



**Graphic  
Identity  
Standards**

Revised August 2007

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## Introduction

### Why Identity Guidelines Matter

Imagine yourself on a road trip. You've been driving for hours when you realize you're hungry. Problem is, you don't want to take a lot of time. Further complicating matters is that you're in an area that you've never been to before so you have no idea where a good place to eat is. Up ahead, however, you see the golden arches of McDonald's. Arguably, not the best food choice, but it's quick and you know exactly what you'll get.

Now think, did you actually see the word "McDonald's" on that sign? More than likely, all you saw was just the trademarked logo itself. You didn't need to see the company's name.

Why? Because you recognized the symbol and immediately knew what it meant. While there are certainly other factors involved in your identification, one of the main reasons is due to the fact that since the arches debuted in 1953, the company hasn't changed their look very much. And because the arches have remained relatively constant, people recognize them. And, ultimately, choose them.

Though we might not have served billions like McDonald's, in any given year, thousands of people come in contact with Hanover College or our name in some way. It might be a prospective student looking at a view book, an alumnus trying to catch up with old friends on the website, or a sports fan seeing one of our teams play at a rival college. Every one of these examples represents Hanover College.

Adhering to the logo and style guidelines presented in this manual unifies our communications and helps make a clear strong impression. The more we can do to keep our look consistent and constant, the better chance we have of our target audiences recognizing and choosing us.

**What's Your Part in  
the Visual Identity?  
The Three R's**

Hanover's logos, and the style guidelines for their use, help the college present its messages in a clear, strong, and consistent manner, one that people will recognize, respect and remember.

Communication materials come from every corner of the college — from the president's office, the admission's office and your office. Through its content and presentation, each vehicle reflects who we are. While we communicate directly through the given information, it's our indirect communication, our clarity, tone, style and professionalism that often has the greatest impact. As a result of how someone perceives us, each communication either strengthens or weakens Hanover's public image. It's up to everyone.

**What Do We Need to Build  
a Strong Public Image?**

Clear and consistent communications. When united visually, Hanover's communications can present the many parts of our school as one strong, whole and united team.

Projecting this image involves a unified approach to the way we promote the college. We need to use the logos with great care, so that it draws a positive association, rather than according to personal taste.

If we use them in a careless manner, people will perceive our logos and us accordingly, and they will quickly lose their value. On the other hand, if everyone follows the guidelines and creates well designed applications, executed to high-quality standards, the logos will promote an enhanced image of Hanover College.

**Do Other Schools  
Use Style Guidelines?**

Yes, and so do many companies and organizations around the world. In fact, companies spend millions of dollars every year to protect their identity. Why? Because without a clearly established identity, an organization loses its effectiveness in the marketplace. Take, for example, words like aspirin, thermos and escalator. At one time, they were all trademarks by the companies that created them. Nowadays, they've fallen into the common vernacular, or what's called, the "trademark graveyard."

**How Do These  
Guidelines Help?**

These guidelines serve as the fundamental reference manual for the entire Hanover College Identity Program. If everyone at Hanover does the job of communicating well — with clear content and presentation — the reputation and visibility of the college will become stronger. This positive public image will extend to each of the programs associated with the college. All of the Hanover community will benefit.

The Hanover College Identity Program highlights our academic mission, reflects our pride, and establishes us as a unique, recognizable institution with a tradition of quality and a modern, dynamic approach to serving our students and our community.

This manual reflects Hanover's most current communication policies. Everyone who creates printed or electronic materials should follow these guidelines. Their intent is neither to inhibit the creative process, nor will it provide solutions to all design objectives. Consult with the director of publications when creating and developing communications solutions not predetermined by the manual, or when you have questions about the use of the college's name or symbols.

Printed materials include but are not limited to:

- Brochures and Flyers
- Invitations
- Posters
- Letterheads
- Business Cards
- Forms
- Banners and Flags
- Labels and Decals
- Vehicles
- Booklets and Catalogs
- Advertisements
- Mailers
- Envelopes
- Folders
- Memos and Fax Sheets
- Exhibits and Displays
- Signage
- Uniforms and other clothing

### **A Final Thought**

It's all too true that you never get a second chance to make a good first impression. It's also true that people's initial perceptions often are the basis for long-lasting attitudes and opinions. Those opinions influence action; whether a high school student chooses Hanover or an alumnus or alumna endows a scholarship program. Whenever Hanover communicates with its many audiences, it's an opportunity for us to build a positive image in people's minds.

