PHSC official style guide

This official PHSC style guide has been designed to create consistency—in text and graphic design—in all Pasco-Hernando State College publications, both print and electronic, including online applications such as CSRS where the content will appear on our website. The goal is to create a singular, positive image of the college to its multiple audiences and to reinforce image and brand of the institution. The Office of Marketing and Communications requests PHSC personnel and departments follow these guidelines for all writing and design, whether created in-house, or using an outside vendor.

Editorial style
The Office of Marketing and Communications and the webmaster use the Associated Press Stylebook as a guide for journalistic copy and the Chicago Manual of Style for more formal, literary or academic writing. The following Editorial Style guides include some basic AP styles for commonly used words and abbreviations, style issues related to academia in general and for words and phrases unique to Pasco-Hernando State College. Make particular note of any capitalization and punctuation.

Advertising, promotional materials, web landing pages, and social media posts may diverge from PHSC and AP style when necessary for clarity, precision or design at the discretion of the Office of Marketing and Communications. All press releases will adhere to AP style.

academic disciplines and departments
In text, capitalize only proper nouns and adjectives:

- Members of the English faculty
- several humanities professors
- he teaches Spanish

academic terms and class standing
Use lowercase for seasons, academic terms and class standing.

- the fall semester 2011
- the spring term (not Fall Semester 2010 or Spring semester)

accreditation statement
The following statement should appear on all official core institutional publications as outlined in IMM #7-1 in no less than 6 pt. type and no more than 10 pt. type:

Pasco-Hernando State College is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award the Associate Degree. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of Pasco-Hernando State College. The Southern Association of Colleges and Schools Commission on Colleges should be contacted only if there is evidence that
appears to support the College's significant non-compliance with a requirement or standard.

address

The following are the correct mailing addresses for PHSC's campuses and District Office:

**District Office and West Campus**
Pasco-Hernando State College
10230 Ridge Road
New Port Richey, FL 34654

**East Campus**
Pasco-Hernando State College
36727 Blanton Road
Dade City, FL 34523

**North Campus**
Pasco-Hernando State College
11415 Ponce de Leon Blvd.
Brooksville, FL 34601

**Porter Campus at Wiregrass Ranch**
Pasco-Hernando State College
2727 Mansfield Blvd.
Wesley Chapel, FL 33543

**Spring Hill Campus**
Pasco-Hernando State College
450 Beverly Court
Spring Hill, FL 34606

When listing all campuses, use alphabetical order.

advisor
Not adviser (contrary to AP Style).

affirmative-action statement
The following statement should appear on all appropriate institutional publications in no less than 6 pt. type and no more than 10 pt. type:

*Full statement:*
As an equal opportunity employer, PHSC is committed to equal opportunity and supports a drug-free environment. All qualified applicants including members of protected class groups are encouraged to apply. Upon request, PHSC makes reasonable accommodations for persons with disabilities.
Abbreviated statement:  
EOE/ADA Compliance

alumni  
Use *alumnus* for an individual male, *alumna* for an individual female; *alumni* for a group of males, *alumnae* for a group of females; use of *alumni* when referring to a group composed of men and women is commonly accepted.

a.m., p.m.  
Use lower case with periods in-between

ampersand (&)  
The ampersand should not be used in place of and. Only use the ampersand when it is part of a company’s formal name (Proctor & Gamble).

athletics  
PHSC men’s basketball and baseball teams and women’s volleyball, softball and cross country teams are all members of the National Junior College Athletic Association (NJCAA) and the Florida College System Activities Association (FCSAA). The team mascot is the Conquistador, also referred to as a Quista or Conquor.

board member

board of trustees  
District Board of Trustees for first reference; trustees on subsequent references. Capitalize second reference for formal usage; the acronym is DBoT (note the lower case letter o).

bookstore  
Not to be used in reference to PHSC College Store. See College Store.

