



COCHISE COLLEGE

GRAPHIC AND EDITORIAL STYLE GUIDELINES

This guide is dated 3/2023



Because the first formal contact one has with Cochise College is often through printed and online communications, it is vitally important that graphic and brand standards be followed closely.

Why is branding so important?

Brand identity is important because it promotes Cochise College's recognition in the community. It reinforces our positive reputation to our stakeholders. An inconsistent image confuses the public and undermines our message.

This brand guide serves as a description of Cochise College's brand standards and is a guideline for its use. It includes the appropriate use of the college's brand colors, typefaces, other existing symbols, editorial style guide, language and messaging. When used according to the guidelines described here, these elements work together to give all of Cochise College's communications a unique and cohesive appearance.

Who should use this brand guide?

This manual has been created to assist Cochise College faculty and staff in promoting the identity of the institution. Please review these guidelines carefully before creating any materials using the Cochise College signature logo or any other identifying symbols.

This guide may be distributed to qualified vendors or other external resources you contract with to ensure that the Cochise College identity is properly applied and appropriately used.

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Official Use

Cochise College's marketing department is responsible for ensuring the correct use and integrity of the signature, logo and subsidiary logos, college seal, and athletic logo on all college publications, websites, supplies, materials, and equipment, whether produced by the college or an outside agency.

Additionally, Cochise College marketing has sole authority and discretion over proper uses of any and all identifying marks and brands. Questions about appropriate use of the seal and logo should be directed to the Cochise College marketing department.

Cochise College does not permit the use of its name or graphics in any announcement, advertisement, publication, or report if such use in any way implies college endorsement of any product or service.

Cochise College Logo - Primary Mark

The Cochise College logo is our primary identifier, and has been designed as one unit. The stacked logo is typically the first choice; use the configuration most appropriate for space or format restrictions.

- **Never** attempt to re-create the logo; use only the logos provided at link below
- The text below the mark must be either black or white
- When placing the logo on a background, you must always use a PNG
- The white circle must always appear behind the “C”
 - When ordering promotional items, **two-color printing must be used** to preserve the white circle behind the “C”
 - Contact the marketing department for assistance & more info

Download logos from the MyCochise portal

STACKED (1st choice)



HORIZONTAL



SIDE STACKED



SUBSIDIARY LOGO



Logo Use and Placement - Common Mistakes



DO NOT PLACE ON BACKGROUND WITHOUT WHITE CIRCLE BEHIND THE "C"



DO NOT ADD WORDS



DO NOT ALTER FONT



DO NOT ALTER PROPORTIONS



DO NOT ALTER ELEMENTS



DO NOT CHANGE COLORS



DO NOT POSITION ON A DIAGONAL



DO NOT COMBINE WITH GRAPHICS

Subsidiary logos can be used to identify individual programs and departments. These logos must be created by the marketing department and follow the official template created for such logos.

The subsidiary logos may be used on:

- promotional items
- banners
- flyers
- apparel

Download logos from the MyCochise portal

Subsidiary Logo Examples

DEPARTMENTS



PROGRAMS



CAMPUSES & CENTERS



Secondary Mark - Apache Athletic Logo

The Cochise College Apache logo is used by the athletic department and individual teams.

[Download athletics logos from the MyCochise portal](#)



Color variations for different backgrounds



[Download athletics logos from the MyCochise portal](#)

Secondary Mark - Cochise College Seal

The Cochise College seal should be used only in formal and official communications, such as diplomas, letters of acceptance and communications from the Governing Board and the college president.

In addition, the seal may be used on

- graduation banners and sashes
- recognition plaques throughout campus
- various flags and banners
- class rings and other jewelry
- upscale apparel
- high-profile websites

Use of this mark for commercial purposes requires permission from Cochise College. Requests for such use should be directed to the marketing department.



Cochise College Colors

The official primary colors of Cochise College are red and white; the accent colors are gray and black. These colors are as recognizable as the various graphic and brand marks that represent the college.

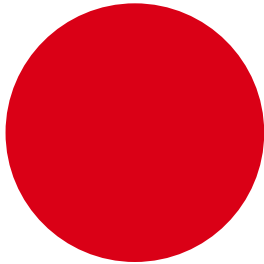
Each color in the Cochise College palette has been selected for its ability to visually reinforce specific attributes of our institution. By using this color palette consistently, a

recognizable look and feel for the Cochise College brand is established.