For Hanover College's Identity Program to be truly effective, the entire college will need to make a team effort. The understanding and cooperation of faculty, staff and administration is essential to prevent mis-uses and to ensure that we realize the program's full potential in every area of application.

## **The Hanover College Logos**

The Hanover College logos are the primary element in the Identity program. They provide a distinctive visual symbol that, when used properly with other elements of the system, establishes a continuity of style and relationship for the college, its department, centers and other associated programs. This continuity becomes especially important as we apply the logos to various media such as stationery, forms, publications, event signs, banners, merchandise and advertising.

All the elements are in relationship to each other as a complete unit and you must not alter them in any manner. Hanover College legally protects all its logos. Parties not directly affiliated with the college must obtain permission from the director of publications to use any of the logos outlined in this guide. If not used correctly, Hanover College retains the right to withdraw its permission or to enforce a cease and desist order if the party does not obtain permission.

Hanover College has two logos, each having a clearly defined purpose: a universal logo to represent the college and its academic programs, and a separate logo to represent athletic programs. All college materials, uniforms, web sites, etc. should incorporate the appropriate logo to identify the college clearly. No other logo or symbol may be used (other than the name of the college) to identify the college.

## **Prior Approval**

All printed materials, web sites, uniforms, clothing and any other use of logos or the College name must be approved by the director of publications prior to a requisition being requested (using a standard sign-off sheet). Only approved items will receive purchase orders.

The Business Office will reject any invoice for purchases that did not have prior approval and a purchase order. The Business Office will notify vendors that they will not pay any invoice without a purchase order. For new vendors, the department should notify them that Hanover requires a purchase order for payment.

## Previously Existing Logos

The Hanover College logo as represented in this manual is the only approved logo for the college. Other than the official college seal or the athletic logo (as outlined in this manual), you may not use any other logo. ***There are no exceptions to this rule.***

## The Hanover Academic Logo

*(a.k.a. the window logo)*

The Hanover College academic logo (a.k.a. the window logo) is the primary college logo, and is suitable for most college purposes. Common items with the Hanover College logo include many of the same printed materials listed above, e.g., business cards, letterhead, the academic catalog, advertisements, signage, vehicles and many others. If in doubt, use this logo.

## Format

The Hanover College logo contains two elements: the “window” graphic and the words “Hanover College.” The college name uses the typeface ITC Legacy Serif Medium at 95% of its standard width.

(The former tag line “powered by thought” is no longer in use. There are no exceptions to this rule.)



**Prohibited Uses**

Do not modify the Hanover College logo in any way, nor alter the proportional relationship of the mark. Do not:

- Change the spacing (kerning) between individual letters



- Change the spacing (leading) between the words in the name



- Change the spacing between the graphic and the name



- Change the relative proportions of the graphic and name



- Change the weight of the type in the name from medium



**Prohibited Uses**

*(continued)*

- Add a stroke or line around the letters in the name



- Simulate the type in the name with a similar typeface



- “Screen” the logo or show it at any opacity other than 100%



- Place a border around the logo



- Use the logo as a part of a text phrase or headline



**Proximity to Logo**

The Hanover College logo should stand alone. It must appear on its own line – separate from any text. There must always be a minimum clear space around the logo separating it from text and other graphic elements. This “free space” must at least equal to the height of the “H” in the word “Hanover” in the mark. The only exceptions to this rule are departmental logos - see pages 13 and 14 of these guidelines.



**Electronic Files**

You may only reproduce the Hanover College logo from approved artwork or electronic files, provided in a non-editable graphic form. You will not be able to alter the fonts in this format because they are now graphic elements. These files will be featured on the PR website for downloading. If you need assistance in obtaining the logos, contact the PR Office.

**Size**

To ensure maximum legibility and clarity when sizing the Hanover logo, you should never display it at a size smaller than 3/4” in total width.



Smallest permissible usage

**Color**

You can execute the Hanover College logo in a single PMS color, black or white reversed from a color or background, as specified in these guidelines.

## Logo Colors

Pantone 200 red and Pantone 287 blue make up the Hanover College color palette. Pantone 200 is the color of the primary logo. Use the approved colors as Pantone Matching System spot colors when you employ two-color printing, and as CMYK or process mixes when you employ full-color printing.

