 million, use: \$1 million, \$2.7 million, \$6.28 billion. With ranges of amounts, don't drop designators such as million. Example: \$8 million to \$10 million.

N

names

On first reference, use the person's first name, last name, and title. On second reference, use only the last name, without title.

No.

Use as the abbreviation when indicating position or rank: No. 3 choice.

noncredit, nondegree

One word, DO NOT hyphenate when referring to courses offered by the Continuing Education and Adult Education divisions.

numbers

- **Sentences:** Spell out whole numerals below 10; use figures for 10 and above.
- **Ordinals:** Spell out first through ninth and use figures for 10th and above.
- **Fractions:** Use a hyphen when fractions are expressed in words, and use numbers rather than words for mixed numbers. Example: In the survey, one-third of the respondents gave a score of 4½ or better.
- **Ranges:** Can be expressed in two ways with a hyphen or en-dash (300–400) or with the words “from” and “to” (from 300 to 400). WRONG: from 300–400.
- **Ratios:** Use figures and hyphens with no spaces. Example: Yamashita used a ratio of 2-to-1 whereas a 5-3 ratio was used by Donaldson.

O

office

Commonly used to designate administrative departments. Avoid using “Office of” in reference to college units. Capitalize only when part of a formal title: Student Life Office.

one college

Refers to ACC's accreditation to operate as a single college, with multiple campuses and centers.

The “one-college” concept ensures consistency of programs and services delivered across the district.

online

One word, DO NOT hyphenate.

Online Services

Refers to the college's secure webpage that provides restricted access to tools and information customized to the individual visiting the site, using information from college databases. Employees and students receive access through a secure login, called their ACCeID. See *ACCeID*.

open-door policy

Policy of admitting all eligible applicants regardless of academic standing. Does not guarantee access to credit classes.

orientation

Preferred term is “information session,” “introductory session,” or “introduction” unless referring to The Orientation Program (TOP) for new ACC students. See *TOP*.

out-of-district

See *tax district*.

P

paired courses

Two courses for which students must co-register. See *learning community*.

part time/part-time

Hyphenate as a compound modifier. Example: She works part time. He is a part-time employee.

percent

Always spell out in text; DO NOT use the symbol (%). When showing a range of percentages use the word with both numerals. For example, between 5 percent and 10 percent.

Phi Theta Kappa

Honor society for academically eligible students. PTK on second reference.

phone numbers

Use parentheses around area codes and a space between the area code and the number. Use a period between the prefix and the extension. Example: (541) 463.3000.

prerequisite

Requirement that students must meet before they can take a course. See *co-requisite*.

professor titles

Refer to faculty members by their specific titles. Check the individual's curriculum vitae posted with ACC directory information for the correct title. The term professor is not acceptable in references to Continuing Education instructors.

Full-time faculty:

- Professor
- Associate Professor
- Assistant Professor

Adjunct faculty:

- Adjunct Professor
- Adjunct Associate Professor
- Adjunct Assistant Professor

program

Most often refers to a program of study. Capitalize "Program" when used as part of an official title, e.g. the Sonography Program.

publication titles

Capitalize periodicals such as magazines and newspapers. Capitalize and use quotation marks on magazine article titles and books.

Q

Quality Enhancement Plan (QEP)

A five-year plan required by ACC's accrediting body (Southern Association of Colleges and Schools Commission on Colleges) to improve and increase student learning. ACC's QEP focuses on Developmental Math. QEP on second reference.

R

reverse transfer

Refers to the official process by which a student may complete an ACC associate degree after transferring to another institution, completing applicable coursework there, and submitting a transcript from that institution to ACC.

Riverbat

Capitalize when referring to the ACC mascot or an ACC student. Singular when used as an adjective. Example: Riverbat shirts.

room numbers

When giving a location on a campus, give the building first, then the room number. Spell out and capitalize the words “Building” and “Room.”

S

SACSCOC

Acronym for the Southern Association of Colleges and Schools Commission on Colleges, ACC’s accreditation organization. Spell out full name on first reference. DO NOT use the shortened “SACS.”