Use the approved CMYK builds, hex codes, or RGB values indicated in this manual for reproduction of the logo. Never alter the assigned colors or values for any reason.

Please note the color samples shown in this document are for reference only and should not be matched for final artwork.

PRIMARY COLORS

**Cochise College Red****Hex Code**

#da0016

CMYK (Print)

C8 / M100 / Y100 / K1

PMS (Print)

185 C

RGB (Digital/Web)

R218 / G0 / B22

**White**

ACCENT COLORS

**Gray****Hex Code**

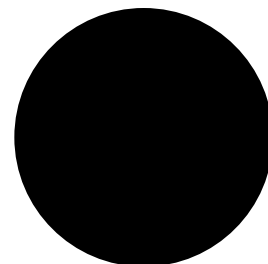
#e3e4e5

CMYK (Print)

C0 / M0 / Y0 / K11.5

RGB (Digital/Web)

R204 / G204 / B204

**Black**

Cochise College Fonts

The Cochise College identity is designed to stand on its own within a broad variety of design styles. There are no restrictions on the typefaces that may be used in conjunction with the college signature graphic. However, the signature graphic itself cannot be altered, and those pieces that are part of the core identity (e.g. stationery, signage, vehicles) should also be restricted to the standard faces.

The approved typefaces chosen to complement the Cochise College signature are Calibri and Cambria. Both of these typefaces can be used for body copy or headings. For designed pieces, the typeface Freight is used; the Freight family contains a serif, sans serif, and display (heading) font. Any college employee with Adobe Creative Cloud is able to download Freight via Adobe Fonts.

The consistent use of the recommended typefaces shown here will establish a continuity of appearance that will help support the recognizability of the Cochise College brand, while promoting a professional, cohesive look in all communications.

Calibri

Letterheads, body copy, headings

Cambria

Letterheads, body copy, headings

Freight Big

Display (Headings) only

Freight Sans

Letterheads, body copy, designed pieces like flyers & posters

Freight Text

Letterheads, body copy, designed pieces like flyers & posters

At Cochise College we have a community of welcoming, caring, and knowledgeable people who put students' needs first—and our imagery should reflect that culture. Photo and video produced for the college should be dynamic, in focus, high resolution (not pixelated or grainy), have a clear subject, and showcase the college and its people at their best.

Important things to keep in mind when producing and using photo and video on behalf of Cochise College:

- **LEGALITIES** Always avoid using copyrighted photo, video, music, and audio except when proper credit is given according to the owner's wishes. *Not all copyrighted content can be used legally, even with author credit—always read the license before using!*
- Be mindful of people who appear in photos and videos, especially children. If the setting is not in a public place, a media release form needs to be signed by each individual for permission to use an image or video that they appear in
- **STOCK MEDIA** We have a large media library of authentic Cochise College students, programs, and activities. However, stock imagery can be used when no specific photo or video exists in our library, or when stock imagery is more appropriate
 - Always obtain stock imagery with proper licensing, removing all watermarks
- **QUALITY** When possible, a high-quality camera (such as a DSLR) should be used over a smartphone for maximum resolution & quality. Video should be shot in 4k when possible
- Use only high-resolution photo, video, music and audio (no visible/audible noise or pixelation)
- **OTHER** Photos, video, and audio should always be appropriate, and not contain offensive language or images

Brand Logos & Watermarks used in College Videos

Logos & Watermarks should be positioned in the bottom left corner of the frame and shouldn't obstruct essential visuals of the video. The watermarks should be visible and should be in contrast to the background of the video. For example, if there's a bright background in the video, then the darker version of the watermark is appropriate to use.



Cochise College maintains an editorial style guide based on the Associated Press Stylebook. In general, the college follows AP style for all external-facing publications including press releases, news articles and magazine articles. The goal is to achieve a consistent appearance and cohesive brand standard across all publications and media.



College athletics are branded Cochise College Apaches. The Cochise College Apaches logo is used by the athletic department and individual teams. The official Cochise College Apaches logo and identity should be used only in association with sports-related activities and corresponding merchandise.