- PMS 200 CMYK values = 100M, 63Y, 12K



- PMS 287 CMYK values = 100C, 68M, 12K



There are only three approved color options for the logo:

- 100% PMS 200



- 100% Black



- 100% White



## **Logo Colors**

*(continued)*

When reversing the Hanover logo from a background color; the entire logo should be reversed to white against a solid background. The value of the background should never be lighter than 50% of the value of black. When using PMS 200 or 287, they must be used at 100% of their values.

The Hanover College logo colors as defined above may not be modified in any way. Do not:

- use two different colors in the logo (e.g., PMS 200 and black)
- use any colors other than those permitted herein
- Use PMS 287 in the logo
- Use any color but white when reversing the logo
- Use tints or “shades” of the permitted PMS colors
- Use blue for the college name or red for the window graphic in the 2-color version of the logo
- Use blue for any part of the Hanover College name in the logo

## **Department or Division Logos**

Individual departments or divisions within the Hanover College infrastructure may be designated as such with a variation on the approved logo. Examples follow.

In all cases, the name of the department or division is set in upper- and lowercase ITC Legacy Serif Medium, in the proportions shown in the examples. The distance between the word “College” in the logo and the first word in the department or division description should equal the height of a capital letter in the department font. Department and division names should always be right-justified, and may never exceed the width of the word “Hanover” in the logo.

**Department or  
Division Logos**  
*(continued)*

**Examples of Department or Division Logos**



The single exception is the logo for the Rivers Institute, which may be depicted in either of the following forms.



All of the guidelines which govern color and the Hanover logo apply to department and division logos as well.

## The Official Seal

### Introduction

The official seal of Hanover College is the most formal and carefully reserved component in the college's identity program.

Use of the seal is restricted to a limited range of official documents (e.g., diplomas, transcripts, etc.), and for official functions and applications. The official seal of Hanover College is not for marketing the college at large. There is no exception to this rule.

The seal should stand-alone. You may only reproduce the Hanover College logo from approved artwork or electronic files, provided in a non-editable graphic form. You will not be able to alter the fonts in this format because they are now graphic elements.

### Color

You may execute the college seal in one color, either only black or only PMS 200 or only PMS 287. Black is the preferred color option for the seal:

100% Black



Note: the exceptions to this rule are official college documents such as diplomas. In this case, the seal appears both in black and embossed in gold foil.

## The Athletic Logo

### Introduction

You may only use the Hanover College athletic logo and spirit mark for materials related to sports (e.g., uniforms, athletic event venues, programs, business cards, etc.) and sports-related merchandise (i.e., sold through the bookstore). To ensure a consistent and compelling brand, these marks may only be used in accordance with the following guidelines.

The athletic logo and spirit mark are used to represent spirit and pride initiatives of Hanover College. They are not meant to be used in place of the Hanover College logo as an official identifier for the campus. The full value of these marks as the secondary identifier of the campus can be sustained only if it is used correctly and consistently.

### Format

The full athletic logo contains a logo mark and type (Garamond for the letter H) and the panther head graphic above the words “Hanover College” as shown. The “spirit mark” is the athletic logo above the word “Panthers.” Where space limitations make it necessary, the spirit mark may also appear without the word “Panthers” beneath it. In certain cases, the “H” or the panther head may be used alone. There are no other exceptions.



Athletic Logo



Spirit Marks

## Format

*(continued)*

You may not modify the spirit mark or athletic logo in any way, nor alter the proportional relationship of the marks. Do not:

- Change the spacing (kerning) between individual letters
- Change the spacing between the words in the name
- Change the spacing between the graphic and the name
- Change the relative proportions of the graphic and name
- Change the weight of the type in the name
- Add a stroke or line around the letters in the name
- Simulate the type in the name with a similar typeface
- “Screen” the logo or show it at any opacity other than 100%
- Place a border around the logo
- Use the logo as a part of a text phrase or headline

## Color

Pantone 200 red and Pantone 287 blue are also the primary athletic colors. As with the primary Hanover College logo, you can execute the athletic logo in Pantone spot colors or CMYK mixes.