buildings and their abbreviations  
Some PHSC buildings, rooms and locations have official names that are indicated below. For those named areas, use full name on first reference. For second reference, use the room number and the letter designation without spaces. For all other single or multi-function buildings, mention only applicable name of the department or office, capitalizing the first initials and the room number and letter for the second reference, e.g., the Career Center in B216, Admissions and Records in A106, the West Campus Classroom Building G220

East Campus  
Charles Conger Library (C)  
Physical Fitness Center (B)  
Public Service Technology Building (E)  
Robert W. Judson Building (A)
**North Campus**
Alfred McKethan Library (C)
Hernando Healthcare Foundation, Inc. Nursing Lab (A)
Physical Fitness Center (B)

**Porter Campus at Wiregrass Ranch**
Florida Hospital Wesley Chapel Terrace (3rd floor, Outside B)
Florida Hospital Wesley Chapel Nursing Laboratory (D616)
Florida Hospital Wesley Chapel Student Meeting Room (A427)

**Spring Hill Campus**
Administration (A)
Conference Center (B)
Library (C)

**West Campus**
Alric Pottberg Library (J)
Anne F. Bucy Classroom Building (G)
Conference Center (R)
Health Occupations (M)
Morton Plant North Bay Hospital Simulation Laboratory (M)
Performing Arts Center (H)
Physical Fitness Center (K)
Quista Café (C)
Rao Musunuru, M.D. Art Gallery (J)

**bulleted lists**
Capitalize first word in each list item. Contrary to AP style, dashes or bullet points are both acceptable and punctuation is not necessary at end of each list item, unless item is a complete sentence or punctuation provides clarity.

**campuses**
Campuses are always denoted as their official name followed by their location, if not in name

East Campus in Dade City

North Campus in Brooksville

Porter Campus at Wiregrass Ranch (first reference) Note: Although not required, it is recommended to include the city of location also (e.g. Porter Campus at Wiregrass Ranch in Wesley Chapel).

Spring Hill Campus

West Campus in New Port Richey
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Lower case when not using full or formal name:

The campus...
The New Port Richey campus is located on a hill just outside of the city.

campuswide

capitalization
Academic divisions and departments are capitalized contrary to AP style

Division of Arts and Sciences
Department of Nursing
Continuing Education department
Office of Marketing and Communications

catalog
Not catalogue.

chair, vice chair
As a leadership title (along with chairman, chairwoman, chairperson), unless listed before name

childcare center
TodayCare at PHSC

College, college
Capitalize as part of a title or when PHSC is specifically referred to, contrary to AP style:

Pasco-Hernando State College campus is...
The College has five campuses…

Lower case in instances when PHSC is not specifically referred to:

The colleges in Florida…

College Store (formerly bookstore)
For second reference to PHSC College Store.
If PHSC needs to be spelled out, then use:

Pasco-Hernando State College Store

collegewide
Do not use a hyphen and don’t capitalize
Conquistadors
Mascot of PHSC athletic teams, also may be referred to as Quistas (notice there is no apostrophe)

cross country
no hyphen, contrary to AP style

dates
Spell out months and days of the week. If necessary for space, you can abbreviate Jan., Feb., Aug., Sept., Oct., Nov., and Dec. Use no punctuation if listing only the month and the year, but set the year off with commas if listing the day of the month as well.

dean
Capitalize as part of a title or in a photo caption (see also 'photo caption'):

    PHSC Dean Jayme Rothberg
    Dean of Workforce Development Ed Goolsby

If title appears directly after name, capitalize and offset with commas:

    Jayme Rothberg, Dean of Health Occupations,

Lower case in other instances

    The dean of health occupations…
    Jayme Rothberg is the dean of health occupations.

degrees
Capitalize the full degree title; lowercase the shorter form.

    Associate in Arts degree (AA) (PHSC uses this version)
    Associate of Arts degree (AA)
    associate's degree
    Bachelor of Arts degree (BA)
    bachelor's degree
    baccalaureate or baccalaureate degree

In general, do not use abbreviations for degrees after a person's name (e.g., Joel Stein, Ph.D.), unless necessary to establish her or his credentials.

Do not use periods in abbreviations of academic degrees.