There is no mascot.

In all written communications use proper form when referring to the specific Cochise College sport. Proper names of campuses or centers should be spelled out. Listed below is approved language to refer to and accompany language identifying the Cochise College Athletic Department and teams.

- Cochise College Douglas Campus
- Cochise College Apaches

- Cochise College Apache Baseball
- Cochise College Baseball
- Cochise College baseball team
- Cochise Baseball
- Bo Hall Field

- Cochise College Apache Basketball
- Cochise College Men's Basketball
- Cochise College men's basketball team
- Cochise College Women's Basketball
- Cochise College women's basketball team
- Cochise College Gymnasium
- Stronghold Gym

- Cochise College Apache Rodeo
- Cochise College Men's Rodeo
- Cochise College Women's Rodeo
- Cochise College rodeo team

- Cochise College Apache Soccer
- Cochise College Women's Soccer
- Cochise College women's soccer team
- Cochise Soccer
- Cochise College Soccer Field

Main Colors are the Cochise College branded colors.

Typography is Cochise College's primary fonts.

Voice

The way we communicate and our tone is authentic, trustworthy, knowledgeable and written in an active voice. We want to develop a trusting and friendly relationship with our audience and community. Our messaging should be accurate, educational, positive, welcoming and accessible but should always be concise.

Abbreviations

When in doubt, spell words out. Spell out abbreviations or acronyms the first time they are referenced.

- NJCAA
- ACCAC

Names of states when following names of cities and towns. Use two-letter post office abbreviations only when ZIP codes are included in the mailing address. For others, use the abbreviations found in The AP Stylebook

- St. David, AZ 85630
- St. David, Ariz.

Names of the months when used with a specific date in a sentence.

- Sept. 1

Do not abbreviate

- March, April, May, June, and July.
 - April 1
- The following abbreviations:
 - a.m.
 - p.m.

Baseball

The spellings for some frequently used words or phrases:

- Doubleheader
- Home run
- First inning
- One RBI
- 10 RBIs

Basketball

The spellings for some frequently used words or phrases:

- Field goal
- Half time
- Play off (verb)
- Playoff (noun)
- Tip off (verb)
- Tipoff (noun)
- First quarter
- 6-foot-5 forward
- 3-pointer
- Nine field goals

Soccer

The spellings for some frequently used words or phrases:

- Defender
- Goalkeeper, goalie is acceptable
- Play off (verb)
- Playoff (noun)
- Tip off (verb)

Capitalize

- Proper nouns, days of the week, months, and semester, but not the seasons.
 - Fall 2008 schedule, the fall semester
- All educational, occupational, and business titles when used specifically in front of the name; do not capitalize these titles when they follow the name.
 - President J.D. Rottweiler, J.D. Rottweiler, president of Cochise College
 - Coach Jerry Carrillo, Jerry Carrillo, head coach of the men's basketball team
- The words "association," "building," "center," "conference," "library," "college," etc., when used as part of a title. Thereafter, do not capitalize the words when used alone to refer to that specific place or group.
 - the Bo Hall Field; thereafter, the baseball field
 - Cochise College; thereafter, the college

Comma

- When writing a date, place a comma between the day, if given, the year, and after the year.
 - On July 4, 1976, the nation celebrated its 200th birthday.
- Before and after the abbreviation for a state following a city.
 - Oil City, Pa.,
 - Cleveland, Ohio,

Hyphen

- Put a hyphen between scores (winning score goes first)
 - The away team won with a score of 12-6
 - Phone numbers (520) 515-0500
- Use All-American when referring to an individual
 - All-American Michael Jordan or He is an All-American

Cochise College supports authentic and knowledgeable dialogue through social media, and we recognize social media as a communication tool for connection, engagement and dissemination of college information.

The following guidelines serve as “best practices” for the college’s official and non-official affiliated promotional social media channels and may not necessarily apply to social media for instructional use.

Several Cochise College centers, departments, and programs maintain their social media accounts. The marketing department can provide recommendations to Cochise College staff and faculty on best practices for social media. Each area is responsible for generating and editing its social media content and complying with all college policies, particularly the Cochise College Social Media Policy.