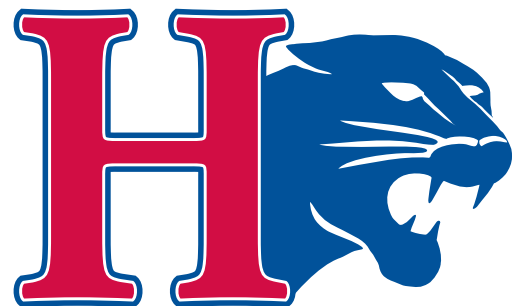
You can execute the athletic logo in:

- The two approved Pantone Matching System colors
- PMS 200 by itself
- Black
- White on a color or black background.

The following are the approved color executions for the logo:

Note: The red/blue version is the official logo; however, there will be applications when it will be necessary to have the words Hanover College underneath. The following is not an exhaustive list of possibilities. When in doubt, consult the director of publications.

100% PMS 200/287

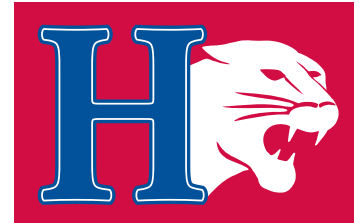


**Color** *(continued)*

100% PMS 200



PMS 287 and White on red field



PMS 200 and White on blue field



100% Black



100% White



When reversing the athletic logo from any background color other than royal blue or red, you should reverse the entire logo to white against a solid background. If the background is red or royal blue, follow the examples above. The value of the background should never be lighter than 50% of the value of black.

## **Color** *(continued)*

You may not modify the athletic logo colors as defined above in any way. Do not:

- use any colors other than those permitted herein
- Use only PMS 287 for the logo
- Use any color but white when reversing the logo
- Use tints or “shades” of the permitted PMS colors
- Use blue for the letter “H” or the college name or red for the panther graphic in the 2-color version of the logo

## **Uniforms and Apparel**

All athletic materials should use the Hanover College colors (Pantone 200 red and Pantone 287 blue) to the extent possible.

- Clothing and uniforms should be predominantly Hanover red or blue.
- You may use a neutral color (white, grey) as a background for the logo or name of the college in school colors (e.g., a white polo shirt that sports the red and blue athletic logo, a uniform that has “Hanover” in red block letters).
- Many items are available only in standard colors. Where a close match to Hanover colors is not available, you may use a slightly darker shade. Where the shade is very different, the director of publications should approve it. Once approved, you can use that approved shade again where something closer to Hanover red is not available.
- If there is a question of whether something meets the requirements, submit a sample(s) of the merchandise (or photo and color samples) to the director of publications for approval in advance.

## **Merchandise Guidelines**

*(for Barnes & Noble)*

Merchandise should reflect the approved Hanover College colors (Pantone 200 and Pantone 287) to the extent possible.

- Merchandise should be predominantly Hanover red or blue, or a combination of Hanover red and blue.
- You may use a neutral color (white, grey) used as a background for the logo or name of the College in school colors (e.g., a white polo shirt that sports the red and blue Athletic logo, a grey hoodie that has “Hanover College” in red block letters.)
- A small number of special “trendy” items may be allowed (e.g., the inexpensive pink t-shirts with Hanover in baby blue), but should be approved by the director of publications.
- Many items are available only in standard colors (e.g., navy blue rather than royal blue). Where a close match to Hanover colors is not available, you can use a slightly darker shade. Where the shade is very different, the director of publications should approve it. You can use the approved shade again where something closer to Hanover red or blue is not available.

## **Procedures**

- If merchandise clearly meets all the requirements above, Barnes & Noble may proceed with procurement and sale.
- If there is a question of whether the merchandise meets the requirements, submit a sample of the merchandise (or photo and color samples) to the director of publications for approval in advance.

## Stationery Package

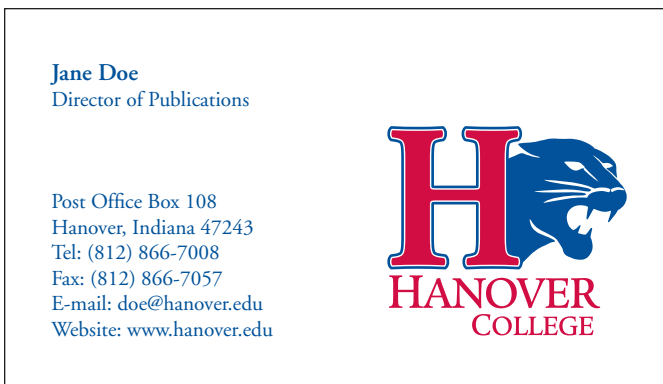
### Academic Business Cards

Hanover College business cards should contain the window logo as in the examples below. The information on the card is set in Adobe Garamond (Regular face for all type except the name, which is Semibold). This type always appears in PMS 287.



