

# Brand manual & college style guide





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CCIS.edu

## The Columbia College brand

The idea of a brand is often associated with a slogan or logo. While these elements may be present in a marketing campaign, and are indeed present in Columbia College advertisements and materials, they alone do not constitute a brand. They are simply the tools that support our overall brand.

More than an ad campaign, a brand communicates mission and values. Built over time, brand conveys our image and reputation. It is our student experience, our faculty excellence, our staff dedication and our alumni loyalty. As a private liberal arts and sciences institution established more than 170 years ago, Columbia College is nationally recognized for granting access to high-quality, affordable education to students of all ages and backgrounds, across the nation and around the world.

As associates of this institution, we all play an active and important role in telling the Columbia College story and representing the brand accurately, genuinely and with pride in all of our communications efforts and our day-to-day responsibilities. I invite you to embrace and celebrate our brand and all that it represents.

*Sincerely,*

*Dr. David Russell  
President  
Columbia College*

## Questions regarding this manual

This guide will be updated each year, though certain circumstances might require immediate updates. The most current version of this manual can be found online at <https://www.ccis.edu/directory/strategic-communications>. Please contact Dan Jimenez, [djimenez@ccis.edu](mailto:djimenez@ccis.edu), with your comments or any matters you feel should be addressed in future editions of this guide.

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# Columbia College

# COLUMBIA COLLEGE

Columbia College is a private, nonprofit, liberal arts and sciences institution. The college has a main campus in Columbia, Missouri, and locations across the United States. In addition to an Online Program.

Founded in 1851, Columbia College was originally known as Christian College, an all-female, two-year institution that was established to serve women who, at the time, were not admitted to the neighboring University of Missouri.

The 1970s was a decade of change and growth at Columbia College. In 1970, Christian College changed its name to Columbia College, opened its doors to male students and began offering bachelor's degrees. African American

students integrated the campus after being recruited from across the nation. In 1973, the college opened its first Nationwide location in St. Louis, specifically designed to assist adult military students.

In 2000, the college began offering online education, which is now one of its most robust course delivery options, creating a convenient option for students with competing obligations. Columbia College was an early adopter of providing education through online courses.

The college's impact can be seen throughout the country and around the globe with more than 97,000 alumni worldwide.

## MISSION STATEMENT AND CORE VALUES

**MISSION:** Columbia College improves lives by providing quality education to both traditional and nontraditional students, helping them achieve their true potential.

**VISION:** Columbia College will be a highly innovative institution of higher education, dedicated to excellence in both its traditional and nontraditional programs nationwide.

**VALUES:** We believe all students deserve access to affordable, quality education. We believe higher learning should be individualized, innovative and flexible. We believe a liberal arts core curriculum produces globally engaged citizens who are creative, curious and ethical. We believe people of all beliefs and backgrounds should engage in civil discourse and discovery.

# EMBRACING CHANGE, Ensuring the **FUTURE**

## a 2023-27 STRATEGIC PLAN for Columbia College

### Guiding Principles

The Columbia College Strategic Plan is founded on a set of principles that guide the College in its work:

- Today's fast-paced, ever-changing society demands an educated citizenry. Columbia College's role is to instill in our students a commitment to life-long learning, social responsibility and selfless service while providing them with the knowledge and skills necessary to succeed in a global economy.
- To ensure student success, we believe all students deserve access to a student-centered education that is affordable, timely, individualized, flexible and accountable for learning outcomes.
- The Board of Trustees and the Administration are committed to a fiscally responsible approach to making decisions that will ensure the future of the College.
- We believe a liberal arts core curriculum is essential to produce citizens who are creative, curious, ethical, devoted to the quest for new knowledge, critical thinkers and engaged in the world around them.
- As a learning community of scholars, we believe our students, faculty and staff of all beliefs and backgrounds should embrace civil discourse, demonstrate mutual respect and support for others at all times, and celebrate the diversity of ideas and opportunities that have defined Columbia College since its founding in 1851.
- Columbia College is proud of our alumni nationwide and strives to strengthen our affinity and forge enduring relationships.

### GOAL #1 - STRENGTHEN ACADEMIC EXCELLENCE AND STUDENT SUCCESS

Columbia College will continue to produce graduates with high-quality postsecondary degrees and credentials that are valuable and relevant to individuals, future employers and communities.

### GOAL #2 - ATTRACT AND RETAIN STUDENTS WHO THRIVE AT COLUMBIA COLLEGE

Enrollment Management & Marketing is developing a multifaceted, data-informed approach to sustain enrollment growth. The result: grow enrollments by creating a viable, desirable, vibrant and meaningful student experience through deliberate and cross-divisional collaboration and planning. Develop enduring strategic partnerships that are enrollment positive and transform the student experience college-wide to better serve contemporary needs and future students.

### GOAL #3 - PROMOTE A DIVERSE AND WELCOMING WORK ENVIRONMENT BY ATTRACTING, RETAINING AND DEVELOPING A PROFESSIONAL WORKFORCE

At the core of every organization is a professionalized workforce, characterized by employee knowledge, education and training, skills, work experience and health. To ensure the College attracts, retains and motivates high-quality talent and remains competitive with our peers, it is essential to fully invest in our human capital. Columbia College aspires to be a workplace destination for all who seek a challenging and fulfilling profession in higher education. We strive to attract and retain the best of the best through competitive total compensation, lifelong learning through personal and professional development, continuous improvement, a campus that is inviting and welcoming to all, and unique employee benefits.

### GOAL #4 - STRENGTHEN FINANCIAL MANAGEMENT, INFRASTRUCTURE AND PHILANTHROPY

Columbia College will build upon its strong financial position through a study of existing technology and facilities, careful financial modeling and fiscally sound management of resources. The College will enhance and improve upon our fundraising results to ensure excellence for the future.

## WHO WE ARE

Columbia College has been making history for more than 170 years! Starting in 1851 as Christian Female College — one of the first women’s colleges in the country — the school has grown into what it is today, a student-centric coeducational institution that serves approximately 9,000 students per year with 14 associate, 51 bachelor’s and seven master’s degree programs in addition to 24 certificate offerings. Quality educational opportunities are provided through our main campus, nationwide locations and robust Online Program. We have more than 97,000 alumni worldwide. Learn more at [ccis.edu](https://ccis.edu).

- Columbia College launched more than 20 new academic programs online in fall 2023 as part of its commitment to preparing students to meet the needs of tomorrow’s workforce. From Global Studies to Supply Chain Management, the new programs include two master’s degrees, five bachelor’s degrees, one associate degree and 12 certificates, many of which are stackable. Four existing bachelor’s degrees offered in-seat were added to the college’s online offerings, and three new emphasis areas enhance the Master of Business Administration program. The new programs are housed within CC’s three reorganized schools, including: School of Public Service (Dean Dr. Sandra Hamar); School of Arts & Sciences (Dean Dr. Jennifer Jewell); and Robert W. Plaster School of Business (Dean Jonathon Moberly, J.D.).
- Columbia College Global honored its past, celebrated the present and envisioned its future throughout its 50th anniversary year in 2023.

Columbia College Global primarily serves nontraditional students, providing flexible education to students balancing work, family and school. More than 75,000 students have graduated from the network over the past 50 years, and more than 20,000 Columbia College alumni are affiliated with the military.

- Columbia College was ranked among the top 10 higher education institutions in the country for military-affiliated students in 2023 by [MilitaryFriendly.com](https://militaryfriendly.com), which advocates on behalf of service members, veterans and their families. The college earned the gold designation in the category of private, non-doctoral-degree institutions for the second consecutive year. The college also has been recognized by *Military Times*, *U.S. News & World Report*, the *Princeton Review*, *GetEducated.com*, *Military Advanced Education*, *Student Horizons, Inc.*, *ASecureLife.com*, *Value Colleges* and *College Choice*.
- Competitive video gaming, or Esports, has been a growing program at CC since the program was founded in 2016. The college was one of the first in the country to offer scholarships to talented student gamers. Housed in the Esports Game Hut on main campus,

individual and team accolades have continued piling up for the Cougars. In November 2022, the program reached new heights by tallying its first-ever Esports national title.

- Columbia College has more than 25 student organizations, spanning everything from community service to politics to music. We promote a community in which there is always something going on, where students can easily find ways to get involved and stay engaged.
- Scooter the Cougar first appeared in 1984. Scooter’s cheerful grin is contagious as he traverses campus decked out in his navy and silver “Columbia 51” jersey, reminding the campus community of our school’s establishment in 1851.
- These are just some of the many things Columbia College students and alumni can be proud of. And once you’ve joined the ranks of the Columbia College Alumni Association, there are plenty of ways to stay involved. Visit the CCAA website ([my.ccis.edu](https://my.ccis.edu)) for more information about activities, opportunities to connect with fellow Cougar alumni and lifetime member benefits available after graduation.

- The college offers 17 NAIA-sanctioned athletic teams based on main campus, many of which consistently play in postseason tournaments. The Cougars have won six straight American Midwest Conference Presidents’ Cups, signifying the best all-around athletic department in the conference. Follow the award-winning Cougars all year long at [ColumbiaCougars.com](https://ColumbiaCougars.com).

*Men’s Baseball*

*Men’s & Women’s Basketball*

*Women’s Bowling*

*Women’s Competitive Cheer*

*Women’s Competitive Dance*

*Men’s & Women’s Cross Country*

*Men’s & Women’s Golf*

*Men’s Lacrosse*

*Men’s & Women’s Soccer*

*Women’s Softball*

*Men’s & Women’s Track & Field*

*Women’s Volleyball*







## SCOOTER

Scooter the Cougar was introduced in 1984, replacing the Centaur, which had been the mascot since 1976. Scooter wears the number 51 on this jersey in honor of the college's founding in 1851.

Scooter made his first public appearance in 1990 by leaping out of a box at a basketball game.

The first Scooter was probably a limber student named Danny who performed back flips and round-offs. There have been many since. The mascot now appears at many campus events as part of the Spirit Squad.



### SCOOTER THE COUGAR IS THE COLUMBIA COLLEGE MASCOT.

“The cougar” represents the college as an ambassador and embodies the spirit of our institution. Scooter unites us as one Columbia College; pulling more than 170 years of tradition and history together. We are CCI!

### Scooter the Cougar is the only official Columbia College mascot.

- Scooter is gender neutral
- Other representations of the college mascot, except those listed in this guide, are prohibited

### IMAGE GUIDELINES

Do not detach any part of Scooter's anatomy from his body.

### MORE ABOUT SCOOTER

Scooter the Cougar (a member of the Puma concolor family) is a majestic and powerful creature with grace, cunning and agility.

Scooter's recognizable color pattern (especially on the face), luxuriously long tail and large poised ears create a notable presence. Scooter's main attire is traditionally a college blue jersey with white piping sporting the number 51 and matching shorts. At 6 feet, 190 pounds, Scooter is in prime shape to pump up the crowd, work out at the fitness center, bust a move in a dance-off, visit any of the Columbia Public Schools, party with VIPs or show his support out in the community.