Social media is constantly evolving, and these guidelines are subject to change.

Cochise College maintains official profiles on Facebook, Instagram, Twitter, YouTube, LinkedIn and Snapchat. These sites make it possible for the college to communicate and engage between campuses, centers, the community, and our students.

Social media pages are secondary information sources, as Cochise College’s website (www.cochise.edu) and MyCochise portal (my.cochise.edu) serve as the official primary web presence.

Maintain Cochise College Confidentiality

Do not post confidential or proprietary information about Cochise College, its students, alumni, or employees and staff. Use good ethical judgment and follow the college’s policies and federal requirements, such as the Health Insurance Portability and Accountability Act (HIPAA) of 1996 and the Family Educational Rights and Privacy Act (FERPA).

Maintain Privacy

Do not discuss a situation involving named or pictured community members on social media without their permission. As a guideline, do not post anything that you would not present in any public forum.

Be Thoughtful

If you ever have any questions about whether a message you are crafting is appropriate to post in your role as an employee and social media content creator, contact the marketing department before you post.

Respect College Time and Property

It’s appropriate to post at work if your comments are directly related to accomplishing work goals, such as seeking sources for information or working with others to resolve a problem.

Be Responsible

What you write is ultimately your responsibility. Participation in social networking on behalf of Cochise College is not a right but an opportunity, so please treat it seriously and with respect. Keep in mind that if you post with a college username, other users do not know you personally. They view what you post as coming from the college. What you say directly reflects on the college. Discuss with the Public Information Officer the circumstances in which you are empowered to respond directly to users and when you may need approval.

Be Accurate

Make sure that you have all the facts before you post. It's better to verify information with a source first than to post a correction or retraction later. Cite, link, and give credit to your sources whenever possible. That's how you build community.

Frequency

Assign a content creator who regularly posts (at minimum three times a week), monitors and creates content.

Create a content calendar with pre-planned content for slow periods. Aim for standard times for postings and updates.

While the recommended minimum frequency is at least once a day, avoid overloading your followers with updates.

Stagnant Accounts

Social Media practices recommend that a dormant social media account (no posts, no activity) for more than SIX months be deleted, as such inactivity reflects poorly on the college.

Contact the Public Information Officer with any questions or concerns you may have regarding a social media platform representing Cochise College.

Cochise College marketing department maintains the following official websites:

- **www.cochise.edu**
Public-facing website. This content is for external audiences. Only post information here that is open to the public. Confidential or Protected Personal Information should not be posted on this site.
- **www.athletics.cochise.edu**
Public-facing athletics website. This content is for external audiences interested in the college's athletics program.
- **www.my.cochise.edu**
Internal-facing MyCochise portal. This content is only accessible to people who have college log-on credentials. All employee and internal information should be found in MyCochise only.

Website Editors Copywriting Guidance

- Remember your audience. When creating content for pages on our main website, cater information to the needs of future students (would someone brand new to Cochise College understand the information you're presenting?), while considering current students as a secondary audience. Use a consistent voice. Active verbs and first person language are best. There must be a unifying voice across the entire website, not just your pages.
 - The college website is created using pre-approved templates for each page. All webpages must follow the formatting requirements of the existing templates to include font styles and sizes, spacing and the layout of the text and content of the pages.
 - All digital content and documents should be Americans with Disabilities Act compliant. Only Portable Document Format (PDF) files can be uploaded to the website. For more information on this topic please visit the marketing page of the MyCochise portal.
- Concise and short sentences are better. Online reading should rarely be longer than 1,000 words. A good target to aim for is 600 to 700 words. If it is possible to cut a word, always cut it.
 - Search engines use algorithms to rank where websites are listed on their sites. This is referred to as Search Engine Optimization (SEO). Some tips to write for SEO are:
 - Include relevant keywords that describe your content and will assist the web crawlers to identify what information is covered.
 - Write your content at an eighth-grade reading level. The information should be understood by a broad audience.
 - Consider the "F- Pattern." Most people will read your page in bits and pieces, not all the way through. They will:
 - Read the first paragraph and part of the second.
 - Read the first two to three words of every paragraph, subheading or bullet that follows.
- So when you write:
- State the most important things first and then fill in with the less important things later. Like in a newspaper article or an ad. If you save the best for last, most will never get that far.
 - Use front-loaded sentences. The first few words in a paragraph or a bullet have to be the important ones. You do not say, "Then in 1945 at a roadside diner one cold November night he killed his wife," but, "He killed his wife one cold night at a roadside diner in November 1945."
 - Have bold topics before paragraphs or use bullets with a bold explanation. Some people will read your page all the way through, so it still has to work at that level, too. But even most of them decided based on what they saw in the "F".