### Athletic Business Cards

Athletics business cards will contain the athletic logo in PMS 200 and PMS 287. The information on the card is set in Adobe Garamond (Regular face for all type except the name, which is Semibold). This type always appears in PMS 287.



## **Stationery Package**

*(continued)*

All business cards must include a 1/4" space on all four sides between the edge of the card and any type or graphic element.

The information on each card is set in Adobe Garamond (Regular face for all type except the name, which is Semibold). This type always appears in PMS 287.

Names are set in 9 point type. All other information on the card is set in 8 point type. Leading is set at 9.6 points. There are three "blank" lines separating name and title from the remaining information on the card.

## **Letterhead**

The primary Hanover College letterhead follows the same basic guidelines as the business card. Type is set in Adobe Garamond Regular on a single line at 9 points, in PMS 287 blue. The logo appears at the top in the approved colors. There is a free space of 1/2" on all four sides between the edge of the sheet and any graphic element or type.

The athletic letterhead incorporates the athletic logo, but follows the same overall guidelines.

The President's letterhead replaces the college logo with the college seal, with the words "Hanover College" on the left of the seal and the President's name on the right, as shown.





Office of the President

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Dr. Sue DeWine

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Hanover College

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## Stationery Package

*(continued)*

*(previous page)*

Letterhead Example

*(this page)*

#10 Envelope Sample

### **IMPORTANT NOTE:**

*In order to comply with postal guidelines and ensure prompt delivery of outgoing mail, the logo and address should only occupy the top third of the envelope.*



## Online Applications

### Web-safe Colors

Web-safe colors to substitute for the approved identity colors are as follows:

#### Red

990000

DFR (Dark Faded Red)

RGB equivalent 153=R, 0=G, 0=B

#### Blue

000066

ODB (Obscure Dark Blue)

RGB equivalent 0=R, 0=G, 102=B

## Video Applications

### Broadcast Safe Colors

Your computer monitor can display many more colors than can NTSC video. Broadcast colors are those colors that are safe — that is, they will display properly for use in broadcast video.

The best way to limit output colors to the broadcast-safe range is to create your composition in a way that doesn't use colors outside of this range. Virtually every major video production software package has tools that can help you keep your colors within the broadcast-safe range, including special filters that will convert the colors in an image to their nearest broadcast safe equivalent.

## Editorial Standards

Not only is it important to have visual consistency, part of Hanover's identity program involves written consistency. There are many style guides that offer rules on capitalization, abbreviations and the like; Hanover College follows The Associated Press (AP) Stylebook for publications such as The Hanoverian and other journalistic pieces. This is different from the American Psychological Association (APA) Style, traditionally followed by academics.

For AP Style, here are some of the basic rules to follow; when in doubt, contact the director of publications.

### Academic Titles

When referring to a professor who has a doctorate or similar academic title, use the abbreviation after the name. When referring to the degree, use the name of the degree spelled out, rather than the abbreviation.

Example1: Jonathan Smith, Ph.D.

Example2: Jonathan Smith, who holds a doctorate from Indiana University, came to Hanover...

*Note: It is incorrect to use the abbreviation Dr. before the name of someone who does not have a degree in the healthcare field.*

Capitalize and spell out formal titles when they precede a name. When used after the name use lowercase

Example1: President DeWine

Example2: Sue DeWine, president of Hanover College

**adviser:** not advisor

**alma mater:** lowercase

alumni: Use alumnus for men (singular) and alumni for plural (for both men and men/women). Use alumna (singular) for women, alumnae for plural (women only)

## **Editorial Standards**

*(continued)*

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**a.m./p.m.:** lowercase with periods. The use of o'clock is acceptable for commencement programs and other more formal announcements of events.

### **Capitalization**

As a general rule, avoid overuse of capitalization. Some basic rules include:

Capitalize proper nouns and names,

Examples: John, Mary, Boston, Lilly Endowment

Capitalize derivatives that depend on the proper noun for their meaning.