Cougars are secretive and reclusive by nature, but not Scooter. Scooter loves spending time with others. Scooter spends a lot of nights at sporting events as well as studying. As a student, Scooter works hard to hold a consistent 3.5 GPA. If we could just get Scooter to decide on a major. Cougars are ambush predators, so keep your eyes and ears alert, because you never know when Scooter might be standing right behind you. Scooter's a trickster and likes to play practical jokes on students, faculty and staff. Scooter's hobbies include video gaming, keeping cool with Tai Chi, volunteering, making cookies for study groups, coffee with friends in the Cougar Café, watching the active squirrel population on campus and napping. Scooter loves making new friends, supporting others, encouragement, positive thinking, enthusiasm, all kinds of sports, dance (pop and lock, whip and nae nae or tango), learning more or new things and Columbia College. Scooter's pet peeves include rudeness, mascots who don't wear pants, when someone hides the giant ball of yarn, sleeping on a bus and those who don't participate in “the wave.”

### SCOOTERGRAPHS

Need a Scootergraph? Request one by emailing [ccalum@ccis.edu](mailto:ccalum@ccis.edu) or calling (573) 875-ALUM (2586).

Share on social media with the hashtag #SelfiesWithScooter and email them to [ccalum@ccis.edu](mailto:ccalum@ccis.edu).



# The Columbia College story

## OUR STORY

Columbia College exists to **Empower Infinite Growth** to offer the transformational promise of education to all.

WE ARE GG

### THE COLUMBIA COLLEGE STORY

It begins with a feeling: You belong here. Too many people have been made to feel that higher education isn't a place for them that it is someone else's dream. But we change all that. With individualized attention and ongoing support, we don't just help students of all backgrounds live into their identity as scholars. We help them write a new story for the future where they play the starring role.

This is who we have always been. When other universities closed their doors-to women, during war times, to those in military service—we opened our doors wider so that the life-changing power of an education wasn't held at arm's length from anyone. It's always taken out-of-the-box thinking, adaptive programming, and a spirit of innovation to make that possible. But inventiveness is in our DNA.

Others may shrink back, give up, or take the easy road when challenges come. But the moments that call for courage and creativity are the moments we feel most at home. Because we are determined to ensure that our students get the best—the most attentive professors, the most adaptive programs; the most nimble solutions—and that means holding loosely to the status quo and staying rooted in our long-standing resolve to invest in a brighter tomorrow. One transformed student at a time.

We are Columbia College.

### The Build Your New campaign

The Build Your New campaign lets students know that all of Columbia College's innovation serves them. Although the Build Your New campaign takes its cues from Columbia College's history—trailblazing online learning, and pioneering education for women, adult learners, service members—it is always looking forward to what its diverse student body needs to thrive. This message is human at heart—Yellow innovation-as-access is rooted in a Purple sense of care and mission, and grounded by a Maroon tenacity that creates a sense of partnership. Columbia College is as invested in student success as students themselves.

The Build Your New campaign uses clear language to tell an emotive story, with data points and program details for support. The tone and content can tell any Columbia College story and are designed to appeal to the breadth of Columbia College's wide student base. Headline constructs like "Own Your New" and "Your New Direction" offer flexible ways to engage students on a personal level and to ground emotion in tangible benefits such as career outcomes.

**start wherever you are.**

**DISCOVER AN EDUCATION THAT WORKS WITH YOUR LIFE.**

- Learn at your own pace, on your own schedule
- Easily adapt to changing circumstances with our flexible online and in-seat class options
- Accelerate your education, develop skills and grow your career faster than ever before

**Columbia College**

**BUILD YOUR NEW.**

**START TODAY WITH COLUMBIA COLLEGE-ORLANDO**

**ORLANDO.CCIS.EDU | (407) 293-9911**  
2600 Technology Dr., Ste. 100, Orlando, FL 32804



### COMMITTED ADVOCATE

Supportive and selfless, driven by compassion, warmth, and the desire to care for others. Delivers nurturing, comfort, and protection. Values altruism, commitment, and generosity. Causes people to feel valued and supported.

WELCOMING  
EMPOWERING  
COLLABORATIVE



### TRANSFORMATIVE INNOVATOR

Brilliant and forward-thinking, driven by inventing the future through innovation. Delivers advancement, ingenuity, and radical outcomes. Values newness, experimentation, and progress. Causes people to feel awe and amazement.

FORWARD-THINKING  
ANALYTICAL  
INFLUENTIAL



### ADAPTIVE CONTENDER

Resilient and tenacious, driven by overcoming challenges through grit and determination. Delivers surprising strength, perseverance, and toughness. Values fortitude and hard work. Causes people to feel triumphant and inspired.

PERSEVERING  
TENACIOUS  
COMPETITIVE

An institution's story anchors its grand narrative. All internal behavior and external communication should strive to align with the vision it casts. **The "why" within Columbia College's must naturally complement the "who" within its personality.** The spirit of this statement is reflected within the institution's storylines to follow.

#### EMPOWERING PURPLE - Empower

Purple is the primary archetype in Columbia's brand expression and is seen clearly by internal and external audiences, but it needs a deeper expression to stand out in the peer set. Infuse Columbia's authentic empowering Purple into the narrative to create a more emotive and inviting tone and show audiences through real world examples of how Columbia seeks to remove barriers and streamline processes to support and empower its students. Showcase flexible course offerings, guidance through the academic journey, and generous financial aid, and demonstrate that no matter what stage of life or how they come to be a student at Columbia College, the community will be here to help them succeed.

#### TRANSFORMATIVE YELLOW - Infinite

The Yellow archetype is highly desired by internal stakeholders and observed by external stakeholders, but it is not deeply expressed in Columbia's current marketing efforts. Columbia should focus on speaking directly to its history of innovation in addressing students' needs for tomorrow's challenges, but it is critical to also showcase proof of continued commitment to serve different audiences. Use stories of ways in which Columbia has anticipated change and provided exceptional experiences for students and community partners because of that forward-thinking mindset.

#### DETERMINED MAROON - Growth

Columbia College isn't afraid of a challenge, and neither are its students. Now is the time for Columbia to embrace its Maroon archetype through the lens of resilience and perseverance as a strategic opportunity to differentiate from competitors. Share stories of tenacious adult learners, military families, and other audiences who may often be overlooked in traditional advertising and communication initiatives. Focus on the tangible ways in which Columbia empowers students from all backgrounds, recognizing the balancing act that goes into this type of life-changing decision, and express that through emotive narrative and imagery.

# COLUMBIA COLLEGE MESSAGING GUIDE

Harness Columbia College’s story to write your own on-personality messaging.

## 1 : GET INTO CHARACTER

You’re about to communicate the story of Columbia College by creating your own on-personality messaging. The first step is to get yourself into character. Remember, Columbia College is a singular human being with one voice—not a fragmented personality that people can’t recognize. So, you must start by assuming the persona of the institution. You are writing and speaking on behalf of this human personality regardless of the specifics of the message.

## 2 : LIST YOUR EVIDENCE

Motivated by the personality and character of Columbia College, identify the tangible evidence that is important to your message. Don’t worry about creative flair, just

make a list of facts, data, events, details, people, places, and other pertinent information about the message you desire to create.

## 3 : MAP EVIDENCE TO A DIMENSION

Columbia College’s grand narrative is defined by three storylines. Each storyline is an on-personality messaging pillar. Notice that each storyline is associated with unique dimensions. These dimensions offer more relevant connections to what you’re writing about. Your objective is to “map your evidence” and find the right dimension for your evidence. Review all of the available dimensions across the messaging platform and determine which best aligns with your message:

PURPLE DIMENSIONS	YELLOW DIMENSIONS	MAROON DIMENSIONS
<b>Welcoming</b> “You’ll feel at home here. From the lovingly kept grounds to the notoriously kind staff to the generous sharing of campus resources, we emphasize hospitality in all we do.”	<b>Forward-thinking</b> <b>Persevering</b> “We back up ideas with action, with a long history of being the first to meet the moment and bring to life the innovations that will shape tomorrow.”	<b>Persevering</b> “When there’s a challenge, we find a solution. When there’s a dream, we provide an opportunity. We adapt to meet the needs of every student at every stage of life.”
<b>Supportive</b> “Columbia College is a place that cares. We see every student’s unique situation and offer a sustained commitment to their success—at every stage of the journey.”	<b>Innovative</b> “We nimbly leverage new ideas and adapt quickly to create original programs that prepare students for industries that are emerging.”	<b>Tenacious</b> “We are rooted in a historic and ongoing commitment to provide high-quality, affordable education for all students and to remove whatever barrier stands in the way.”
<b>Empowering</b> “We are rooted in a historic and ongoing commitment to provide high-quality, affordable education for all students and to remove whatever barrier stands in the way.”	<b>Analytical</b> “At Columbia College, being data-informed never means we lose our human-focused approach. It means that decisions are grounded, intentional, measured, and transparent.”	<b>Competitive</b> “We are active in seeking out better approaches, more relevant programs, easier access, and staying a cut above the rest.”
<b>Collaborative</b> “We work for transformation—and not just in individual students. Our whole community is impacted by the strategic relationships and connectedness offered by CC.”	<b>Influential</b> “We strive to make a true impact—on students and our whole community—through our nationwide network, strong relationships, and fierce commitment to transformation.”	<b>Resilient</b> “Roadblocks don’t slow us down: we are not afraid to challenge our assumptions, reassess our methods, and be the first to take a risk.”

#### 4 : FIND YOUR STORYLINE

Next, your chosen dimension will guide you to the best storyline for the message you're crafting. For example, a Purple dimension will guide you to the corresponding Purple storyline. Note that each storyline is weighted toward certain color characteristics in Columbia College's personality, which will influence the tone and style of your writing.

##### **STORYLINE 1 : Caring community ignites real change.**

The world is a better place when people know who they are, do what they love, and focus on creating more good. At Columbia College, we have curated the kind of community that supports students to do just that. Our inspiring professors, life-changing educational experiences, and safe and welcoming environment make it possible for every student to truly thrive. In this well-rounded and student-focused environment, people become more themselves—more empowered, more motivated, and more able to live out the incredible power of a transformational education.

##### **STORYLINE 2 : Our inventive ideas make a lasting impact.**

For decades, Columbia College has paved the way. What everyone now takes for granted once required our bold leadership. We were among the first colleges to serve female students, to have a woman serve as President, to offer extended venues on military bases, to pioneer online learning. Our DNA is innovation because we must always be thinking differently in order to ensure that the transformational power of education is available to all.

##### **STORYLINE 3 : We are determined to open doors of opportunity for all.**

Education changes the trajectory of a life—for generations to come. And for some, it takes tenacity, courage, and effort to pursue that life-changing dream. At Columbia College, we are dogged in our commitment to opening doors for those students, supporting those who strive for excellence. Our history set the tone, and we've never backed down from that calling, offering exceptional instruction, real-world experience, and a place at the table for tomorrow's leaders from all walks of life.

