OTC

STYLE GUIDE

CONTENTS

The OTC Communications and Marketing department has developed this guide to establish a clear, consistent voice in college publications. Our goal is to present a uniform style that reflects OTC's standards of excellence.

OTC has adopted the "Associated Press Stylebook" as its official style guide. For any style questions not addressed in this guide, please refer to the "Associated Press Stylebook." Please familiarize yourself with these guidelines and use them in official OTC communications. While not required, you are encouraged to adopt these guidelines in any communication in your role as an OTC employee. This guide is not intended to replace other writing style guides used for specific purposes, or for publications such as scholarly journals.

start here
go anywhere

ABOUT OUR NAME

Our official name is Ozarks Technical Community College or OTC.

In news releases, feature articles, academic journals and web publications, write out Ozarks Technical Community College on first reference. Use OTC in subsequent references.

National media may refer to OTC as Ozarks Tech. Local media, OTC faculty and staff should use OTC when referring to the college.

Do not capitalize *the college* when referring to OTC: *Dr. Hal Higdon is the second chancellor in the 25-year history of the college.*

A company or organization is always *it* — not *they* — when referred to in the singular: *OTC offers its employees many benefits.*

ABOUT OUR CENTERS AND CAMPUSES

OTC has three campuses and two centers. Campuses are designated by the Higher Learning Commission and the Missouri Department of Higher Education. Centers offer limited courses, mainly general education.

Do not capitalize *campus* or *center* when used alone.

Do not hyphenate OTC centers or campuses: *OTC-Springfield* is incorrect.

NAMES OF OTC CAMPUSES AND CENTERS

- OTC Springfield Campus
- OTC Richwood Valley Campus
- OTC Table Rock Campus
- OTC Waynesville Center
- OTC Lebanon Center
- OTC Online

Please use the official names of OTC campuses and centers on first reference. On second reference, *OTC Springfield* or the *Springfield campus* is acceptable.

ACADEMIC TERMS AND USAGE

ALUMNI

- alumnus (singular masculine)

- alumni (plural masculine — use for collective body of men and women)

- alumna (singular feminine)

- alumnae (plural feminine — use when referring to women only)

- alum/alums (for informal use only)

ADVISOR VS. ADVISER
Use advisor: *I spoke with my academic advisor about fall courses today.*

CLASS VS. COURSE
Course means a series of classes, on a particular subject, usually lasting a whole semester or year:

- I received three credits for my history course.

- I have a conflict during Friday's math class.

DEGREES

An OTC graduate earns an *associate degree*. Never say or write *associate's degree*. Bachelor's degrees and master's degrees are possessive.

Capitalize specific degrees: *Associate of Arts, Associate of Applied Sciences.* Lowercase general degrees: *associate degree, bachelor's degree, master's degree.*

As per AP, all degree abbreviations take periods:

- A.A., A.S. — Associate of Arts, Associate of Science
- B.A., B.S. — Bachelor of Arts, Bachelor of Science
- M.A., M.S. — Master of Arts, Master of Science
- Ed.D., Ph.D. — Doctor of Education, Doctor of Philosophy
- M.B.A. — Master of Business Administration

Do not add the word *degree* after an abbreviation of the degree:

- Correct: She has an associate degree in teaching.
- Correct: She has an Associate of Arts in teaching.
- Incorrect: She has an A.A. degree in teaching.

COURSES

Lowercase when describing courses in general: *I'm taking chemistry this semester.*

Uppercase the specific course or program: *I'm taking Chemistry 101 this semester.*

DEPARTMENTS AND DISCIPLINES

Capitalize disciplines only when referring to specific courses or departments: *I'm studying nursing; although, my favorite course is Microbiology 200 in the Department of Biological Sciences.*

If department precedes the name, capitalize: *OTC Department of Marketing and Communications.*

If department follows the name, lowercase: *OTC Marketing and Communications department.*

PEOPLE AND TITLES

Capitalize titles ONLY when preceding personal names: *The governor agrees with Dr. Hal Higdon, chancellor of Ozarks Technical Community College. Provost/Vice Chancellor Steven Bishop meets with OTC instructors.*

OTC faculty members are referred to as *instructors*.

Use abbreviations of degrees after an individual's name when needed to establish credentials: *Steven Bishop, Ph.D.*

However, do not use both Dr. and degree abbreviations at the same time*: Dr. Steven Bishop, Ph.D.* is incorrect*.

ADDRESS FORMAT

In formal letters and invitations:

> Title First Last
> Company
> Address (Spell everything out)
> City, State Zip

Example:

> *Dr. Hal Higdon*
> *Ozarks Technical Community College*
> *1001 East Chestnut Expressway*
> *Springfield, MO 65802*

In business letters:

> Attn: First Last
> Company
> Address (The use of abbreviations is acceptable)
> City, State Zip

Example:

> *Attn: Dr. Jeff Jochems*
> *OTC Richwood Valley Campus*
> *3369 W. Jackson Rd.*
> *Nixa, MO 65714*

NAME TAGS

> First Last
> Title

Example:

> *Mark Miller*
> *College Director of Communications*

If your title pertains to a specific campus or center, place the campus or center name after your title with a comma.