Examples: American, Christian, English, Shakespearean

Capitalize the principal words in names of books, movies, plays, poems, operas, songs, etc.

Examples: "Measure for Measure," "Harry Potter and the Order of the Phoenix"

Lowercase the common noun element in plural uses

Example: Democratic and Republican parties.

### **Addresses**

Use the abbreviations Ave., Blvd., St., Bldg., Pkwy., etc. when providing a complete address in standard block form (i.e., mailing or return address on a letter or envelope). Spell them out in running text, using capitalization when part of a formal street name (Garritt Street).

### **Academic Degrees**

Use an apostrophe in bachelor's degree; keep the use of B.A., though perfectly acceptable, to a minimum.

## **Editorial Standards**

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### **Acronyms**

Do not refer to a business or organization by its abbreviation alone on first reference unless it is widely recognized (IRS). If referring to a business or organization several times in one document, spell out its full name followed by its acronym or initials in parentheses on the first reference. Use the abbreviated form alone for subsequent references. Use acronyms or initials sparingly.

### **Board Of Trustees**

Hanover College Board of Trustees or the Board of Trustees of Hanover College. Lowercase board or trustees on the second reference.

### **Buildings**

Never abbreviate. Capitalize the proper names of buildings, including the word “building” if it’s part of the proper name.

Example: the Administration Building, the Education Building

### **Campus Wide**

Use this as one word. Only use a hyphen if it’s a modifier

Example1: “That e-mail was sent campuswide.”

Example2: “The campus-wide distribution was a success.”

### **Class Year**

Use an apostrophe for the omitted numbers in a class year.

Example: Ann Leslie Inman ’86

### **College**

Always capitalize Hanover College. Use the complete name on the first reference, but for subsequent reference, use Hanover or the College.

## **Editorial Standards**

*(continued)*

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### **Comma**

Use in a series, but not before the conjunction in a simple series, unless it requires an additional conjunction.

Example1: I had orange juice, toast and eggs for breakfast.

Example2: I had orange juice, toast, and ham and eggs for breakfast.

### **Compound Words** (starting with co-)

Retain the hyphen when forming nouns, adjectives, and verbs that indicate occupation or status; do not use a hyphen in other combinations unless omission of hyphen may confuse the reader.

Examples: co-chairman, co-worker, coed, co-op

### **Compound Adjectives**

Generally use hyphens with two or more words used as a unit to modify a noun. If each word individually modifies the noun, omit the hyphen. Do not use a hyphen between adverbs ending in -ly and the adjectives they modify.

Examples: full-time student, hands-on education, big blue sign, locally owned business, fully equipped flexography lab.

### **Courtesy Titles**

In general, do not use the courtesy titles Miss, Mr., Mrs. or Ms. on the first and last names of the person. Do not use Mr. in any reference unless combined with Mrs.

Example: Mr. and Mrs. John Doe.

For second references, use the last name only. When referring to a husband and wife with the same last name, use the first name of either person for clarity.

## **Editorial Standards**

*(continued)*

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### **Dates**

When using complete dates, abbreviate the month. Do not abbreviate when using the month and year.

Example1: Oct. 13, 2007

Example2: October 2007

### **Directions**

Lowercase north, south, east and west when they indicate compass direction. Capitalize when they designate regions.

Example1: The car travelled south. Hanover is in the Midwest

### **“E” Words**

Use a hyphen for generic terms beginning with “e”. Capitalize the “e” when the word appears at the beginning of a sentence or in a title. The exception: proper nouns should retain their recognizable form, even at the beginning of a sentence. Recast the sentence, if possible, to move the word to another position.

Examples: e-mail, eBay.

### **Faculty**

Use faculty as a singular noun.

Example1: “The faculty is meeting today ...”

Example2: “Faculty members are meeting today ...”

Example3: “He is a member of the faculty.”

### **Fewer, Less**

In general, use fewer for individual items, and less for bulk or quantity.

Example1: There were fewer than 20 people at the event.

Example2: The box weighed less than 50 pounds.

## **Editorial Standards**

*(continued)*

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### **Grade-point Average**

Hyphenated; use GPA (no periods) when you absolutely have to abbreviate.

### **Greek (s)**

Capitalize. Identify fraternities and sororities by their full Greek names on the first reference. You can abbreviate for the second reference.