#### 5 : GATHER KEYWORDS AND PHRASES

For your final step, gather appropriate keywords and phrases that align with your chosen storyline and dimension to help you in the creative writing process. These can be any bits of content that you feel are inspiring and appropriate for your message.

##### **LADDERING TECHNIQUE**

While product type and content volume dictate your final approach to message construction, Laddering is an effective technique to provide scaffolding for message development. Using this technique, you'll build the basic framework of your message using one of the following two sequences:

##### **▲ UP THE LADDER**

1. **Evidence**  
Start by listing your evidence or fact...
2. **Dimension**  
Integrate the essence of your selected dimension...
3. **Storyline**  
Finish by connecting to the main storyline.

##### **▼ DOWN THE LADDER**

1. **Storyline**  
Start by utilizing the main storyline...
2. **Dimension**  
Integrate the essence of your selected dimension...
3. **Evidence**  
Finish by connecting to your evidence or fact.



### Columbia College Global shaped by 'courage to change'

Posted by Kevin Graeler | Jun 23, 2023

Merriam-Webster defines "courage" as the mental or moral strength to venture, persevere and withstand danger, fear or difficulty.

The dictionary describes "change" as to make different, shift or undergo a modification.

Those words play directly into how the Columbia Daily Tribune characterized the pivotal events at Columbia College in the early 1970s, when many private colleges were cutting back and closing their doors amid a particularly turbulent time within the evolving landscape of higher education.

"Columbia College made it," the Tribune reported on March 9, 1975, "because it had the courage to change."

Christian College updated its name to Columbia College. The school switched from a two-year junior college to a baccalaureate institution. Male students were admitted for the first time. African American students came to the college after being recruited from across the nation, forging a vital integration of the student body.

Last but not least, faculty branched out to teach classes to nontraditional students at sites located away from main campus – mostly on military bases at first before also expanding to civilian outposts – forming what was originally called the Extended Studies Division (ESD).

We shall not be afraid of change and experiment," Dr. W. Merle Hill, Columbia College's 13th president, said at the time of the major shifts under his administration, which spanned from 1965 to 1977.

First known as ESD, then as Adult Higher



Dr. Shadel Hamilton (left), vice president for Columbia College Global, poses for a photo with Col. Mike Anderson, former vice president of Adult Higher Education at Columbia College and current Board of Trustees member, during a celebration this spring inside Dorsey Gym on main campus. Photo by Columbia College Photographer & Graphic Designer Abigail Wade.

Marron

### CC Faculty Focus: Dr. Mary Miller invests in tomorrow's teachers

Posted by Kevin Graeler | Feb 14, 2023 | Faculty/Staff, Featured Story, News

Dr. Mary Miller doesn't miss a beat when asked about her source of inspiration as a professor in the Education Program at Columbia College.

"I take my job very seriously because when I look out at my students, they are my kids' future teachers," Miller says. "Nothing could be more important to me than making sure that my kids and everybody's kids have high-quality teachers who care about them."

Miller, who received dual bachelor's degrees from the University of Missouri and her Ph.D. in Language, Literacy and Culture from Vanderbilt University, joined the CC faculty in 2017. She specializes in linguistics, including early childhood and elementary literacy development.

She received the Deans' Award for Excellence in Teaching in 2022.

She aims to layer on the content she teaches in her Education classes in a way that allows her students to connect their learnings to hands-on practice in the field.



Columbia College Education Professor Dr. Mary Miller interacts with students during a class inside St. Clair Hall. Photo by Columbia College Photographer & Graphic Designer Abigail Wade.



Video by Columbia College Video Production Specialists Dustin Hawkins and Mark Baumgartner

"I try to help create a community in the classroom where we're all learning from each other's experiences," she says. "We like to place students in different levels of schools and types of schools, so they get a well-rounded experience. It's those kinds of formative experiences we're able to talk through. We put it all together, and that helps guide students to a path that's going to be the best fit for them in their future careers."

Miller credits the supportive environment at CC for fostering a positive, constructive culture where the teachers of tomorrow are built up and equipped for their first job placements.

Purple

Purple

### Columbia College launches more than 20 new academic programs

Posted by Kevin Graeler | Jul 12, 2023

Columbia College will launch more than 20 new academic programs online this fall as part of its commitment to preparing students to meet the needs of tomorrow's workforce.

From Global Studies to Supply Chain Management and Logistics, the new programs, which are open for enrollment now, include two master's degrees, five bachelor's degrees, one associate degree and 12 certificates, many of which are stackable. Four existing bachelor's degrees offered in-seat will also be added to the college's online offerings, and three new emphasis areas will enhance its Master of Business Administration program.

"The creation of these programs is responsive to what students need to succeed in their future endeavors," says Dr. Piyusha Singh, provost and senior vice president for Academic Affairs. "The college sought and received important feedback from various stakeholders throughout this process. We believe these offerings reflect what employers are looking for when hiring the next generation of leaders."



Photo by Columbia College Photographer & Graphic Designer Abigail Wade

Yellow

CCconnected.ccis.edu/stories

Marron

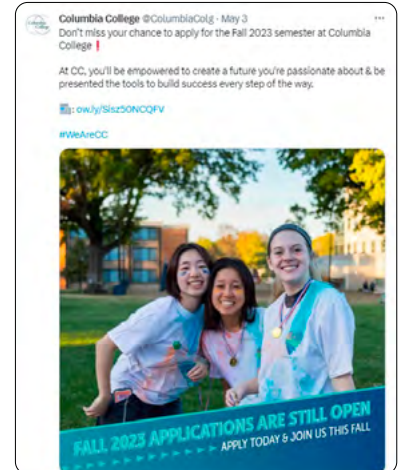
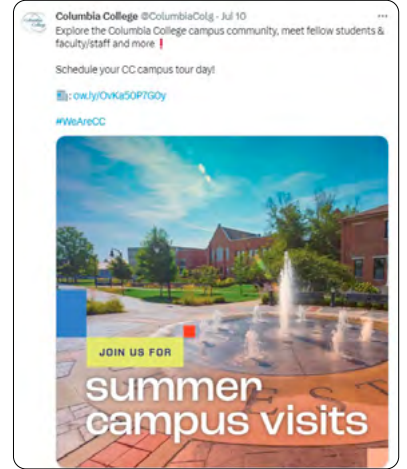
Yellow

Purple

Marron

12

## MESSAGE EXAMPLES



Social media coverage





Freeport direct mail postcard

## MEDIA INTERVIEW TIPS

### FIRST THING

Develop 3-5 important talking points and practice delivering them

### IN A CRISIS, REMEMBER THE 3 C'S

When preparing and delivering your message, the primary goal is to convey **C**ontrol, **C**ompetence and **C**oncern.

### REMINDERS

- DO**
  - Keep your answers short
  - Stay calm and positive even if questions are tough
  - Maintain eye contact
  - Be expressive, show good posture and use gestures
  - Be honest

- DON'T**
  - Be defensive
  - Say "no comment"
  - Make "off the record" comments
  - Speculate
  - Be afraid to say, "I don't know the answer to that, but we can look into it."

### JUST BEFORE YOUR INTERVIEW

- Relax
- Breathe deeply or make tight fists and count to 10, then release slowly
- Make a last-minute check of your personal appearance

### QUESTIONS?

Contact Strategic Communications at (573) 875-7283 or [PR@ccis.edu](mailto:PR@ccis.edu).

## ELEVATOR SPEECH

### WHAT IS AN "ELEVATOR SPEECH?"

Columbia College is a private, non profit liberal arts and sciences college. We provide flexible, high-quality programs designed to meet the workforce of tomorrow.

### BASIC VERSION:

Columbia College has been helping students advance their lives through education for more than 170 years.

Columbia College is a private, non profit liberal arts and sciences college. We provide high-quality programs, offering master's, bachelor's and associate degrees and various certificates designed to meet the workforce of today and tomorrow.

We take pride in our experienced, committed faculty members and small classes sizes.

We serve approximately 9,000 students per year, and our alumni network exceeds 97,000.

### EXTENDED VERSION:

Columbia College, a private coeducational institution, offers master's, bachelor's and associate degrees and various certificates that prepare students of differing backgrounds and abilities for entry-level or advanced positions in various occupations and professions.

Founded in 1851 by charter of the Missouri Legislature and named Christian College, Columbia College assumed its current name and became coeducational in 1970. Although it retains a covenant with the Christian Church (Disciples of Christ), Columbia College is a nonsectarian institution.

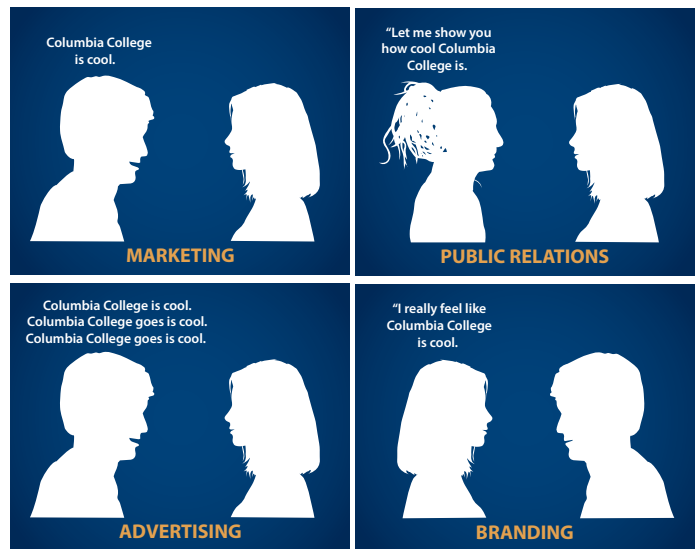
The college is accredited by the Higher Learning Commission and holds specialized accreditation in its Education Program. Students may enroll in Day, Evening or Online classes, at the main campus in Columbia, Missouri, or at locations across the country..

For more than 170 years, Columbia College has remained committed to the noble profession of teaching while offering small, personalized classes to traditional-age and adult learners. The liberal arts and sciences form the base of all curricula and provide the foundation for lifelong learning. The goal of the college has been, and will continue to be, preparing its graduates to excel in human endeavor.

Columbia College educates 9,000 students each year and has more than 97,000 alumni worldwide.

## HOW DOES IT WORK?

Expert brand strategist and best-selling author Marty Neumeier says a brand is a person's gut feeling about a product, service or company. It is not a company or college's logo or advertising. Those things are controlled by the company or the college. We've adapted the brand illustration from his book *Zag: The Number One Strategy of High Performance Brands* for Columbia College. For the purposes of Marty's illustration, Build Your New is the marketing position. It's Strategic Communications' responsibility to build trust surrounding the marketing position. The role of advertising is to consistently repeat the message. Once the audience we are targeting with our message understands that Columbia College branding has been achieved.



Neumeier, M. (2006) *Zag: The Number One Strategy of High Performance Brands* (<https://www.martyneumeier.com/zag>)

## WHAT'S THE DIFFERENCE?

**Marketing:** the action or business of promoting and selling products or services, including market research and advertising.

