Community College of Denver's
Style Guide for Web and Print Publications

CCD's Style Guide supplies all CCD employees with one common goal: to create a functioning, active, and up-to-date publications with universal and consistent styling, grammar, and punctuation use.

About the College-Wide Editorial Style Guide

The following strategies are intended to enhance consistency and accuracy in the written communications of CCD, with particular attention to local peculiarities and frequently asked questions. For additional guidelines on the mechanics of written communication, see *The AP Style Guide*.

If you have a question about this style guide, please contact the director of marketing and communication.

Contents

One-Page Quick Style Guide

Building Names

Confluence Building, Room XXX (lower case "room" when listed in the middle of sentence, otherwise capitalize)

Confluence Assembly Rooms (use singular "Room" when it's all one room)

Cherry Creek Building Lobby

On Graphics:

Use above standards when you can, for internal publications, OK to use CNF, CHR, etc.

Emails

First.Last@ccd.edu

Phone Numbers

303.352.1234

Academic Terms

Lowercase - fall, spring, summer (unless listed in a heading)

Times

a.m., p.m. e.g., Noon – 3:00 p.m., 11:00 a.m. – 3:00 p.m., 1 - 3:00 p.m.

Titles

Lowercase, unless it is in front of a name. All other cases: lowercase.
e.g., academic advisors, Everette is president of CCD, CCD President Dr. Everette Freeman

URLs

CCD.edu

In most cases, drop the "www." (because search engines no longer require it)

On Graphics:

OK to use "www." if it works better; in this case, capitalize CCD, e.g., www.CCD.edu

Common Mistakes

Correct: associate degree

Incorrect: associate's degree, Associates degree

Correct: Denver metro area

Incorrect: metro-Denver area, Metro-Denver area, Denver-metro area, Denver metro-area

College Lingo

"Community College of Denver" VS. "CCD"

The first mention of the College in a written document or web page, the College name should be written out, with (CCD) in parenthesis after; in subsequent mentions, the acronym can be used.

- Do not use "the" in front of Community College of Denver. We are not "The Community College of Denver," we are "Community College of Denver."
- The phrase, "the College" is appropriate.
- When referring to a specific department or program, it is appropriate to use "the" before CCD. For instance, "the Community College of Denver's office of human resources" is fine, as "the" is referring to the office, not the college.

Academic Degrees

M.F.A., M.A., M.B.A., M.S.W., Ph.D., B.S., A.A.S., A.A., A.S., etc. When spelled out, degrees should be lower case, as in "master's degree in history" or "associate degree in dental hygiene."

NOTE: associate degree is ALWAYS singular, non-possessive.

Academic Terms

Examples: fall term, January term, spring semester, unless using in a title for events, e.g., Spring Transfer Fair

Areas of Study

Lower-cased, as in "he earned a Ph.D. in animal science" or "she holds a master's degree in chemistry," or "CCD offers a dental hygiene program and a vet tech program."

Buildings

Capitalize official names of buildings (Cherry Creek Building, Confluence Building)

When adding room number: Confluence Building, Room 212, Confluence Assembly Rooms

Campus

Capitalize campus when using as proper name: Auraria Campus

Lowercase otherwise: Visit campus to learn more.

Note: The AMC and Lowry are locations, not an official college campus.

College

When "the College" is used as a stand-in for CCD, College should always be capitalized.
Example: The College will be closed on Friday.

When college is used as a general term, it is not capitalized.
Example: Many high school students attend college after graduation.

Centers

Capitalize when part of full formal names.
Example: the Center of Career & Technical Education

Use lower case when used informally.
Example: The center will open at 9:00 a.m. each day.

Committees

Lower case when used informally.
Example: finance committee, educational policy committee, the committee on reappointments and promotions

Upper case as part of a formal name.
Example: Diversity & Inclusion Council

Dates

Never use terms such as "today," "tonight," or "tomorrow" in publicizing events or dates. Use the exact date.

Use 1990s (not 1990's unless it is possessive or to clarify meaning).

OK to USE	DO NOT USE
December 2014	December of 2014
January 2013 was cold.	January 24, 2013, was cold.
He graduated on May 20th.	He graduated on the 20th of May.

Geographical Terms

Capitalize only when identifying a region or political entity.
Examples: the Northeast, West Coast, Eastern Europe, Middle East

Lower Case when designating a direction.
Example: We traveled northeast for the holidays.

Numbers

Spell out numbers one through nine (one, two, etc.). For numbers 10 and above, (65, 105, etc.) except when the number is used at the beginning of a sentence. When a number starts a sentence, it is always written out.

Example: Sixty-four students attended the meeting.

Significant round numbers (fifty, thousand) may be written out.

Time: write 5:00 p.m., 10:30 a.m., etc.
Example: When writing a range of times, 3 – 4:00 p.m., or 11:00 a.m. – 2:00 p.m.
Example: "6:30 in the evening" or "6:30 p.m." not "6:30 p.m. in the evening"
Example: Use noon and midnight, not 12 a.m. or 12 p.m.

Use zeros with figures under one dollar but not stated as cents.
Example: $0.75 or 75 cents, not $.75

Write out "percent," do not use "%" after a number.
Example: Nearly 50 percent of CCD's student body comes from a diverse background.