Scantron

Uppercase for computer-scored answer sheets used for many college exams.

schedule changes

See *add/drops*.

school districts

Spell out the full name on first reference. For example, Austin Independent School District, or Hays Consolidated Independent School District. When referring to more than one school district, use lowercase when spelling out independent school district. For example, Leander and Manor independent school districts. On second reference use “ISD.”

semester credit hours

See *contact hours*, *credit hour*.

service area

The area in which the Austin Community College District is designated by the state to offer programs and services. The ACC District service area includes:

- Hays, Gillespie, Caldwell, and Blanco counties;
- Travis County, except the territory within the Marble Falls Independent School District;
- Williamson County, except the territory within the Florence, Granger, Hutto, Lexington, Taylor, and Thrall independent school districts;
- Bastrop County, except the territory within the Lexington Independent School District;
- The part of the Nixon-Smilely Consolidated Independent School District located in Gonzales County;
- The part of the San Marcos Consolidated Independent School District located in Guadalupe County;
- The part of the Elgin Independent School District located in Lee County; and
- The part of the Smithville Independent School District located in Fayette County.

See *Austin Community College District*.

service learning

An educational strategy in which community-based experiential learning opportunities are incorporated into the curriculum.

semester designations

DO NOT capitalize. For example, fall semester, spring semester, and summer semester.

session

Instructional periods during a semester that mark the beginning and end of a class. For example, 12-week session.

section

A distinct class of students taking the same course. Example: She taught three sections of English Composition.

sexist language

Current practice requires that masculine pronouns not be used for generic references to non-gender-specific persons. Avoid the problem by pluralizing the reference or eliminating the pronoun whenever possible.

shared governance

Governance system by which ACC solicits input and collaboration from faculty, staff, and students.

Six-Drop Rule

Refers to the Texas law that limits to six the number of allowable course withdrawals students may have during their undergraduate career.

spacing

Use a single space after a period and any other punctuation.

student ID

See *ACC Student ID*.

Student Success Initiative

Collegewide initiatives that together focus on student performance, retention, and completion. The Student Success Initiative is the umbrella term for several initiatives to improve student success. SSI is acceptable on second reference. See *Achieving the Dream*.

Student Services

Division responsible for admissions, assessment, graduation, financial aid, advising, and other student support functions.

Support Center

Program offering financial and counseling support to Pell Grant-eligible students who are single parents, displaced homemakers, or majoring in nontraditional career fields.

syllabus, syllabi

Required outline of essential information about a course. Plural is syllabi.

T

tax district, taxing district

The preferred term is “Austin Community College District” unless making a distinction between the district’s taxpaying and non-taxpaying territories. The terms “tax district” and “taxing district” are used as necessary for clarity only in annexation-related discussions. See *Austin Community College District*.

teacher

DO NOT use when referring to college faculty. Preferred choices are faculty, instructor, or professor.

Tech-Prep Program

See *ACCTech*.

Testing Center

On-campus center that proctors course exams for Distance Learning and some on-campus classes. See *Assessment Center* and *Business Assessment Center*.

Texas Higher Education Coordinating Board

The state agency that oversees public higher education in Texas. On second reference, use THECB as an adjective or “the THECB” as a noun.

Texas Success Initiative, TSI

State-mandated basic skills assessment program for incoming college students. TSI on second reference.

THECB

See *Texas Higher Education Coordinating Board*.

Third Attempt Courses

Refers to state law that assesses a higher tuition rate for courses a student has already taken two times.

time

Use figures except for noon and midnight. Use a colon to separate hours from minutes. DO NOT include zeros in full-hour times. Use a.m. and p.m., lowercase with periods. Use an en-dash or hyphen with no spaces to depict spans of time. Example: The workshop is 8:30 a.m.–5 p.m. on Tuesday, and there will be a break for lunch from noon–1 p.m.

TOP

Acronym for The Orientation Program, ACC's mandatory orientation for incoming first-time college students.

Transfer Academy

A series of sessions that guide students through the process of transferring to a four-year college or university.

transfer credits

Number of credit hours taken at one college that may be used to meet graduation or degree requirements at another college.

U

underrepresented

One word.

underprepared

One word.

United States and U.S.

Spell out when it stands alone; use U.S. when it is a modifier: U.S. Air Force.

URL

Capitalize and use without periods when referring to a Universal Resource Locator, the address of a website.

W

web

Lowercase when referring to the World Wide Web. May be used in first and second references, e.g. the web, webmaster, website, webpage.

withdrawal

Dropping a class after the add/drop period is considered a withdrawal. Students who withdraw from a course receive a “W” on their transcript and are not eligible for a tuition refund.

work study

Lowercase when referring to the financial aid program that provides part-time work to financially eligible students. Hyphenate as an adjective: a work-study student. See *financial aid*.

X

X-ray

The radiological term takes a capital X.

Z


ZIP code

A comma is not necessary between the state name and the ZIP code.