### **ID**

Capitalize ID, with no periods or spaces, when writing about student or employee identification numbers and cards. When requesting ID numbers, use “student ID number” or “employee ID number” to avoid confusion. Replace the word “number” with the symbol (#) when space is limited.

### **Login/Log In/Logout/Log Out**

The correct form depends on its function in the sentence. Use one-word form for adjectives. Use two-word form for verbs.

Example1: login screen, logout button

Example2: log in to the website, log out of the system

### **Mid**

Do not use a hyphen unless a capitalized word follows.

Examples: mid-Atlantic, midterm, midsemester

### **Non**

Generally, do not use a hyphen.

Examples: noncredit programming, nonprofit agency

### **Numbers**

Spell out one through nine. Use numerals for 10 and above.

## **Editorial Standards**

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### **Junior, Senior**

Abbreviate with full names of people, and do not precede with a comma.

### **Offices**

Capitalize offices on campus.

Example: Financial Aid Office, Admission Office

### **On Campus, On-Campus**

Hyphenate only when used as an adjective

Example1: The College offers several on-campus dining facilities.

Example2: Many first-year students prefer to live on campus.

*Note: This applies to off campus/off-campus as well.*

### **Organizations**

Capitalize. Use full names for the first reference; you may use an abbreviation or the most common name for the second reference.

### **Online**

Use as one word, no hyphen (online)

### **Point**

Capitalize both The and Point when referring to the area on campus.

Example: They married at The Point this summer.

### **Post**

Most often without a hyphen.

Example: postgraduate

## **Editorial Standards**

*(continued)*

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### **President**

Always capitalize president when using the title before the name. Lowercase when used after the name. Capitalize when using with the definite article in reference to the President. (see academic titles)

Example1: There will be many people attending including President Sue DeWine of Hanover College.

Example2: Sue DeWine, president of Hanover College, will attend the meeting.

Example3: The President will attend our staff meeting today.

### **Professor**

Do not abbreviate. Capitalize when used as a formal title before a full name. Do not use in second reference unless in a direct quotation. (see academic titles)

Example1: Professor Jonathan Smith

Example2: Jonathan Smith, professor of English

### **Quad**

Capitalize both The and Quad when referring to the area on campus.

Example: We played Ultimate Frisbee on The Quad.

### **Residence Hall**

Use residence hall when referring to the living units on campus. Only use the term “dorm” in a direct quote.

## Editorial Standards

(continued)

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### States

Abbreviations for states are different than the postal abbreviation.

They are:

Ala.	Neb.
Ariz.	Nev.
Ark.	N.H.
Calif.	N.J.
Colo.	N.M.
Conn.	N.Y.
Del.	N.C.
Fla.	N.D.
Ga.	Okla.
Ill.	Ore.
Ind.	Pa.
Kan.	R.I.
Ky.	S.C.
La.	S.D.
Md.	Tenn.
Mass.	Vt.
Mich.	Va.
Minn.	Wash.
Miss.	W.Va.
Mo.	Wis.
Mont.	Wyo.

Do not abbreviate the following eight states: Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah. For all states, punctuate by placing a comma between the city and state, and again after the abbreviation.

Example: She drove from Louisville, Ky., for the meeting.

This student is from Anderson, Ind., and is a freshman.

## **Editorial Standards**

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### **Sub**

Generally, do not use hyphen.

Examples: subcommittee, subhead, subdivision,  
substandard

### **United States**

Spell out as a noun; abbreviate only as an adjective.

### **Wide**

As a suffix, it's generally one word. Following a proper noun, however, hyphenate.

Examples: nationwide, statewide, College-wide

### **Years**

Write 2007-08, omitting the apostrophe before 08. Use an apostrophe when talking about a class year.

### **Sources:**

1. Goldstein, Norm. *The Associated Press Stylebook and Libel Manual*, sixth edition. Addison-Wesley Publishing Company, Inc. 1996
2. Pennsylvania College of Technology, Penn State University. *Penn College Style Guide*. [www.pct.edu/cicr/styleguide.htm](http://www.pct.edu/cicr/styleguide.htm)
3. Office of Creative Services. Indiana University. *Online Style Guide*. [creativeservices.iu.edu/resources/guide/](http://creativeservices.iu.edu/resources/guide/)
4. Wright, Gregory L. *Hanover College Style Manual*. 1992.