Please use the Editorial Style Guide on page 20 for communication and editorial guidelines.

Avoid:

- Caps lock.
- Underlines.
- Double spacing between sentences.
- Colors. Links will turn the correct color once the page is created or updated.
- Acronyms. Example: Use Sierra Vista Campus, rather than SVC.
- Colons in headers.
- The Oxford comma.
 - Yes: He is interested in math, science and writing.
 - No: He is interested in math, science, and writing.
- The phrase ‘Click here to...’ Instead, embed a hyperlink within the text.
 - Yes: Registration and payment deadlines for each class session are listed in the class schedule.
 - No: Registration and payment deadlines for each class session are available. Click here to view the class schedule.

The Editorial Style Guide is to provide consistency and clarity when the campus community communicates to internal and external audiences about the college.

The style guide serves as a quick reference. For a more comprehensive guide, please refer to The Associated Press Stylebook.

Some style guidelines specific to Cochise College are not included in the AP Stylebook. For questions about editorial style guidelines, contact the marketing department at marketing@cochise.edu.

Our Voice

Our communication and tone are authentic, trustworthy, knowledgeable and written in an active voice. We want to develop a trusting and friendly relationship with our audience and community. Our messaging should be accurate, educational, positive, welcoming and accessible but always concise.

Abbreviations

When in doubt, spell words out.

Do Abbreviate:

- 1.1 The following titles when they precede a name: Dr., Rev., and all military titles. Note: “the” should precede Rev. in a title.
 - o the Rev. James Smith
- 1.2 In tabular listings of names, do not use Ph.D., Esq., M.D., or other titles after names.
- 1.3 Use the ampersand (&) only if as part of the official name of a company, department or job title.
 - o Procter & Gamble

- 1.4 The degrees “bachelor of science,” “bachelor of music,” “master of science,” “master of arts,” “doctor of philosophy,” etc., to B.S., B.M., M.S., M.S., and Ph.D. after titles ONLY.
 - o John Smith, B.S.

- 1.5 Names of states when following names of cities and towns. Use two-letter post office abbreviations only when ZIP codes are included in the mailing address. For others, use the abbreviations found in The AP Stylebook, e.g., Calif., N.J.

- o Lewisburg, Pa.
- o Lewisburg, PA 17837
- o St. David, AZ 85630
- o St. David, Ariz.

- 1.6 Names of the months when used with specific dates in a sentence.

- o Sept. 1

Do not abbreviate March, April, May, June, and July.

- o April 1

- 1.7 Proper names of campuses or centers should be spelled out.

Do not abbreviate:

- 1.8 Names of countries other than the U.S. or U.S.A.

- 1.9 The words “association,” “avenue,” “department,” “institute,” or “street” except in addresses.

1.10 Never use the percent sign (%) except in scientific, technical, and statistical copies.

1.11 Assistant and associate when used in a title.

- o associate instructor of psychology

1.12 President or instructor.

1.13 Fort, for cities or military installations.

Capitalization

When in doubt, do not capitalize.

Capitalize:

2.1 Proper nouns, days of the week, months, and semester, but not the seasons.

- o Fall 2008 schedule, the fall semester

2.2 All words, except articles, conjunctions, and prepositions in the titles of books, plays, lectures, musical compositions, etc., including “a” and “the” if at the beginning of the title. Note: prepositions and conjunctions of four or more letters should be capitalized.

- o “The Star-Spangled Banner”
- o “Gone With the Wind”
- o “Economic Justice and a Market Economy: A Contradiction in Terms?”

2.3 All educational, occupational, and business titles when used specifically in front of the name; do not capitalize these titles when they follow the name.