Use commas with numbers more than one thousand (1,000 not 1000)

Dollar sign replaces the word "dollars."
Example: $12 million or 12 million dollars, but not $12 million dollars

Century: Lowercase, spelling out numbers less than 10.
Example: the first century, the 20th century

For proper names: follow the organization's practice
Examples: 20th Century Fox, Twentieth Century Fund, Twentieth Century Limited

Office or Department

Lower case
Example: Stop by the financial aid office …

Upper case when part of a formal name
Example: Stop by the Office of the President to take a selfie with Everette.

Space between Sentences

In all published matter or computer-generated correspondence, place one space only between sentences.

Telephone Numbers

In college publications and on the website, telephone numbers are written with dots rather than dashes: 303.556.2600.

Titles of Jobs

- When formal title precedes proper name, capitalize (President Everette Freeman
- When title follows proper name, use lower case, (Everette Freeman, president).
- When title alone is used, use lower case (dean, vice president).

Punctuation

Ampersand

Use across the board for all Center names, as well as in subtitles on a page.
Example: Center for Math & Science

Ellipsis

Use an ellipsis to indicate the deletion of one or more words in condensing quotes, text, and comments. It is not to be used to separate thoughts or suggest a pause. However, an ellipsis can be used to indicate the speaker did not finish a thought.

In general, treat an ellipsis as a three-letter word, constructed with three periods and one space before and one space after the periods.

Dash

A dash connects a prefix to a proper open compound, e.g., pre-World War II. It can also be used to connect two things that are related to each other by distance, as in the "May – September issue of a magazine" or the "fall semester runs August – December each year."

Em Dash

Hyphens (see below) and em dashes are used differently. An em dash gets its name because it is a longer dash, roughly the size of an "m." If you would like to separate two thoughts in one sentence, an em dash works well. An em dash should always have a space before and after it, just like a regular word.

Example: She went to the park — although it had already started to rain — for a quick run with her dog.

Hyphen

Hyphens are used to join words together; use them to avoid ambiguity or to form a single idea from two or more words, e.g., "world-class runner). We do not put a space on either side of the hyphen.

The hyphen makes reading easier by demonstrating the "world-class" is a compound word used to modify the noun "runner." More examples: disability-rights organization, ten-year career, 50-year-old house.

However, do not hyphenate adverb modifiers preceding nouns when using an "-ly," e.g., highly developed brain, fully realized dream." When hyphenating adjectives are used as nouns, the hyphen is usually dropped, e.g., "This is a short-term project," or "Do this in the short term."

In general, the trend is to minimize the use of hyphens and to substitute solid or open compounds words. Also keep in mind that when a hyphenated work has become commonplace through frequent use, a hyphen is no longer necessary (e.g., filmmaker and nonprofit). When in doubt, check the dictionary or *The AP Style Guide.*

Italics

Words in foreign languages should be italicized as should genus/species names.

Books, films, and magazine titles should be italicized.
Examples: *War and Peace* and *Newsweek* and *The Roosevelts* by Ken Burns.

Quotation Marks

Commas and periods should appear inside quotation marks.
Example: "It was," he said, "a good place to be."

However, colons and semicolons should be places outside of quotation marks.

Writing Effective Content

- Use short paragraphs. Large blocks of text can look like walls, and act as such to the user. Research has shown that short, concise paragraphs and bulleted lists work best.
- Your first paragraph is the most important one; it should be brief, clear and to the point, in order to engage the user.
- Write in an inverted pyramid style. Place the most important information at the top, extra info toward the bottom.
- Keep your content up to date. If you put up info that needs updates later, mark it on your Outlook calendar so you do not forget.
- Out-of-date content reflects poorly on the user's overall opinion of the website and the College. It also degrades the trust of the user find information on the website later.
- Name your page clearly. The page title and the navigation title should match as closely as possible. They should also clearly articulate the subject of the page.
- Use subheadings to clarify the subject of various sections on a page. Users want to skim and scan for information. Headings help this process exponentially. This also helps your page be more ADA compliant.
- Use headings rather than bold. Too much bold makes text harder, not easier, to read and differentiate. It is not ADA complaint to use bold.
- Italics should also be used sparingly. Italics on the web are also hard to read. Try to avoid making long paragraphs italic – you are making the text harder to read, not giving it emphasis. Exceptions are book titles and other grammar styling as outlined in the *The AP Style Guide* or in our editorial short guide.
- Do not underline text. On the web, underline = hyperlink. Giving a sentence an underline for emphasis is misleading.
- Use all caps very sparingly. Some of our sub-headings are set to All Caps; use them instead.
- Don't try to emphasize too much. If you use bolded headings, short paragraphs, and bulleted lists, you should not need to rely on italics, all caps, or underlining for emphasis. These styles can make a page look messy and compete for the user's attention.
- Avoid exclamation points. We know CCD is awesome! We love it! But exclamation points on websites can make it look unprofessional! Let the content speak for itself.

Links

- Link, link, and link to relevant information. If you mention the academic advising, link to it. If you include an email address, make it an email link. This makes it easier for the user.

- Do not tell the users to "use the links on the left." Make the information or links easy to find.
- Avoid "Click here." Use part of the actual referencing sentence as the link. Research shows that users like them to be 4-8 words in length. Do not use: "For commencement information for graduating students, click here." Use: "Commencement information for graduating students is now available."
- Avoid jump (anchor) links except on long pages such as FAQs. Research shows that today's web users do not mind scrolling if the content is useful and easy to scan. Anchor points just make pages longer, and are used too often on pages that are a reasonable length.