Marketing is a process that refers to the careful business activities a company implements in order to bring together buyers and sellers for the exchange of products and services. These tactics can include formulating marketing strategies to use in conjunction with other tools such as social media, television, packaging and print media.

**Advertising:** the activity or profession of producing advertisements for commercial products or services.

Advertising is when an individual or an organization pays to have announcements sent to the public to try and convince potential or existing consumers to buy a product or service. An advertisement aggressively or

indirectly includes putting the word out about a product through media such as newspapers, posters, television, radio or the Internet. Advertising is often referred to as "paid media" because organizations are paying to have their message shown to consumers.

**Branding:** the promotion of a particular product or company by means of advertising and distinctive design.

A brand is anything that helps get potential or existing customers to remain loyal to your product or company. Aspects of someone or something's brand can include the logo, symbol, name or design. Branding involves the assortment of things an audience expects and experiences, combined with the aspects of all the brand elements. This creates an association between the consumer's ideals

and the product, service, or company in general.

**Public Relations:** the professional maintenance of a favorable public image by a company or other organization or a famous person.

The main purpose of public relations (PR) is to help organizations maintain a positive image in the eye of the public. Those involved in public relations include company stakeholders, customers, clients, employees, local communities, and several other audience members. PR is essentially used to build and maintain a company's reputation. Think of public relations in terms of a celebrity. If they are involved in any sort of scandal, they have a PR team who is in charge of making sure the celebrity's reputation is not tarnished. Public relations is often considered "earned media."

<https://www.transformationmarketing.com/marketing-vs-advertising-vs-branding-vs-public-relations/>



# Brand identity

# COLUMBIA COLLEGE BRAND HISTORY



## OUR IDENTITY'S HISTORY

### HISTORY OF EMBLEM

In January 1851 a charter was granted by the legislature of Missouri to "Christian Female College." This charter contains the names of the founders and says of them, "They and their successors in office are hereby constituted a body politic and corporate a and shall have a perpetual succession and common seal."

The seal used was the word "Truth" with rays of light extending from it and the words "Christian Female College incorporated 1851" around it. This seal was approved and "Truth" became the college motto in 1852.

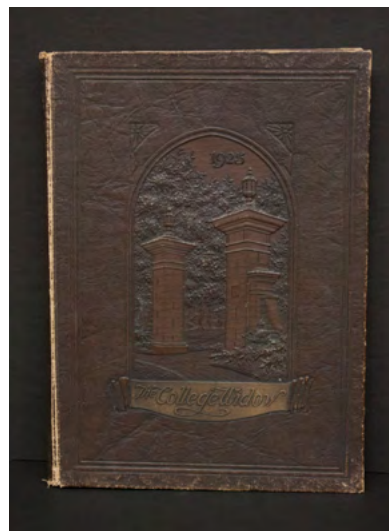
Many presidents used the word "Truth" as a theme for numerous addresses. When J.K. Rogers became president, he placed the motto "Truth" in quotation marks on the inside cover of his first catalog. On this same page was a dove of peace descending upon an open Bible and the following words "sit lux," which means, "Let there be Light."

Later on, the emblem was developed, combining the two ideas of truth and light by representing a hand pouring the word "Truth" into a Greek lamp. The lamp produced a flame that stood for light. This ever-burning lamp was placed upon the Bible.

The records show that throughout the years, the emblem appeared and disappeared and reappeared, according to the regard for symbols and the conceptions of their worth on the part of the various administrations.

With the beginning of Luella St. Clair Moss' administration in 1894, the motto appeared with the emblem simplified to its present form of the Greek lamp, the flame and the word "Truth," except that the lamp was backward with the handle to the left.

In 1970, the college decided to change its name of Christian College to Columbia College.



1959



The lamp of truth, an ancient symbol of intellectual freedom and pursuits, has appeared in the school logo in various forms since 1851.

1961



1963



Professor Sidney Larson recreated the original Christian Female College seal, which was approved in 1852 when "Truth" became the motto.

1970



Designed by George Wigner, this bold, modern look carries with it the heritage of the school. The back-to-back Cs represent an open book, signifying a never-ending quest for knowledge and our foundation of principles will continue. The left C looks back to our history and heritage while the right C looks to the future. Their closeness expresses our philosophy to give the best, most

progressive education while maintaining our traditional warmth and personality. The base of the design is slightly reminiscent of Rogers Gate, showing the strong foundation of principles for which the college has always stood. The overall heaviness of the design indicates the strength of the school while the modern shaping shows its progressiveness.

1996



Rogers Gate represents opportunity, strength and stability. The lights represent the lamp of truth, which harkens back to the original mission of Christian College. The triangle represents the Greek symbol for Delta - the symbol of change. Its three points represent the past, present and future and Day, Evening and Nationwide programs. The symbolism continues in that the triangle also represents the associate, baccalaureate and master's degrees offered by the college. Finally, the trees represent growth and life itself.

2011



# THE COLUMBIA COLLEGE BRAND GRAPHIC IDENTITY

Columbia College's brand is not just a logo or tagline to recruit prospective students. It is designed to be a consistent and accurate representation of Columbia College to all constituencies. The logo is a visual "trust mark" that embodies Columbia College's promise about what will be achieved by all individuals who interact with the institution — in short, it is a graphic depiction of Columbia College's innovative, student-centric reputation.

Through consistent use of the brand's key elements, the Columbia College brand will become widely known and understood by key audiences, including: Day, Evening, Nationwide and Online students; alumni; parents; faculty and staff; employers and the business sector; the local community; media; government representatives; religious communities; peer institutions; donors and friends; and all other groups that determine the viability of Columbia College's future.

A well-developed and clearly communicated brand can influence student preferences, weather crises more easily, build market share and instill a spirit of focus, confidence and resilience within an institution.

Brand development should not be considered solely the realm of the Strategic Communications and Marketing offices, but a responsibility of every individual on campus. Consistent reinforcement of the brand promise and attributes by all individuals working for Columbia College can work wonders to establish and perpetuate an institutional reputation in a communication-oriented world.

A number of tools have been created for use in Columbia College's brand identity process that can be implemented in a wide variety of ways. This document defines and illustrates the proper implementation of each tool as part of the brand portfolio.

*An institution's logo is the dominant outward visual expression of its personality, values and aspirations. Our logo and communication materials should express our commitment to conveying the college's brand image and the underlying qualities upon which our visual identity is built. Consistent application of these standards over time will benefit Columbia College through improved awareness, recognition and professional appearance.*

## Logo requests

When in need of a logo, please submit a logo request form. Here is a link to the form: <https://www.ccis.edu/directory/strategic-communications/logo-request>.

Materials using college logos will be reviewed and managed by Mail, Imaging & Print Services. Items can also be emailed to Dan Jimenez at [djimenez@ccis.edu](mailto:djimenez@ccis.edu) for review.



## THE COLUMBIA COLLEGE IDENTITY

*The Columbia College logo has been designed to unify the college's collective identity under one dynamic symbol that captures both where Columbia College has been and where it is going.*

This logo is the first — and perhaps the most important — step in establishing Columbia College with a strong brand identity as a model traditional liberal arts and sciences institution that is on the forefront of education delivery. Classic and elegant serif typography, with a clean and modern abstraction of the Columbia College “CC,” combine for an identity that matches the unique blend of a traditional liberal arts campus and modern delivery systems that Columbia College comprises.

Conceptually, the subtle thin-to-thick and thick-to-thin lines of the symbol are representative of how the college not only reaches out to students wherever they are in their educational journey, at whatever point they happen to be in life, but it also welcomes them in and empowers them; it expresses a line quality that visually connects to digital or online learning and displays an arrangement that radiates in an outward progression, expanding to our Nationwide locations.

This logo has been developed for use in standard applications ranging from letterhead and collateral publications to the website, vehicles and signage — think of it as a tool that in application can be all-inclusive, leaving the college imprint on every facet of its identity.

# COLUMBIA COLLEGE PRIMARY LOGO

There are two versions of the primary logo; they both include “established 1851.” The first must be 2.5 inches wide or larger, and the “of Missouri” version must be 4 inches wide or larger. Size restrictions are illustrated below.

The “of Missouri” version must be used on all representation for/by the Illinois locations. This is necessary to differentiate our brand from other colleges in Illinois also with the name “Columbia College.”

- This logo must be used on all internal and external communication.
- This logo must be represented in college navy & silver on white backgrounds. In all other situations, use either college navy, black or white files.

- The primary logo may be printed in PMS 8001 metallic ink or satin silver foil.
- This logo must be used whenever the width of the publication or digital placement is 3 inches or wider. The use of “established 1851” is a necessary component of this logo.
- This logo must be a primary consideration when designing.

Versions of each logo in the right format, such as print (PMS or CMYK), Web or other electronic use (RGB) can be provided by submitting a logo request or contact Dan Jimenez at [djimenez@ccis.edu](mailto:djimenez@ccis.edu).

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## PRIMARY LOGO with “established 1851”



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## PRIMARY “of Missouri” LOGO with “established 1851”





# COLUMBIA COLLEGE STACKED LOGO

The stacked version of the logo may be utilized as a secondary option when the publication or digital media location is smaller than 3 inches in width.

**In order to use these logos, they must meet these criteria:**

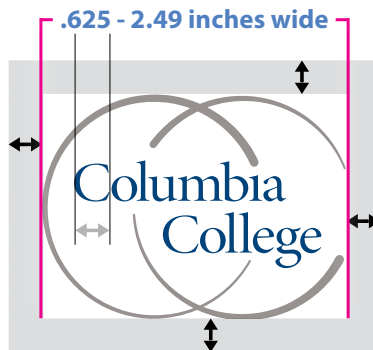
- This logo must be represented in college navy & silver on white backgrounds. In all other situations, use either college navy, black or white files.
- Nothing should be placed under these logos.

There are two versions of this logo. The stacked logo without the “of Missouri” may be used in all other situations where space is limited to less than 3 inches. The stacked logo with “of Missouri” is for use in Illinois.

---

## STACKED LOGO without “established 1851”

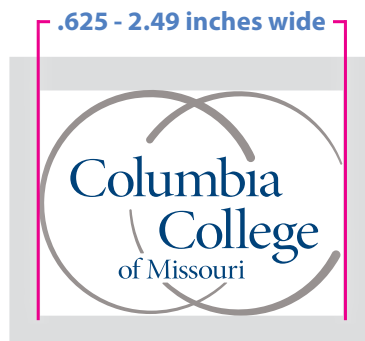
*To maintain quality reproduction standards, the “established 1851” is eliminated in the small-sized logo.*



*Height measurement must be proportionate to the stipulated width.  
Grey area represents clear area.*

---

## STACKED “of Missouri” LOGO without “established 1851”

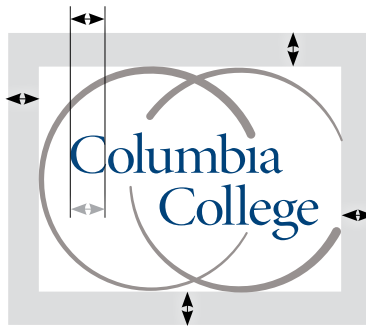


## Minimum clear area

When any version of the primary or stacked logo is used in communication materials with photography, illustration or other typography, a minimum amount of clear space must surround the logo. This space is equivalent to the width of the capital letter "C," as illustrated below.