EMAIL FORMAT

Use the following template for faculty/staff email signatures:

> **Name**
> Title
> Ozarks Technical Community College
> Address
> Work phone I Cell phone (optional)
> Email

If your title pertains to a specific campus or center, place the campus or center name after your title with a comma.

OTC emails are always lowercase: *communications@otc.edu.*

Do not omit a period when an email address falls at the end of a sentence.

Use san-serif font of either Arial or Calibri.

Please keep email clean and simple. Avoid distracting colors or backgrounds. Do not use quotes or images in your email signature.

FAX AND TELEPHONE NUMBERS

See suggested formats below. Whichever format you choose, handle both fax and phone numbers consistently throughout your document:

- (417) 447-7500
- 417-447-7500

INTERNET

Do not use *http://* in printed documents or online. Omit *www* when possible. Always check web addresses to ensure they are correct and work properly.

Use friendly urls for OTC web addresses:

- Correct: otc.edu/register
- Incorrect: http://www.otc.edu/registrar/register.php

In online communications, hyperlink web addresses to words or phrases: *Learn more here.*

In printed documents, use a QR code for web addresses that do not have a friendly url.

EDITORIAL STYLE PREFERENCES

ABBREVIATIONS AND ACRONYMS

Write out the full names of offices and institutions before using acronyms. Add acronyms in parentheses if you intend to use them alone in subsequent references.

Several departments within OTC have long titles. Spell out the official name on first reference and revert to abbreviations afterward if desired: *Electronic Media Production (EMP).*

CAPITALIZATION

Avoid unnecessary capitalization of important words. Capitalize proper names but not simple technical terms: *OTC prepares for the fall semester.*

DATES AND TIMES

Academic or fiscal year: *2014–15, 1999–2000, or 2000–01 with a en dash (–).*

Do not use: *2014-2015, 2014/15, '14-'15 or 14-15.*

Semester and year: *fall semester 2015 or fall semester (no caps).*

Month and year: *September 2014 (no comma) or Sept. 14, 2014.*

Avoid use of contractions in dates: *September 14th, 2014 is incorrect.*

Decades: *1990s, '90s, '00s.*

Seasons: *the spring of 2014, fall 2014 (seasons are not capped).*

Times: *use a.m. and p.m., not AM, pm or other variations.* Using a.m. and morning together is redundant. Likewise, p.m. and evening is redundant: *7 p.m. tonight is incorrect.*

Use *noon* or *midnight* instead of 12 p.m. and 12 a.m.

Never use *o'clock*.

Use *to* between the hours in text: *RegFest will run from 10 a.m. to 2 p.m.*

Use a en dash (–) in calendar or tabular entries: *Class times are 11 a.m.–noon, 4–5 p.m., and 9:30 a.m.–3 p.m.*

GENDER

Avoid he, she, his or her unless gender is essential to the meaning. Do not use s/he or his/her.

A plural sentence construction often solves problems: *Donors may pay by credit card if they so choose.*

Be careful not to mix singular and plural:

- Correct: All students have their preferences.
- Incorrect: Every student has their preference.

GEOGRAPHIC REGIONS

In general, capitalize compass points when referring to a place: *I'm moving to the West Coast.*

Lowercase when referring to a direction: *I'm driving south on Campbell.*

Lowercase compass points when describing section of a nation, state or city: *southern Missouri*

LETTER SPACING

Use one space after a period in printed materials.

PUNCTUATION

OTC uses the Oxford comma only in a complex series:

- Simple series: Café 101 has orange juice, toast and eggs.
- Complex series: Café 101 has orange juice, toast, and ham and eggs.

NUMBERS

Spell out *zero* through *nine* in ordinary text, and spell out any number that begins a sentence.

Exceptions include: *course numbers, grade point averages, unit and monetary values, scores, percentages, compound numbers and decimal fractions* — all of which may be indicated with numerals.

Use commas with all numbers above 999: *1,000; $13,500; 500,000.*

Spell out ordinals *first* through *ninth*: *first grade, 21st century, 25th anniversary.*

Use numbers to represent ages: *He has studied Spanish since the age of 6.*

Use the word *percent* or *percentage* and not %: *He shot 54 percent from the field.*

HYPHENATION

Hyphenate compounds that are adjectives: *part-time employment, decision-making skills.*

Compound adjectives are not hyphenated if recognized as a single concept: *lower division or upper division class, computer science field, private sector contributions, real estate markets.*

Compound adjectives with *–ly* are not hyphenated: *privately funded, highly regarded.*

STATES

Spell out when state names stand alone. Use AP abbreviations when used with the name of a city in text. Use postal abbreviations in addresses but not in text.