Style Guide

Graphics



The Austin Community College logo is a registered trademark and **must never be altered in any way.**

Official Trademarks

Seal

The Austin Community College seal represents the official business of the college. It symbolizes a sense of tradition, quality, and the enlightening power of knowledge. However, it is not, and should not be construed or used as the college's "logo." Appropriate uses of the seal should be limited to the official business of the college, such as student transcripts, diplomas, and official board actions.



Institutional Mark

The official logo or trademark of Austin Community College is the ACC star used in conjunction with the name of the college. The ACC star symbolizes vitality, growth, and progress. It speaks to the energy of knowledge unleashed when students are empowered by learning.



The logo represents the college in the community, internally and externally, locally, regionally and nationally. It must be used in all instances of marketing and identification of the college. Examples of appropriate use include:

- Publications and promotional material
- Advertisements and environmental graphics (billboards, vehicle wraps)
- College stationery, business cards, name tags
- Internal promotion and correspondence
- Campus, vehicular and other signage
- Merchandise sold on behalf of ACC or using the college's name and/or likeness

The logo must be used according to the college's approved graphic standards. It must not be rekeyed, redrawn, reproportioned, added to, or modified in any way. It is the official trademark of Austin Community College and must be reproduced from original artwork. Only the official, approved version(s) of the logo are appropriate for use. Public Information & College Marketing is responsible for establishing and maintaining these graphic standards.

Wordmark

AUSTIN COMMUNITY COLLEGE

It is appropriate to use the wordmark on merchandise and other places where space is at a premium, or where a more formal look is desired. Keeping with the Austin Community College style standards, there are 2 versions of the wordmark, with and without the word “District.” Please see the Editorial portion of this style guide for information about the different applications. Like all Austin Community College trademarks, the wordmark is not to be rekeyed, redrawn, reportioned, added to, or modified in any way. It must be reproduced from original artwork, which is managed by Public Information & College Marketing.

College Slogan

The official tagline for the college is “Start Here. Get There.”

Other slogans used in conjunction with the Austin Community College name and/or ACC departments should be reviewed by Public Information & College Marketing prior to production.

Abbreviated Versions

There are two alternatives (horizontal and vertical) of the official logo for use in signage or merchandising. The alternatives of the logo include both the star emblem and the initial capitals in the college’s name (ACC) as shown below. The two elements are inseparable and unalterable. No additional elements may be added.



The abbreviated logo is acceptable on merchandise and other places where space is at a premium

Unit Institutional IDs

When we look at the institutional structure of the college, we find the areas that need a unique identifier but are still a part of the institution. Unit IDs allow for differentiation while building on the strength of ACC's identity. This system of IDs communicates to our constituents that each department and division is supported by ACC, works toward fulfilling the vision and mission of the college, and supports our brand promise.

- College divisions (Continuing Education, Health Sciences, etc.)
- College and division departments (Information Technology, International Students Office, etc.)

Division Unit ID



Department Unit ID



But!

No department or program should use another logo instead of the Austin Community College logo or appropriate division or departmental institutional unit ID. Any graphic developed to market a program or service should never replace the ACC logo.

If you need a division or department unit ID created, please put in a request through the Public Information & College Marketing website.



Have questions about which logo to use? Contact Public Information & College Marketing. We're here to help!

Additional Trademarks



Spirit Mark

The Riverbat is the official Austin Community College mascot. The Riverbat is a vibrant representation of the college and the many communities we serve across Central Texas.

It is our hope that through the Riverbat, every student, alum, friend, and supporter will cultivate a strengthened connection to ACC's mission, values, and commitment to building a college-going culture.

The Riverbat is a symbol of the college that has its own set of brand standards and usage guidelines.

All marketing communication efforts surrounding ACC's Riverbat are tied together by a common element—the Riverbat wordmark—a type treatment of the word “Riverbats” along with the graphical bat in the shape of a “V.” A second version, the Riverbats wordmark followed by a narrow line and the words “Austin Community College” may be used when space and readability allows.

The Riverbat logo must not be rekeyed, redrawn, reproportioned, added to, or modified in any way. It is the official mark of the ACC Riverbat and must be reproduced from original artwork, which is managed by Public Information & College Marketing. Any requests to use the Riverbat logo should be made through Public Information & College Marketing.

The names “Riverbat” and “Riverbats” and the logomark are registered trademarks of the college, and misuse is a copyright infringement. The logomark, color palette, likeness of the mascot costume, and other identifying features are carefully managed by Public Information & College Marketing.