*Allow clear space equal to the width of the capital letter "C" all around the logo, as represented by the grey area shown.*



## Minimum reproduction size

The stacked logo may not be reproduced any smaller than 5/8 inch (.625) in width.



## GRAPHIC SYMBOL



The graphic symbol was designed to be used as a decorative element that would enhance the look and feel of Columbia College communications material and create a unified identity. It can be used as a background graphic within established guidelines.

### Symbol guidelines:

- It may only be used in black, college grey, college navy or white.
- It has no size restrictions.
- The CC symbol CANNOT be used in place of any of the official Columbia College logos or added to wording to create unauthorized logos.
- When used as a background element, the effect should be subtle and should not be more than 25 percent but not less than 5 percent in contrast with the background color or image.

**The large symbol was designed to bleed\* and to be screened as a background element.**

*\* The term "bleed" refers to elements that extend off the page so once printed and trimmed to its final size, they appear to extend beyond the edge of the sheet of paper.*

## LOGO COLOR VARIATIONS

Each logo is ONLY available in college navy, black, white, college navy & grey and PMS 8001 metallic silver.

When printing with a one- or two-color press, use Pantone® (PMS) inks. Strategic Communications will provide a black logo file as it results in the best ink coverage. The only acceptable PMS inks are PMS 295 (navy) and PMS 8001 metallic (silver), or black.

When printing in full color, CMYK files will be provided.

If you would like the logo printed in silver, direct the production specialist to Dan Jimenez at [djimenez@ccis.edu](mailto:djimenez@ccis.edu) or (573) 875-7653 to make sure the correct files are used.

### RGB, ONE- AND FULL-COLOR LOGOS

Black



White



PMS 8001/Silver



PMS 295



Black



White



PMS 8001/Silver



PMS 295



### RGB, TWO- AND FULL-COLOR LOGOS

PMS 295 & 8001



PMS 295 & 8001



## LOGO DO'S AND DON'TS

Using the official logo correctly will maintain the integrity of our brand, create consistency and build recognition and respect for the Columbia College identity.

**Follow the guidelines below for *all versions of the logo*.**

**DO** use the primary logo on all internal and external communications 3 inches wide or larger.

**DO** maintain the minimum clear area around the logo and reproduction size specifications (see page 22).

**DO** use the "of Missouri" logos on all communications for the Illinois, New York and South Carolina locations.

**DO** CONSULT STRATEGIC COMMUNICATIONS WHEN IN DOUBT.

---

### DO NOT



**DO NOT** change the colors of the logo or parts of the logo. See page 23 for logo color variation options.



**DO NOT** recreate the logo in anyway — digital files are available through Strategic Communications.



**DO NOT** place other graphics over or within logo clear space. See page 20 for a visual on clear space.



**DO NOT** alter the composition of logo elements.



**DO NOT** use the navy & grey version of the logo on colored paper or a colored background. Use the black, navy or white version in these situations.



**DO NOT** use the navy & grey version of the logo on a patterned background or textured paper.

---

**DO NOT**



**DO NOT** apply special graphic effects, textures or treatments to the logo.

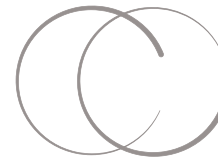


**DO NOT** distort the proportion of the logo horizontally or vertically or skew it.



**DO NOT** print any version of the logo in any other color than college navy, black, white or college navy & grey.

**DO NOT** foil stamp any versions of the logos in colors not approved by Strategic Communications or provided by Mail, Imaging & Print Services.



**DO NOT** use the symbol as a standalone other than as a subtle background element.



**DO NOT** cut off the logo in any way.



**DO NOT** use logos with it.

- When multiple locations or departments co-sponsor or are involved in a communication piece, use the primary Columbia College logo and list their names in text away from the logo (see page 31).
- When sponsors will be represented in printed or digital pieces, the names will be listed in alphabetical order.
- Multiple logos may be used on the back of T-shirts as long as there is an adequate amount of blank space surrounding the logo (see page 22).



**DO NOT** change the transparency or opacity of the logo.

# COLUMBIA COLLEGE SEAL

Use of the college seal must receive presidential approval and is restricted to official documents, such as:

- Diplomas
- Presidential certificates and honorary degrees
- Registrar stamp for official transcripts
- Commencement
- Schiffman Lecture Series

The seal is only available in college blue, college grey, white or black for print or electronic use. The Columbia College seal may be embossed or debossed or printed in metallic ink (PMS 8001) or satin silver foil if granted approval by Strategic Communications.

The seal cannot be used as or in place of any of the Columbia College logos unless from the Office of the President.

Contact Strategic Communications at (573) 875-7283 or [PR@ccis.edu](mailto:PR@ccis.edu) with questions or to be granted approval to use the seal.

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## RGB, ONE- AND FULL-COLOR LOGOS

PMS 295



Black



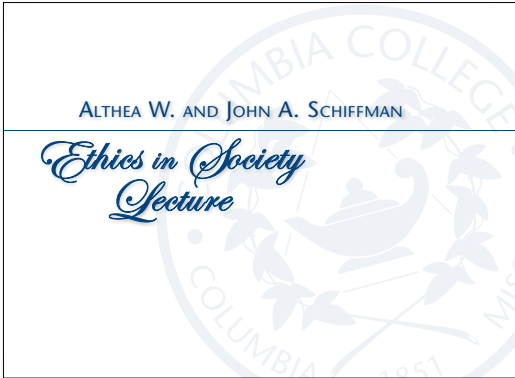
White



PMS 8001



# COLUMBIA COLLEGE SEAL EXAMPLES



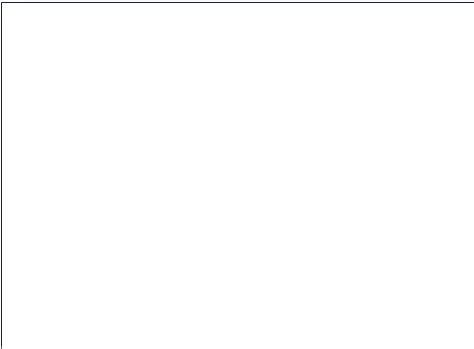
*Schiffman  
Lecture Series*

**Size**  
A7

7.25 x 5.25 inches

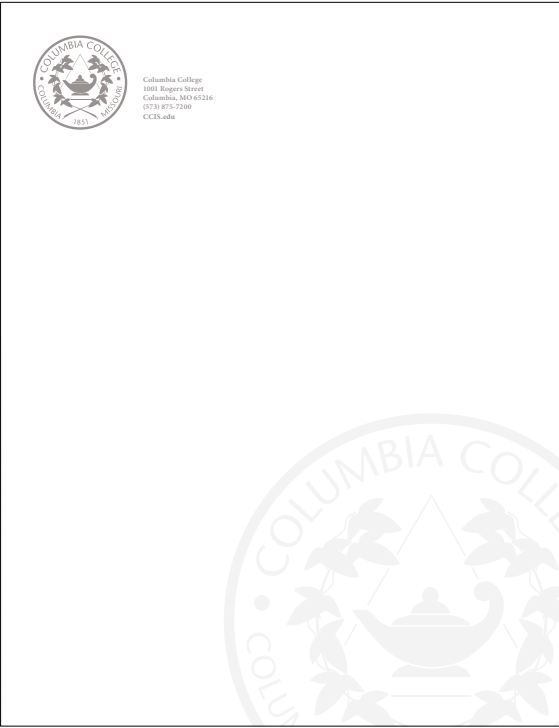
**Paper**

*Matching house stock  
70W, white, smooth  
provided by  
Mail, Imaging &  
Printing Services*



**Printing Inks**  
PMS 295

*Nationwide  
graduation  
certificate*



*Commencement,  
presidential stationery  
and envelopes*

# BRAND ELEMENTS

*The Columbia College Brand Creative should serve as a touchstone for all creative media, addressing all the major audiences. As new brand materials are developed, they should reflect the following.*

*The representation of PMS and Pantone® colors throughout this guide are not an exact match due to the limitations of the digital reproduction process. For this reason, please refer to a Pantone® swatch book, available from either Strategic Communications or Mail, Imaging & Print Services.*

*When metallic ink or CMYK is not an option (for two-color printing), PMS Cool Grey 7 is the alternative.*

*The official foil and embossing swatch of the college is Satin Silver or Medium Navy.*

## BRAND PALETTE

With tradition in mind, the logo continues Columbia College's use of navy and silver or grey as primary colors. The spot colors are Pantone® PMS 295 (navy) and PMS 8001 (metallic silver). When using PMS colors is not an option, the logo may print as a process-color build (CMYK) as shown below:

Navy blue and silver were chosen because they exude strength and pride, respectively.

**NAVY BLUE:** steadfastness, strength, knowledge and power, as well as truth and strength of character, integral for our values

**SILVER:** value, intelligence and success

**PMS 295**

**100 C  
60 M  
0 Y  
40 K**

**PMS 8001 metallic**

**45 C  
40 M  
40 Y  
0 K**



## Digital color palette

Due to the differences between projected (colors as seen directly by our eyes) and reflective (colors received from the reflection of light off of any surface) color, the following swatches are the Columbia College colors for web, video and other electronic use in both the current standard of millions of colors (RGB) as well as in a more limited 256-color palette (HEX).

### WCAG 2 AA ADA COMPLIANT

These colors can be used on a white background at a minimum size of 24 px or 18 pt (1.5 em) and in bold at a minimum size of 19 px or 14 pt (1.2 em).

HEX 144678



20 R  
70 G  
120 B



HEX 767676



118 R  
118 G  
118 B



## Embroidery color palette

PMS #	MADEIRA thread #	Rayon 100% viscose
PMS 295 (navy)	1376	
PMS 8001 (silver)	1118	

### Embroidery

*Embroidery is the art or process of forming decorative designs with hand or machine needlework vs. silk screening, which uses meshes of silk or organza screen stencils in order to force coloring matter onto the material to be printed.*

### Medeira thread

*For general-use embroidery, use No. 40 weight in Classic Rayon or 100 percent polyester Polyneon. For small lettering and fine detail, use No. 60 weight.*

## Secondary color palette

C100 M98 Y12 K7  
R18 B24 B136  
#121888

C13 M0 Y69 K0  
R230 B254 B116  
#e6fe74

C1 M90 Y100 K0  
R236 B63 B33  
#ec3f21

C71 M45 Y0 K00  
R53 B138 B255  
#358aff

C73 M40 Y100 K32  
R66 B96 B22  
#426016

C3 M36 Y42 K0  
R242 B176 B144  
#f2b090

# Typography

**Minion Pro** is the typeface used to create the customized Columbia College logo. It should not be used when the font size is 8 pt or smaller. **Minion Pro (Regular, *Italic*, **Bold**, **Bold Italic**)** is therefore the suggested body typeface for advertising and print materials. To maintain a consistent image, use **Minion Pro** as the standard text font.