- o President J.D. Rottweiler, J.D. Rottweiler, president of Cochise College
- o Dean of Enrollment Bob Smith or Bob Smith, dean of enrollment
- o Instructor Joseph Smith is director of the department of natural resources, or Joseph Smith, department director and instructor of natural resources

2.4 Orientation, Commencement, Red & White Ball, etc., when referring to the official names of Cochise College events.

2.5 The words “association,” “building,” “center,” “conference,” “library,” “college,” etc., when used as part of a title. Thereafter, do not capitalize the words when used alone to refer to that specific place or group.

- o the Charles DiPeso Library; thereafter, the library
- o Cochise College Governing Board; thereafter, the board
- o Cochise College; thereafter, the college
- o Administration Building; 500 building

2.6 A specific course or subject

- o Molecular and Cellular Biology

2.7 Entire geographical names.

- o the San Pedro Valley

2.8 Geographical regions of the country, but not the points of the compass.

- o Settlers from the East went west in search of new lives.
- o The Northeast depends on the Midwest for its food supply.
- o Leaders of Western Europe met leaders of Eastern Europe to talk about supplies of oil from Southeast Asia.

2.9 Names of all races and nationalities, such as Spanish, Caucasian, Irish, Chinese.

2.10 The word “room” is used to designate a particular room.

- o Room 900, Andrea Cracchiolo Library

2.11 The word “class” when referring to a specific class.

- o the Class of 1960

- 2.12** Only the first word of a phrase in tabular listings of events, unless a proper noun or an official title.
- 8:30 a.m. Registration (coffee and rolls)
 - 9 a.m. Education for the gifted
 - 3 p.m. Conference adjourns

Do not capitalize:

- 2.13** The word “college” standing alone.
- Cochise College is located in Arizona. The college offers associate degrees.
- 2.14** Titles standing alone or in apposition, such as:
- Jill Smith, instructor of business, will welcome students.
- 2.15** Names of fields of study, programs, major areas, or major subjects (except for proper names) unless a specific course is noted.
- She is majoring in Spanish and economics.
 - Each student must meet distribution requirements in the humanities, social sciences and natural sciences.
- 2.16** Individual departments within the college
- She is a member of the history department.
- 2.17** Classes of students in a college or high school.
- Many first-year students take a writing course.
 - The senior class is planning a special party in May.
- 2.18** Unofficial titles preceding the name.
- poet Maya Angelou

- 2.19** Designations of officers of a class, social organization, etc.
- She was elected senior class president.
 - He was treasurer of the Cochise College Student Government.

2.20 The following words or abbreviations:

- a.m.
 - federal
 - p.m.
 - state
 - baccalaureate
 - government
 - master’s degree
 - page
- 2.21** Official college degrees when spelled out, except when abbreviated.
- bachelor of arts
 - B.A., B.S., M.A., Ph.D.
- 2.22** Seasons of the year. Also, do not capitalize “fall semester” or “spring semester.”

PUNCTUATION

Comma

- 3.1** Do not use a comma before the words “and” and “or” in a series.
- More than 30 academic departments and programs offer courses in liberal arts and sciences, engineering, management, music and education.
- 3.2** Place a comma after digits signifying thousands except when referring to temperature or year.
- 3,350 students
 - 4600 degrees
 - in the year 2001

3.3 Words such as “however,” “namely,” “i.e.,” and “e.g.,” should be immediately preceded by a comma or semicolon and followed by a comma.

3.4 When listing names with cities or states, punctuate as follows:

- Carol Andrews, Boston, president; George Green, Detroit, vice president, etc.

3.5 Do not use a comma in names ending in “Jr.” or a numeral (II).

- John Smith Jr.; Richard W. Johnson II

3.6 When writing a date, place a comma between the day, if given, the year, and after the year.

- On July 4, 1976, the nation celebrated its 200th birthday.

3.7 Before and after the abbreviation for a state following a city.

- Oil City, Pa.,
- Cleveland, Ohio,

3.8 Do not place a comma between the month and year when the day is not mentioned.

- July 1986

Colon

3.9 Follow a statement that introduces a direct quotation of one or more paragraphs with a colon. Also, use a colon after “as follows.” (If the quotation following a colon forms a complete sentence, capitalize; if not, don’t.)