    AA, AS, AAS, GED, BS, BA, MA (exception is doctoral degrees, e.g. Ph.D. or Ed.D.)

When referring to degrees in general, lowercase the first letter of the degree and use 's.

    She earned a bachelor's degree in mathematics.

The word degree should not follow a degree abbreviation.
He has a BA in history.

**Dr.**
Use “Dr.” before a name when the person has an M.D., D.V.M., D.D.S., D.M.D., or other medical degree for the first reference, use last name for second reference.

**disability statement**
The following statement should appear on all institutional publications in no less than 6 pt. type and no more than 10 pt. type:

Pasco-Hernando State College subscribes to and endorses equal employment and educational opportunity. Its policies and practices will ensure non-discriminatory treatment of all persons without regard to race, color, age, religion, marital status, gender, disability, or national origin.

**disability language:**
The term disabled is preferable to handicapped. The phrase “people with disabilities” is preferable to the disabled. Write “He has muscular dystrophy” rather than “He is afflicted with…” or “…is a victim of …” Write “She uses a wheelchair” or “walks with crutches” rather than “…is wheelchair-bound” or “confined to a wheelchair.” Handicapped is, however, still used for references to parking and building access.

**email, but e-business, e-campus, e-commerce, e-learning**
See wordmarks for exceptions.

**Email, E-business, E-campus, E-commerce, E-learning** - When used in a menu of links, as a headline, or first word of a sentence.


**equal opportunity statement**
The following statement should appear on all institutional publications in no less than 6 pt. type and no more than 10 pt. type:

*Full Statement:*
As an equal opportunity employer, PHSC is committed to equal opportunity and supports a drug-free environment. All qualified applicants including members of protected class groups are encouraged to apply. Upon request, PHSC makes reasonable accommodations for persons with disabilities. EOE/ADA Compliance.

*Abbreviated statement*
EOE/ADA Compliance

**fax**

**Foundation, foundation**
Capitalize as part of a title or when PHSC Foundation is specifically referred to, contrary to AP style:
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Pasco-Hernando State College Foundation is...
The Foundation raised funds for…

Lower case in instances when PHSC Foundation is not specifically referred to:

The mission of a college foundation is…

**fundraising**

**governmental titles**
Congressman is always spelled out. Abbreviate in the following ways in text:

Gov. Rick Scott…
Sen. Victor Crist…
Rep. John Legg...

**grade point average**
On first reference, use "grade point average." for second reference, use "GPA."

**grades**
When referring to a grade, use a capital letter, but no quotation marks. Use an en dash to indicate a minus sign. Do not use an apostrophe for plurals.

a B average
She earned As and Bs this semester.

**home page**
Two words, lower case.

**http**
Hyper-text transfer protocol used on the Internet as the prefix to all web pages. A full website address or URL is: http://www.example.com/. This points to the home page and is not case sensitive. Internal sections or pages follow the .com/ or .edu and are usually case sensitive: http://www.example.com/Readings/. This points to an internal section called “Readings” and on some servers is case sensitive.

**hyperlink (also see http)**
When including links to web pages in a print document it is not necessary to include the “http://” prefix; just the web address will suffice: www.example.com. The full URL is only needed in electronic documents (email and website) when the receiver will click on the address and go directly to the website.

**hyphens and dashes**

hyphens: use when separating noninclusive numbers or in compound nouns. Do not use spaces around the hyphen.

My mother-in-law is coming to town. Her phone number is 555-1234.
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en-dash: use to separate ranges of items, such as dates or quantities. Do not use spaces around the en-dash.

There will be 30–50 people there.
The event runs Oct. 10–15.

em-dash: use in place of double dashes to set off a section of the sentence that requires special emphasis. Do not use spaces around the em-dash.

The em-dash—a very important typographical element—should not be overused.

**Internet**
Always capitalize. Do not abbreviate to "net."

**Legislature**
Capitalize when referring to the Florida Legislature:

The Legislature held a special session last month to...