**Myriad Pro** (*Light, Light Italic, Regular, Italic, Bold, Bold Italic*) is a sans serif font that subtly contrasts the more traditional look of the Minion Pro font and provides great flexibility with its multiple weights and variations. This font

should be used on headings of large bodies of text to create contrast and enhance readability. It should be used as body text when the font size is 8 pt or less.

When these fonts are not available in print or live-text web applications, Cambria may be substituted for Minion Pro and Segoe UI may be substituted for Myriad Pro. These are standard, pre-installed fonts on most computers or can be downloaded with the help of Technology Services and are acceptable replacements.

---

## MINION PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&^\*()

---

## MYRIAD PRO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&^\*()

---

## MINION PRO ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890!@#%&^\*()*

---

## MYRIAD PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&^\*()

---

## MINION PRO BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#%&^\*()**

---

## MYRIAD PRO ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890!@#%&^\*()*

---

## MINION PRO BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***1234567890!@#%&^\*()***

---

## MYRIAD PRO BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#%&^\*()**

## SPONSORSHIPS

Columbia College prohibits the combination of the primary logo with other logos. In printed communications, recognize sponsors by listing the names alphabetically, not logos. *(Exception: Some flexibility to this restriction might be appropriate in advertisements and sponsored events.)*

An exception to the guidelines that prohibit multiple logos may be granted for advertisements or T-shirts. For example, the college or a unit within the college may be one of several sponsors of a non-college event. An advertisement or T-shirt for the event may include logos for all sponsors.

When location and department logos are used, the primary logo portion must be 2.5 inches wide (or larger).

When there is one sponsor, the college logo should be larger than the other logo. See pages 20-21 on logo size restrictions.

### SPECIAL PERMISSIONS

To request an exception to the logo policy that is not listed, please contact Dan Jimenez at [djimenez@ccis.edu](mailto:djimenez@ccis.edu).

## EXCEPTIONS

The Athletics department and the Columbia College Alumni Association have presidential approval for standalone brands.

They may be used without the college logos.

They only represent either Athletics or CCAA and may not be used otherwise without permission.

- **Athletics:** Contact Cindy Potter at [cnpotter@ccis.edu](mailto:cnpotter@ccis.edu) for manual and permissions
- **Columbia College Alumni Association:** Contact Alumni Relations at [ccalum@ccis.edu](mailto:ccalum@ccis.edu).







# Sub-identity logos

## SUB-IDENTITY LOGOS

First and foremost, present a united college brand and message. With strategy, sub-identity logos can be used for specific reasons. Partner with Mail, Imaging & Print Services to develop and execute actions that are within the college's best interest by contacting Dan Jimenez at [djimenez@ccis.edu](mailto:djimenez@ccis.edu).

### SCHOOLS

- Sponsorship promotion and naming opportunities (spirit wear)

### ACADEMIC DEPARTMENTS

- Sponsorship promotion and naming opportunities (spirit wear)

### DEPARTMENTS AND OFFICES

- Sponsorship promotion and naming opportunities (spirit wear, uniforms and signage)

### CENTERS

- Sponsorship promotion and naming opportunities (spirit wear and signage)

### THE COLLEGE SEAL

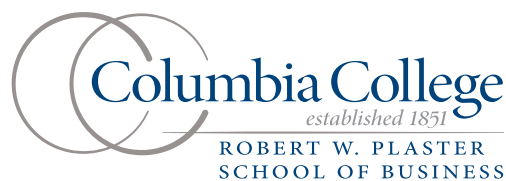
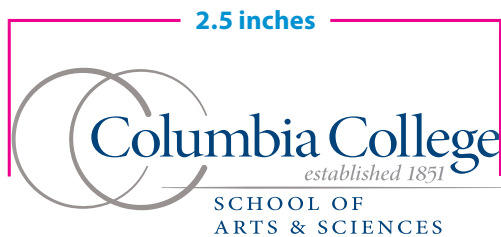
- For presidential use, commencement and special academic use

## COLUMBIA COLLEGE SCHOOL LOGOS

These school logos were developed to be used on official documents and when sponsorships or naming opportunities occur (spirit wear, uniforms or signage).

**In order to use these logos, they must meet these criteria:**

- The primary portion of the logo must be at least 2.5 inches wide or larger (illustration below). If the complete school name cannot be printed at that size, the primary logo should be used instead of the department logo.
- All school logos must follow the same guidelines as the primary logo.
- They may only be used in college blue, white, black or college blue & grey.
- They may not be used with any other logos.
- They must have the correct amount of blank space on all sides (illustration on page 22).



## COLUMBIA COLLEGE DEPARTMENT LOGOS

These department and office logos were developed to be used on official documents and when sponsorships or naming opportunities occur (spirit wear, uniforms or signage).

**In order to use department logos, they must meet these criteria:**

- The primary portion of the logo must be at least 2.5 inches wide or larger (illustration below). If the complete department name cannot be printed at that size, the primary logo should be used instead of the department logo.
- All department logos must follow the same guidelines as the primary logo.
- They may only be used in college blue, white, black or college blue & grey.
- They may not be used with any other logos.
- They must have the correct amount of blank space on all sides (illustration on page 22).

### List of department logos:

Human Resources

Office of the Registrar



# COLUMBIA COLLEGE CENTER LOGOS

These logos were developed to be used when sponsorships and naming opportunities occur (spirit wear or signage).

## In order to use center logos, they must meet these criteria:

- The primary portion of the logo must be at least 2.5 inches wide or larger (illustration below). If the complete center name cannot be printed at that size, the primary logo should be used instead of the center logo.
- All center logos must follow the same guidelines as the primary logo.
- They may only be used in college blue, white, black or college blue & grey.
- They may not be used with any other logos.
- They must have the correct amount of blank space on all sides (illustration on page 22).

## List of center logos:

Grossnickle Career Services Center

Ousley Family Veterans Service Center

Steven and Barbara Fishman Center for Entrepreneurship







# Professional presence

## STATIONERY SET

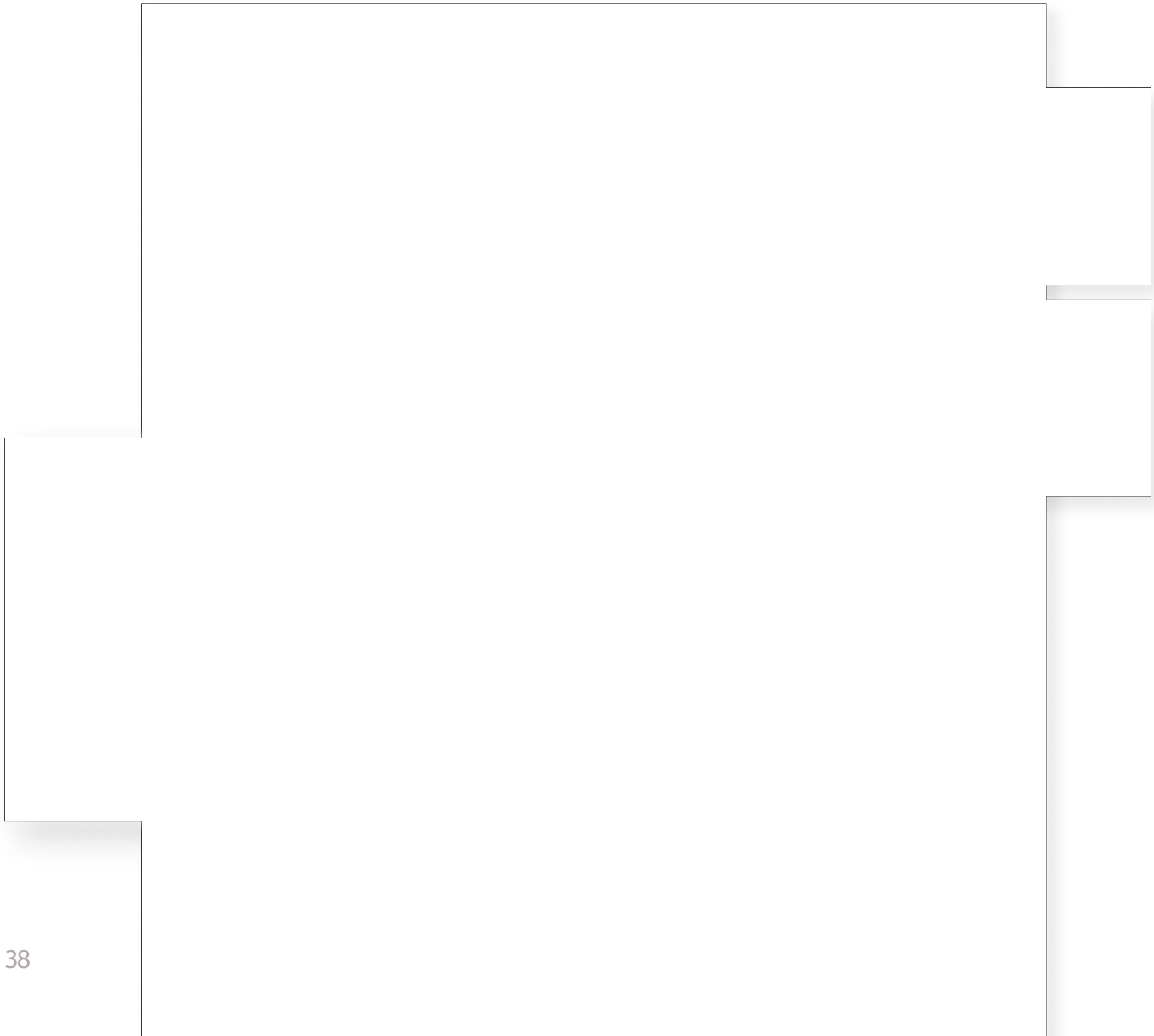
As one of the more visible representations of the logo, the watermarked letterhead, envelopes and business cards play an important role in representing the college. Adhering to the guidelines in this manual will help the college maintain a consistent image. *Mail, Imaging & Print Services has documents for all locations as well as approved departments.*

To obtain these items, order online with Mail, Imaging & Print Services Storefront at <https://mps.ccis.edu>. Subsequent pages of a multiple-page document can be blank at the top.

A blank Word template for those sheets is available; visit [Resources](#) on the Strategic Communications webpage.

---

### LETTERHEAD, ENVELOPE AND BUSINESS CARD



# STANDARD LETTER FORMAT

The guidelines written for the sample letter below are for laser printing correspondence printed on the watermarked letterhead sheets. Subsequent pages of a multiple-page document are blank at the top but maintain the watermark.