Apostrophe

3.10 In making the plural of figures, do not use an apostrophe.

- the early 1900s; the late ’60s

3.11 Punctuate year of college classes with a backward apostrophe.

- Class of ’86; Elizabeth Baker White ’24 ; John White ’23
- John ’23 and Elizabeth Baker White ’24

3.12 Bachelor’s and master’s degrees should always be written with an ’s. Never write masters’ degrees. Associate degree is written without an ’s.

3.13 In forming possessives, in general use ’s for most nouns not ending in s; use only the apostrophe for nouns ending in s. See The AP Stylebook for more detailed information.

- women’s rights; the United States’ wealth;
- Dickens’ life

Hyphen

3.14 Do not hyphenate the words “vice president.”

3.15 Do not hyphenate African American; Asian American; etc.

3.16 Do not place a hyphen between the prefixes “pre,” “semi,” “anti,” etc., and nouns or adjectives, except between nouns or adjectives that begin with a vowel or that are proper nouns.

- premedical; pre-enroll; pro-American

3.17 Do not use a hyphen after the prefix “sub.”

- subtotal

3.18 Hyphenate “part-time” and “full-time” only when used as adjectives.

- He is a part-time instructor in the English department.
- She works full time in the computer laboratory.

3.19 Hyphenate any modifying word combined with “well” that precedes its subject.

- o She is a well-qualified instructor for the course.
- o The dean is well qualified to handle that issue.

3.20 Do not use the hyphen to connect an adverb ending in “ly” with a participle in such phrases as “highly qualified student” or “elegantly furnished home.”

3.21 Do not hyphenate email.

Dash

3.22 If your computer doesn’t have a dash, indicate a dash by typing two hyphens with a space before and after.

- o Your true home and heart are – and for decades have been – right here with us.

Quotation mark

3.1 Use single quotation marks for quotations printed within other quotations.

3.2 Use single quotation marks in headlines.

3.3 If several paragraphs are to be quoted, use quotation marks at the beginning of each paragraph, but at the end of the last paragraph only. Use the same technique if sentences continue to another paragraph.

3.4 Periods and commas should be set inside quotation marks; colons and semicolons should be set outside. Exclamation points and question marks that are not part of the quotation go outside.

3.5 Indicate an omission within a quotation by using an ellipsis (three periods preceded and followed by a space).

- o “I ... tried to do what was best.”
- o Adlai Stevenson once remarked that “... any boy may become president, and I suppose that’s just the risk he takes.”

If the omission occurs at the end of a complete sentence, use a period followed by an ellipsis.

- o “Good evening...”

3.6 All titles of plays, songs, articles, chapters, or divisions of a publication should be noted in quotation marks.

Italics

3.7 Do not italicize titles of books and magazines; instead, use quotation marks.

Figures

Use figures for:

4.1 Number 10 and higher, including ordinal numbers (14th, 21st). Use numerals, even if the number is below 10, when indicating the following: ages, figures containing decimals, statistics, percentages, sums of money, times of day, days of the month, latitude and longitude, degrees of temperature, dimensions, measurements, and proportions.

4.2 Days of the month. Omit rd, th, st, nd following the numerals.

- o April 6; June 1

4.3 A million or more, but spell out the word “million.”

- o \$150 million capital campaign
- o 12.5 million

4.4 Spans of years are written as follows: 1861-65, 1880-95, 1898-1902, 1903-04, 1985-86.

4.1 Spell out numbers of centuries from first through the ninth and lower case (the third century, the ninth century), but use numerals from the 10th century on (the 12th century, the 20th century).

4.2 Hours of the day; never 7:00 p.m.

- o 7 p.m. or 7:30 p.m

4.3 Amounts of money with the word “cents” or with the dollar sign.

- o \$3 (not \$3.00); \$5.09; 77 cents (unless tabulated in columns)

4.4 Do not begin a sentence with numerals; supply a word or spell out the figures. Note: numbers less than 100 should be hyphenated when they consist of two words (fifty-five).