Please contact Public Information & College Marketing if you have questions about the usage guidelines for the Riverbat logo.

i am acc

Campaign Graphics

“i am acc” is a marketing campaign that demonstrates the brand of the college. While we appreciate how the ACC community has embraced the campaign, the images and design elements are carefully managed and planned in advance by the staff of Public Information & College Marketing.

All marketing communication efforts surrounding the “i am acc” campaign are tied together by a common element—the “i am acc” wordmark, a type treatment of the words “i am acc”.

The wordmark must not be rekeyed, redrawn, reproportioned, added to, or modified in any way. It is the official mark of ACC’s “i am acc” campaign and must be reproduced from original artwork, which is managed by Public Information & College Marketing. At this time, there are no alternate applications of the wordmark.

The “i am acc” wordmark is a registered trademark of Austin Community College, and misuse is a copyright infringement.

Please contact Public Information & College Marketing if you have questions about the usage guidelines for this campaign.



Logo Usage Guidelines

Logo Usage

- **Do!** Use the logo when you create printed material or web pages
- **Do!** Use the logo in its entirety—it is the official trademark of the college
- **Do!** Check with Public Information & College Marketing if you have questions

The logo must appear in its entirety.

- The logo includes both the star emblem and the name of the college, in the correct typeface and specified colors.
- The two elements are inseparable and unalterable.
- No additional elements may be added.

It is not permissible to change the typeface of the logo or alter the proportion or composition of the logo in any way.

The star should never be used on its own; nor should the name of the college be shown in the typeface and configuration of the logo without the star.

Size

Any version of the logo should be larger than $\frac{3}{4}$ of an inch tall, and smaller than 2 inches, except in specific cases like merchandise, business cards and billboards.



Remember: any use of the logo meant for external audiences must be approved by Public Information & College Marketing.

Proportion

The logo must always be resized in proportion. To do this in Microsoft Word or PowerPoint, hold the shift key down when resizing. If the logo looks squished or stretched, it is incorrect.



Hold the shift key down when you make it bigger or smaller.

Clear Space

The ACC logo looks best with ample clear space around it. Please keep space that is at least the height of the capital C around the logo on all sides.



Keep at least this much space around the logo

In Print

Placement

As a graphic element, the logo should be part of the overall design of a page, to readily identify the college. As such, it should typically appear at the top or bottom of a page.

Scale

Use the logo in appropriate proportion to the rest of the design.

Colors of the Star

PMS (Pantone Matching System) colors for the logo's star:

- Green: PMS 334
- Yellow: PMS 116
- Blue: PMS 300
- Red: PMS 186

Color breakdown of the logo's star for four-color process (CMYK) applications is:

- Green: 97C/0M/66Y/0K
- Yellow: 0C/19M/100Y/0K
- Blue: 100C/35M/0Y/0K
- Red: 1C/91M/72Y/3K

Color breakdown Microsoft applications and other instances where red–green–blue (RGB) is used:

- Green: 0r/149g/126b
- Yellow: 255r/181g/17b
- Blue: 0r/110g/182b
- Red: 212r/1g/57b

Black & White Printing

Many of ACC's documents are reproduced with a photocopier. In these instances, both the star and the type should be in solid black.



A grayscale version of the color version is not permissible. Do not use the color logo if you plan to photocopy in black and white. When in doubt, please use the solid black version of the logo.

If the logo is placed over a dark background, the white version should be used.

Avoid placing the logo on backgrounds with textures and mid-tones, or complicated photographs. Avoid choosing background colors that clash with the colors of the logo's star.

Two-Color Printing

In a two-color application, both the star and the type should be solid the same solid color:

- The preferred color for the ACC logo in a two-color document (i.e., black text and second, accent color) is BLACK
- The second color choice is Pantone Blue 280

For other color options, consult with Public Information & College Marketing.

On the Web

- Always on the first page of major categories/sites (e.g. academic departments)
- Use the logo as a link back to the ACC homepage
- Always in the correct color and size
- Never use the ACC logo or elements of it as a background or watermark
- For more information about web page design, refer to austincc.edu/marketing/guidelines/websites
- The web colors for the logo are based on the RGB color scheme and hexadecimal numbers (needed in HTML code). These numbers are:
 - » Green: 000R/149G/126B, #00A08F
 - » Blue: 000R/110G/182B, #0070C8
 - » Yellow: 255R/181G/017B, #FFD700
 - » Red: 212R/001G/057B, #D40139

Brand Character

What is a brand?

Successful brands communicate a strong vision through words and visuals that are consistent with the organization's image and relevant to the audience. Brand standards reinforce the deeper personalities, culture, and behaviors of the academic institution.