Following are the state abbreviations, which also appear in the entries for each state (ZIP code abbreviations in parentheses):

Ala. (AL)	*Ill. (IL)*	*Miss. (MS)*	*N.C. (NC)*	*Vt. (VT)*
Ariz. (AZ)	*Ind. (IN)*	*Mo. (MO)*	*N.D. (ND)*	*Va. (VA)*
Ark. (AR)	*Kan. (KS)*	*Mont. (MT)*	*Okla. (OK)*	*Wash. (WA)*
Calif. (CA)	*Ky. (KY)*	*Neb. (NE)*	*Ore. (OR)*	*W.Va. (WV)*
Colo. (CO)	*La. (LA)*	*Nev. (NV)*	*Pa. (PA)*	*Wis. (WI)*
Conn. (CT)	*Md. (MD)*	*N.H. (NH)*	*R.I. (RI)*	*Wyo. (WY)*
Del. (DE)	*Mass. (MA)*	*N.J. (NJ)*	*S.C. (SC)*	
Fla. (FL)	*Mich. (MI)*	*N.M. (NM)*	*S.D. (SD)*	
Ga. (GA)	*Minn. (MN)*	*N.Y. (NY)*	*Tenn. (TN)*	

These are the ZIP code abbreviations for the eight states that are not abbreviated in datelines or text: *AK (Alaska), HI (Hawaii), ID (Idaho), IA (Iowa), ME (Maine), OH (Ohio), TX (Texas), UT (Utah).* Also: *District of Columbia (DC).*

TITLES OF WORKS

As per AP, put quotations around all titles of works: "*The Great Gatsby.*" Note the following exceptions:

- The Bible
- Almanacs
- Directories/handbooks
- Dictionaries

- Encyclopedias
- Gazetteers
- Software

COLOR PALETTES

The official primary OTC color is PMS 295. There are five colors that make up the OTC secondary design color palette. When printing in full color, please use the color breaks listed here. The RGB and hex code values are also listed for any digital or web applications.

Primary:

OTC Blue
PMS 295
CMYK: 100.57.0.40
RGB: 0.66.153
Hex Code: #004299

Secondary design color palette:

Silver
PMS 877
CMYK: 0.0.0.40
RGB: 153.153.153
Hex Code: #999999

Bright blue
PMS 285
CMYK: 100.57.0.0
RGB: 0.110.255
Hex Code: #006EFF

Orange
PMS 151
CMYK: 0.45.100.0
RGB: 255.140.0
Hex Code: #FF8C00

Green
PMS 375
CMYK: 45.0.100.0
RGB: 140.255.0
Hex Code: #8CFF00

Magenta
PMS 2395
CMYK: 20.100.0.0
RGB: 204.0.255
Hex Code: #CC00FF

FONTS

There is one font used to create the OTC wordmark and logo - Adobe Garamond Pro Bold, Small Caps.

ADOBE GARAMOND PRO BOLD, SMALL CAPS:
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Primary

There are two primary fonts used by OTC – one serif and one sans serif.*

Adobe Garamond Pro font family:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Frutiger font family:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Secondary

There are two secondary fonts used by OTC – one serif and one sans serif.* When the primary fonts are not available, please use the secondary fonts.

Garamond font family:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial font family:
(THIS IS THE PREFERRED FONT FOR ONLINE MATERIAL.)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Tertiary

There are two tertiary fonts used by OTC – one serif and one sans serif.* When the primary and secondary fonts are not available, please use the tertiary fonts.

Times New Roman font family:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Calibri font family:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Stylized

There are two stylized typefaces used by OTC – Rockwell, which has a bold, collegiate feel, and HansHand, an informal script for student communication. These stylized typefaces should be used sparingly as design accents only.

Rockwell font family:
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HansHand font family:
ABCDEFGHI JKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

*Notice the small, decorative flourishes in the strokes of the fonts on the left. These fonts are called serif fonts. The fonts on the right do not have these strokes and are called sans-serif fonts. Serif fonts are best for printed materials. San-serif fonts are best for online content.

WORDMARKS

Wordmarks are available for download on the News & Information page as eps or jpg formats. When treating the name of the college in a graphic context, use only the eps or jpg files; do not attempt to recreate them using actual type on your document. If you have questions or concerns about which wordmark should be used in a particular instance, please contact the Communications and Marketing department at creativeservices@otc.edu for clarification.

There are two official wordmarks shown below. One version is a stacked version of the wordmark while the other is a single line. Both are available in OTC blue, black and white.

OZARKS TECHNICAL COMMUNITY COLLEGE

OZARKS TECHNICAL COMMUNITY COLLEGE

Other approved wordmarks can be used in OTC blue, black or white:

OZARKS TECHNICAL COMMUNITY COLLEGE
SPRINGFIELD CAMPUS

OZARKS TECHNICAL COMMUNITY COLLEGE
RICHWOOD VALLEY CAMPUS

OZARKS TECHNICAL COMMUNITY COLLEGE
TABLE ROCK CAMPUS

OZARKS TECHNICAL COMMUNITY COLLEGE
LEBANON CENTER

OZARKS TECHNICAL COMMUNITY COLLEGE
WAYNESVILLE CENTER

OTC Online
Your Online Community College

CENTER FOR WORKFORCE DEVELOPMENT
OZARKS TECHNICAL COMMUNITY COLLEGE

OTC Foundation

ALUMNI
ASSOCIATION
OZARKS TECHNICAL COMMUNITY COLLEGE

Other approved logos:

OTC

OTC

OTC

OTC

start here
go anywhere