**Margins**  
 Top: 3 inches  
 Bottom: 1.5 inches  
 Left: 1 inch  
 Right: .5 inch

**Type**  
 Minion Regular or  
 Cambria Regular

**Font size**  
 10-point, flush left,  
 no hyphenation

**Leading**  
 Space-and-a-half  
 or double

**Letterhead**  
 8.5 x 11 inches

**Paper stock**  
 Mohawk Via, Smooth  
 Pure White, 24W

**Printing**  
 PMS 295

**Envelope**  
 No. 10,  
 9.5 x 4.125 inches

**Paper**  
 Mohawk Via, Smooth  
 Pure White

**Printing inks**  
 PMS 295

# BUSINESS CARD

The standard Columbia College business card is 3.5 x 2 inches in a horizontal orientation. The logo is to be positioned as shown and printed in college navy and gray. The design of the business cards incorporates the stacked logo instead of the primary logo to follow brand standards of logo size.

**Available fields for personalization:**

Name		
Title	Fax or 800 or cell phone number	City, state, zip
Department/location	College email	To order
Office phone number	Street address	standard

business cards, order online with Mail, Imaging & Print Services Storefront at <https://mps.ccis.edu>.

- Select "New Order" along the top menu bar
- Select "Business Cards"
- Select the version that is provided for your department or location

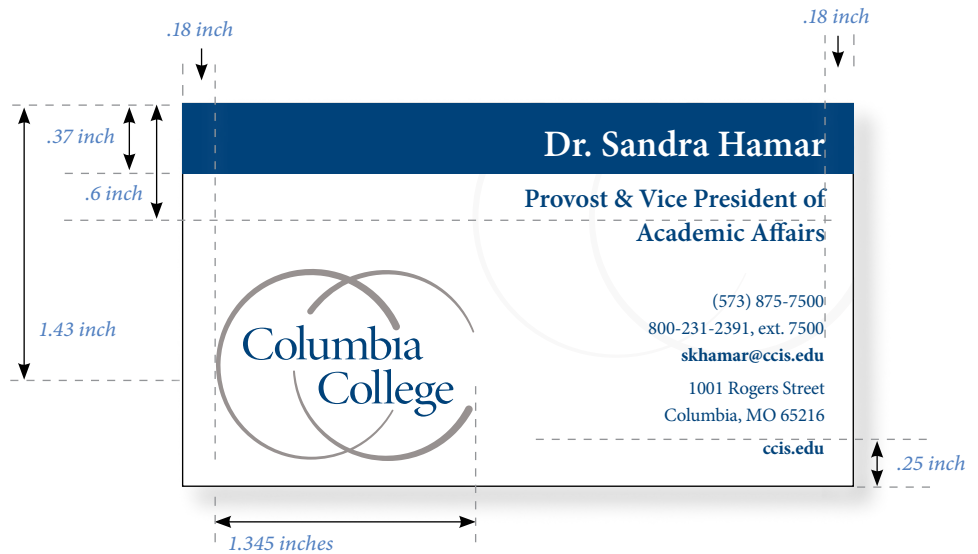
## BUSINESS CARD FRONT

**Size**  
3.5 x 2 inches

**Orientation**  
Horizontal

**Paper**  
Mail, Imaging & Print  
Services brand stock

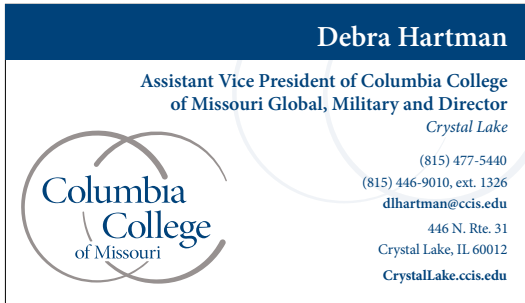
**Printing**  
Full-color



## BUSINESS CARD SAMPLES

Sample front business card options:

- Two-lined department name
- The "of Missouri" locations
- Locations with three-lined addresses
- A long job title
- Department cards



## BUSINESS CARD BACK

The back side of the business card includes the inquiry form QR code.

However, recruiters are provided a personalized business card with a QR code.



## FOLDED NOTECARD & ENVELOPE

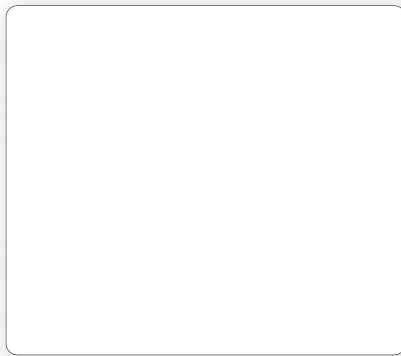
For personal, yet professional, handwritten communication, these 5.5 x 4.25 inch notecards simply display the full-color logo on the outside front, the college's address on the back and is blank inside. A2 matching envelopes are available as well.

To obtain branded items, order online at <https://mps.ccis.edu>.



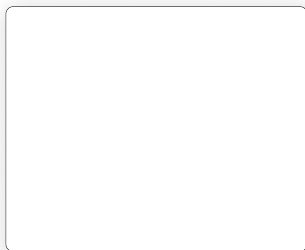
## MAILING LABEL

4 x 3.5 inch mailing labels are produced in one or two colors as shown below.



## CUSTOM NAMETAG

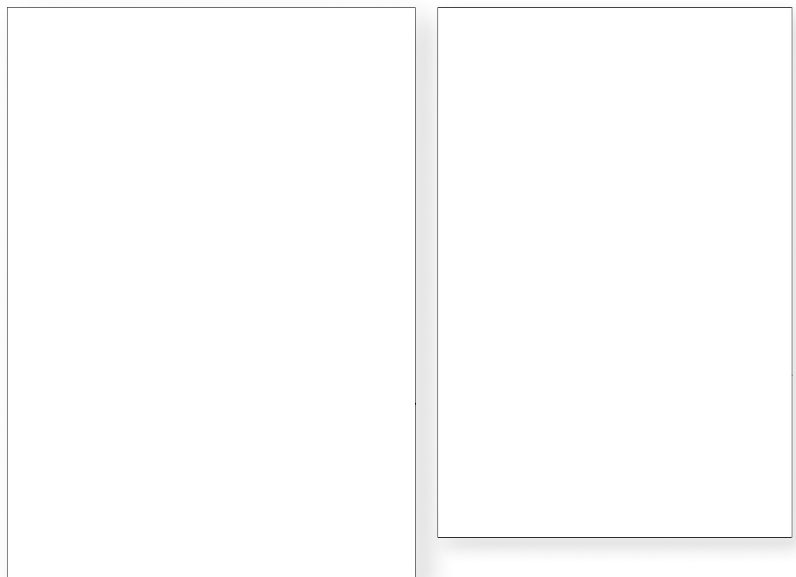
Custom adhesive nametags with individual names and titles with the Columbia College logo.



## NOTEPADS

5 x 7 inch notepads are available in full color. Each notepad has 40 sheets, chipboard on the back and is glued along the top edge.

There are lined notepads available as well in either a 4 x 6 inch or a 8.5 x 11 inch pads. Each have 40 sheets, chipboard on the back and are glued together at the top.



## NAMETAG

Columbia College nametags with individual titles are available by contacting Human Resources, located in Missouri Hall, Room 123, at (573) 875-7495 or [humanresources@ccis.edu](mailto:humanresources@ccis.edu).



## EMAIL SIGNATURE

To address electronic communication, the following signature options have been developed for use in email correspondence. For assistance on setting up your email signature, contact Technology Services at (573) 875-HELP or [techservices@ccis.edu](mailto:techservices@ccis.edu).

**Signature**  
*Names:*  
*12 pt Segoe UI Bold*  
*Title and contact:*  
*10 pt Segoe UI Regular*  
*Web address:*  
*10 pt Segoe UI Bold*



**Shadel Hamilton**  
Vice President  
Columbia College Global  
(573) 875-7790  
[shamilton@ccis.edu](mailto:shamilton@ccis.edu)

**Columbia College**  
1001 Rogers Street  
Columbia, MO 65216  
[CCIS.edu](http://CCIS.edu)



**Debra Hartman**  
Director, Crystal Lake  
(815) 477-5440  
[dlhartman@ccis.edu](mailto:dlhartman@ccis.edu)

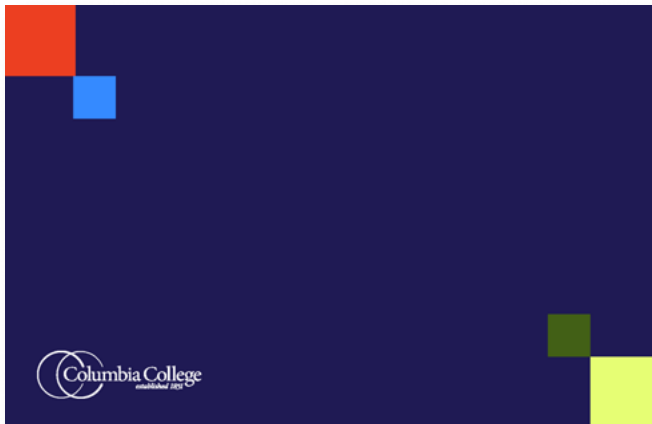
**Columbia College of Missouri**  
446 North Route 31  
Crystal Lake, IL 60012  
[CCIS.edu](http://CCIS.edu)

### CREATE AND ADD AN EMAIL SIGNATURE IN OUTLOOK

1. Go to Settings > View all Outlook settings > Compose and reply.
2. Under Email signature, type your signature and use the available formatting options to change its appearance.
3. Select Save when you're done.