Titles

5.1 Always include the first name or initials of persons the first time they appear in an article.

5.2 After referring to individuals by using their full names, refer to them by their last name only.

5.3 Never use “Mr.” “Mrs.” “Ms.” or similar titles in written copy.

5.4 When referring to members of the Cochise College community, use the title or rank given by the college, i.e., Instructor John Smith, Dean Nancy Smith; thereafter, use the last name only.

5.5 Avoid using long titles before the names of people.

- o OK: Dean of Extended Learning & Workforce Training Nancy Smith or

- o Better: Nancy Smith, dean of extended learning and workforce training

5.6 Department heads are referred to as “chairs.”

5.7 Cochise College employs instructors, not professors

Inclusive language

6.1 When writing about someone or a group of a particular background, ask how they prefer to be referred to. Avoid terms that refer to personal attributes such as race, gender, sexual orientation or disability unless it is relevant.

6.2 Gender-neutral language

- o Avoid gender-specific titles and terms.
- o Ask people what pronouns they use to describe themselves. They/them/theirs is acceptable as a singular and/or gender-neutral pronoun in limited cases.
- o Rephrase awkwardly constructed sentences to avoid using the “his or her” possessive. For example:

Use: Students earned their degrees.

Avoid: Each student earned his or her degree.

6.3 International students

- o Use international student instead of foreign student.

6.4 LGBTQIA+

- o Acceptable on first reference (common abbreviation for Lesbian, Gay, Bisexual, Transgender, Queer and/or Questioning, Intersex, Asexual and/or Ally, and other sexualities, sexes and genders).

6.5 People with disabilities

- Reference a person's disability only when it's pertinent. Emphasize the person, not the disability. Do not use disabled or handicapped to describe a person.
- Do not use phrases such as suffers from, confined to or afflicted with.

6.6 Race and ethnicity

- Ask people how they prefer to be identified.
- Federal policy, the U.S. Census and many federal reporting databases officially use the term Hispanic and define Hispanic as an ethnicity, not a race. Hispanic has been used broadly to refer to individuals with heritages from Spanish-speaking countries.
- Latino/a is not synonymous with Hispanic. Latino/a refers to individuals of Latin American descent.
- Preferences for identification as Hispanic or Latino/a often vary.
- Latinx is a gender-neutral alternative to Latino/a and is commonly used in higher education.
- Use people of color or historically underrepresented groups instead of minorities.

Guidelines specific for Cochise College

7.1 In formal written publications or public notices of the district, always use the full correct name: Cochise County Community College District

7.2 In any written or oral mention of the college or individual centers or programs, always use: Cochise College.
Never use: Cochise Community College.

Once that proper identification has been clearly established, you may then use more casual references if they seem appropriate for the medium or occasion – oral interviews,

PR articles, internal memos, and so on. Specifically: 1. The district alone: Simply "district" or "district-wide." 2. The college alone: "college."

7.3 Use the proper form of the name and capitalize it (see Cochise College Common Terms)

- Douglas Campus
- Sierra Vista Campus
- Benson Center
- Center for Lifelong Learning
- Downtown Center
- Fort Huachuca Center
- Small Business Development Center
- Willcox Center
- Moodle (for online classes)
- MyCochise or MyCochise portal (not "the portal")
- MyDegreePlan auditing software
- Cochise College Apaches (Athletics)
- Cochise Self Service
- CC Alerts
- CC Account (not banner or MyCC or MyCC Account)
- C Number
- Cochise Cares
- Cochise Cupboard
- MyFinances
- Buildings (Administration, Student Union, Science etc.)
- Libraries (Charles DiPeso Library, Andrea Cracchiolo Library)
- Awards
- Scholarships
- Programs
- Student Success
- Virtual Campus (formerly Online Campus)

Do not capitalize names used informally in the second reference. For example, when calling it the center or the department.

- Example: The Benson Center contains five classrooms; you can reserve space at the center by submitting a room request.

7.4 When referring to members of the Cochise College community, use the title or rank given by the college, i.e., Instructor John Smith, Dean Nancy Smith; thereafter, use the last name only.

7.5 Avoid using long titles before the names of people.

- OK: Dean of Extended Learning & Workforce Training Nancy Smith or
- Better: Nancy Smith, dean of extended learning and workforce training

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