The totality of the logo, visuals, and terms we use to describe Austin Community College enables us to establish and maintain a clear, unified brand identity, both within the ACC community and beyond. Managing these components is important so we can keep our messaging consistent, and communicate our brand values through visual cues that back up the statements we make.

What is the character of our brand?

Brand character is the personality and tone of the organization. The characteristics dictate the expression—graphics, color palette, voice, and style—of the brand. The Public Information & College Marketing staff conducted exercises to describe the Austin Community College personality with these five key traits:

- Accessible
- Supportive
- Community
- Valuable
- Empowering

These traits were used to build a brand value statement:

Austin Community College provides **accessible** and **valuable** learning opportunities in a **supportive** environment dedicated to **empowering** students and enriching the Central Texas **community**.

Visual cues were then selected to represent this positioning:

- Color palette
- Photography
- Typography

Color Palette

The primary color of the ACC brand is PMS 280. It represents ACC as *Accessible*, part of the *Community*, and *Valuable*.



PMS 280:
100C/72M/0Y/18
OR/73G/144B
#002878

Typography

Official college publications use the Century Schoolbook, Clarendon Text Pro, and Gotham fonts, though you do not need to use these fonts in your materials.

As a general rule, use fonts that are clean and legible. This supports the brand values of *Accessible*, *Supportive*, and *Valuable*.

Photography

Above all else, photography should feature actual ACC students, faculty, and staff to show the brand value *Community*. Please limit stock photography to objects and places, unless there is no alternative. Contact Public Information & College Marketing if you need photos of students, alumni, faculty, or staff.

- Select focus on individual(s) with a positive emotion shows the brand values *Empowering*, *Supportive*, and *Valuable*.
- A natural, genuine setting and moment shows *Accessible* and *Supportive*.
- There should be a professional look to the photography to show the brand values *Empowering* and *Valuable*.





Style Guide

Legal

Trademark Notice

The Austin Community College and “ACC” name, logo and trademarks, wordmarks, slogans, and other identifying symbols are the property of the Austin Community College District and are protected by federal and local copyright laws. Any unauthorized use of these or misleadingly similar names or marks, by any entity or individual without express written consent of the ACC District will be deemed a violation of the College’s statutory and/or common law rights, and the College will take any and all steps necessary to protect such rights. Commercial use and reproduction without express written permission is strictly prohibited. This includes use by nonbusiness groups or individuals, employees, charities, and other organizations. The use of any Austin Community College District name, logo, or trademark on any product or in connection with a manufacturer, wholesaler, screen printer, in-store producer, or any other supplier must be managed under a written agreement: other commercial use and reproduction without express written permission is strictly prohibited.

The names “Austin Community College,” “Riverbats,” “ACC,” “i am acc,” and “Austin Community College District” (and variations thereof) are registered with the U.S. Patent and Trademark Office. The Austin Community College District holds exclusive ownership rights regarding the use of all ACC logos, names, trademarks, and logos. Only the official, approved versions of the logo are appropriate for use.

ACC’s Public Information & College Marketing Department is responsible for establishing and maintaining these graphic standards, as well as formally approving any external use of ACC trademarks.

Off-campus Trademark Use

The use of any Austin Community College name, logo, or trademark by any other organization, business, or individual must be approved by ACC's Public Information & College Marketing Department prior to use. This serves to protect the reputation of the college and the integrity of the marks by ensuring that only approved representations of the college's marks appear before the public.

Monitoring use of the trademarks also ensures Austin Community College's compliance with State of Texas policies and United States trademark laws.

Commercial Use


Commercial use of the Austin Community College names, symbols, and logos must be approved and licensed in advance. Items that are purchased or produced for promotional use or resale must be purchased from a licensed supplier. This includes merchandise purchased by staff from third parties, retail items, promotional partnerships, and other uses of ACC's trademarks by companies other than ACC.

It is an infringement on Austin Community College's registered names, logos, and trademarks to produce ACC merchandise without written authorization. Vendors who fail to follow this policy may lose license permissions and the ability to do business with Austin Community College. Legal penalties also may apply.

Use of the names, logos, and trademarks are approved through ACC's Public Information & College Marketing Department to ensure that the marks are used according to design standards, and to protect ACC's ownership of the marks.

Complete information for ACC staff and faculty, approved vendors, and license applicants may be found on the Public Information & College Marketing website: austincc.edu/marketing.

When in doubt about any form of logo or trademark usage, contact ACC's Public Information & College Marketing Department.



Visit our Resources page to download correct versions of the ACC logo, plus document templates, photographs, and an electronic version of this guide.

austincc.edu/marketing