**login, log in**
One word when used as a noun. Two words when used as a verb.

**midlevel**
no hyphen

**Multicultural Student Affairs and Equity Services**
Oversees PHSC’s compliance with federal and state laws concerning access to employment and education. ES on second reference.

**noncredit**
no hyphen

**non-profit**
Hyphenate:

*PHSC is a non-profit institution.*

**offices**
See capitalization

**on-campus or on campus**
Hyphenate when serving as an adjective describing a noun:

I want to live in on-campus housing.

Do not hyphenate when on serves as a preposition:
I want to live on campus.

NOTE: Same rules apply with "off-campus" and/or "off campus"

online

Pasco-Hernando State College
Hyphenate between Pasco and Hernando when spelled out, no hyphenation in acronym PHSC

percent
Use the word percent in non-technical text. (Use the symbol % in statistical or technical text and in tables and charts.)

PHSC
No hyphen

Photo captions
Titles in photo captions are capitalized, whether listed before or after name.

p.m., a.m.
Use lower case with periods in-between

salutations for form letters
Form letters are addressed to groups. The salutation should, therefore, be plural.

Dear Friends:
Dear Members:
Dear Alumni and Friends:

slogans and taglines
Imagine • Believe • Achieve

State of Florida
Capital S in state, contrary to AP style.

statewide
Do not use a hyphen and don’t capitalize

student societies
Lambda Nu (radiological and imaging sciences honor society)
Phi Beta Lambda (association of business students) PBL
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Phi Theta Kappa (honor society) PTK

Psi Beta (psychology honor society)

Tau Upsilon Alpha (human services honor society) TUA

**student government**

Student Government Association on first reference, SGA on following references

**telephone numbers**

Correct form for on-campus telephones:

Call 7581 for more information.

Correct form for off-campus calling:

Call 727-847-2727 for more information.

In certain publications and advertisements hyphens will be replaced with periods:

727.847.2727

**telephone number, toll free**

1-855-NOW-PHSC may not be used in print materials without clearance from the Executive Director of Marketing and Communications

**theater**

Use this spelling unless the proper name is Theatre

**titles**

**articles, songs, lectures, unpublished papers**

Capitalize and use quotation marks:

The choir sang "Swanee River" after the ceremony.

He introduced the Martin Luther King Jr. lecture, "Leading from the Middle."

**awards, recognitions, prizes, certificates**

Do not italicize or use quotation marks. Capitalize:

She received the Pacesetter of 2008 Award.

**books, newspapers, newsletters, magazines, movies, radio shows, tv shows, operas, titles of art exhibits, works of art, board rules, titles of IMM**s

Italicize, contrary to AP style:

Newsweek quoted the president as saying ...

IMM #6-15, *Student Disciplinary Procedures*. 
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**program names, course titles**
Capitalize, (bold is optional)

- Radiography program
- **Radiography program**
- Introduction to Astronomy

**titles of people**
Official personal titles immediately preceding or following a name are capitalized. This rule applies to both academic and administrative titles. (Note: Do not capitalize a title that follows a name if the title is preceded by any words other than the person's name.)

**toll free number**
1-855-NOW PHSC (see telephone number, toll free)

**web**
When "web" stands alone, use a lower case "w" (contrary to AP Style). This is short for the formal name "World Wide Web" or "WWW." Avoid use of the formal name, whenever possible, but if it must be used, the "Ws" should be upper case.
"The student found her grades on the web."

**web link (see hyperlink)**

**web page home page**
Two words, lower case.

**website, webcam, webcast and webmaster**
One word, lower case.

**Wordmarks**
A wordmark is a standardized graphic representation of the name of an institution, product name, service mark or program used for purposes of identification or branding. The Office of Marketing and Communications reserves the right to establish and must approve all wordmarks for the college. Standard AP style rules may not apply.

If a **wordmark** is being translated into text (whether in body copy, links menu, headlines, or first word of sentence), follow the capitalization style used in the wordmark with the following exception:

- **e-student or E-student** – When being used to describe an electronic student in general (as opposed to the PHSC eStudent program)