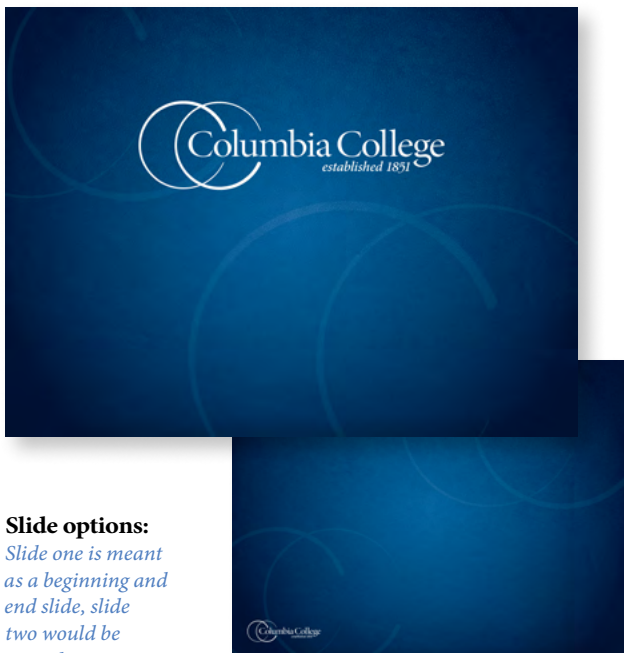
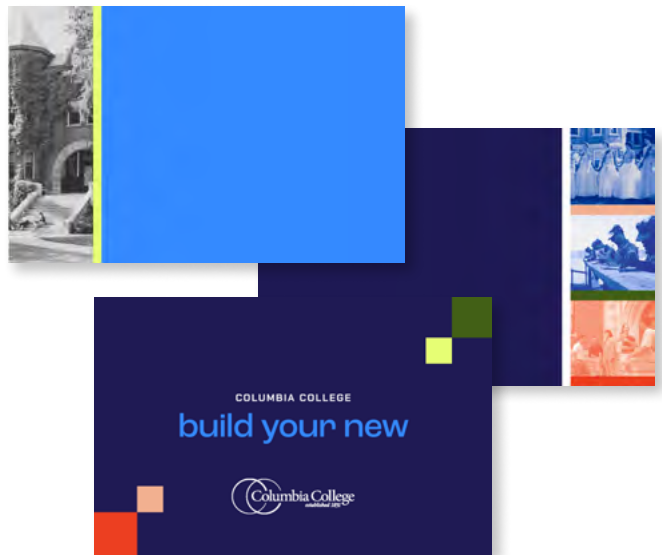
## POWERPOINT TEMPLATES

Branded PowerPoint templates have been created to provide consistent and professional presentations. To obtain these files, visit [Resources](#) on the Strategic Communications webpage.



**Slide options:**

*Slide one is meant as a beginning then there are 2 secondary page options and an end slide.*



**Slide options:**

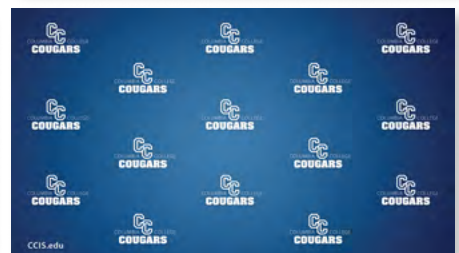
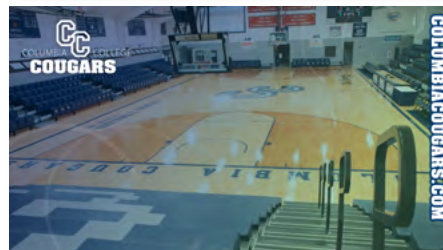
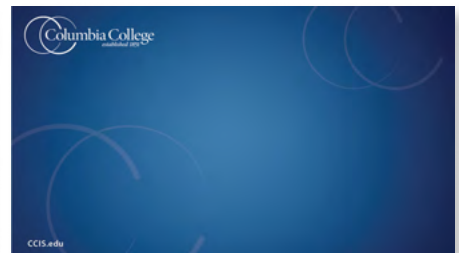
*Slide one is meant as a beginning and end slide, slide two would be secondary pages.*





# ZOOM BACKGROUNDS

Branded Zoom backgrounds have been created to provide professional presentations. To obtain these files, visit [Resources](#) on the Strategic Communications webpage.





## PHOTOGRAPHY

If assistance is needed with photography, please fill out and submit the request form on the Strategic Communications webpage or click [Photography Request Form](#).

If you are interested in accessing college images via Photoshelter, contact Abigail Wade at [awade@ccis.edu](mailto:awade@ccis.edu).

## PERMISSIONS

Before, or at the time of the shoot, the requestor must provide the completed Columbia College photo and video release form that includes all subjects who will participate in each shoot. There is a Columbia College institutional partnership release form that can be obtained and used as well. Obtain forms by contacting Abigail Wade at [awade@ccis.edu](mailto:awade@ccis.edu).

### Military photo guidelines

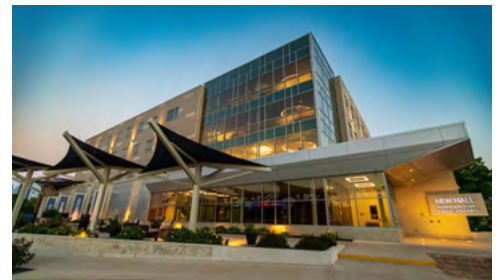
*Office of Assistant Secretary of Defense (Public Affairs)*

There are specific Department of Defense guidelines for using photos of servicemembers. The guidelines apply whether the photo is taken on or off a military base.

- There may be no insignia (rank, name, unit patches) of any kind displayed in the photo.
- The photo may use camouflage attire without insignia, but it cannot show faces. A military backpack can be used in the photo.
- Testimonials are OK, if the individual has completed his or her degree and is not endorsing the college. For example, the individual cannot say, "I recommend Columbia College."
  - o If a testimonial is used, the photo must show the individual in

civilian attire but text can identify them by name and branch of service.

- o There must be written permission to use the testimonial from the individual.





## MERCHANDISE

Columbia College merchandise may be purchased online through **TouchNet** (<https://ccis.edu/promostore>).

**To use a GL account number:**

1. Add items to your cart
2. Go to "Cart"
3. Add CC#1851 in the "Promotional Code" box
4. Then click "Apply"
5. Then click "Checkout"
6. Then on the GL input window, enter your GL#
7. Then click "Continue" to log in so your personal info is added

Orders that use the promo code and do not include a GL# will be automatically canceled.

**To use a credit card:** Do not include the promotional code before checking out.

If you are interested in items not online for purchase or need assistance, email [promoitems@ccis.edu](mailto:promoitems@ccis.edu).

These items are provided for faculty, staff, centers, locations and departments to be given and may not be sold as not to compete with the bookstore per our contract with Barnes and Noble.

These brand-approved items are provided to you to promote the college and maintain consistent use of the brand as well as to increase brand awareness.







# Social media

# SOCIAL MEDIA

Connect with Columbia College today via social media! CC has an active presence on Facebook, Twitter, LinkedIn, Instagram and TikTok. Follow us today to stay up to date with the latest Cougar news and see what's happening both on main campus in Columbia, Missouri, and across our locations nationwide.

- [Facebook.com/ColumbiaCollegeMO](https://www.facebook.com/ColumbiaCollegeMO)
- [Twitter.com/ColumbiaColg](https://twitter.com/ColumbiaColg)
- [LinkedIn.com/school/columbia-college-missouri](https://www.linkedin.com/school/columbia-college-missouri)
- [Instagram.com/ColumbiaCollege](https://www.instagram.com/ColumbiaCollege)
- [TikTok.com/@ColumbiaCollege\\_MO](https://www.tiktok.com/@ColumbiaCollege_MO)

Managed by Strategic Communications, Columbia College's social media team operates multiple official CC social media channels that represent the college as a whole, while also overseeing other departments' respective accounts.

Whether it's faculty and student accomplishments, highlighting special events or celebrating Athletics' victories, Columbia College's network of social media channels is the go-to spot for the latest happenings.

Looking to showcase an event, accomplishment or photos on CC's social media landscape? Reach out today to Assistant Director of Strategic Communications – Social Media Andy Oldenburg ([aoldenburg@ccis.edu](mailto:aoldenburg@ccis.edu)). We will work hard together with you to determine the best way to showcase your respective material. Interested in potentially setting up your own account or page? The CC social media team can assist you with that too!

Are you a newcomer to the world of social media? The CC social media team offers hands-on training to faculty and staff looking to break into the digital realm or those looking to improve the performance of their established social media presence. Do you have questions or need advice on best practices? Reach out to Andy anytime for answers or to schedule a one-on-one meeting.

## COLLEGE ACCOUNTS: COLUMBIA COLLEGE



Facebook: ColumbiaCollegeMO  
YouTube: ColumbiaCollege1851  
Twitter: ColumbiaColg  
LinkedIn: school/223658/admin/  
Instagram: columbiacollege



## ATHLETICS



Facebook: CCCougars  
Twitter: ColumbiaCougars  
Instagram: columbiacougars



## ADMISSIONS

Facebook: CCMOAdmissions  
SnapChat: Columbia College  
TikTok: @columbiacollege\_mo



## STUDENT AFFAIRS

Instagram: ThroughRogersGate



## CC ALUMNI ASSOCIATION

Facebook: ColumbiaCollegeAlumni  
Twitter: cc\_alumni  
Instagram: columbiacollegealumni

*\*Before registering any social media accounts, please contact the CC social media team. We have a process in place for starting new ventures, which will assist you in maximizing your social media exposure.*



## WHERE TO BEGIN

Do you think social media would be a great way to communicate your message? We can help you out!

### What are your needs?

First, ask yourself why do you want to establish a social media identity for your unit or organization. What do you hope to accomplish while utilizing social media? Do you have time to maintain your social media identity or would you need assistance from the CC social media team?

With audiences established on a wide variety of social media networks (Facebook, Twitter, LinkedIn, Instagram and TikTok), the CC social media team can best utilize these networks to effectively share your messages with our extensive network of prospective and current students, families, faculty, staff and alumni.

Keep in mind, establishing a new credible social media identity doesn't happen overnight as it takes time and a lot of hard work. If it sounds like sending communication through the already established main campus channels is what best suits your needs, please reach out to Andy (aoldenburg@ccis.edu) today.

Things to consider before establishing a new account\*:

- *Who will manage the account?*
- *What content will you post on a weekly basis?*
- *How often will you post?*
- *Who will respond to questions and comments from your respective followers?*

Try to think ahead to the future. Will you still be able to effectively maintain the account in six months? A year? Once you've established an audience, it must be maintained. What if your visitors come back to your account and it hasn't been updated in months? Once you commit to developing a social media identity, create an efficient management plan and stick to it.

# ELEVATOR SPEECH

## KEEP YOUR CONTENT FRESH

Updating your networks means more than just typing up some text and posting it to the account. To engage your audience, it's important to vary the type of content you post.

Whoever said "a picture is worth a thousand words" wasn't kidding. Except with social media, a picture is worth a thousand "likes" and increased awareness of your brand. Be sure to include engaging visual assets whenever possible, but make sure the photo/video is relevant to what you're talking about. Posts without corresponding visual assets are quickly ignored as the viewer continues to swipe and scroll through endless content at their disposal.

Use links when appropriate. If your content refers to something on the Internet, link to it. This could be something directly tied to the college's website ([ccis.edu](http://ccis.edu)) or content that serves as a valuable resource to the subject matter. With character limits and our society's short attention spans while online, it's vital to keep your posts short and to the point.

## Use the tools available to you

The CC social media team is here to help you achieve success in your social media endeavors. Do you have questions about what to share and when to share it? Not sure how to set up your account? Reach out to Andy ([aoldenburg@ccis.edu](mailto:aoldenburg@ccis.edu)) today for assistance.

The CC social media team is also happy to provide you with a copy of the college's social media guidelines. Please read through them, as it will provide you with an effective outline of what it takes to run and manage a successful social media channel. We want your accounts to be successful and we're here to help!

## Are you ready?

Contact Andy to set up a meeting to discuss your social media needs and to set up your potential new account. The CC social media team will go over the basic information with you, help set up your channel and answer any questions you might have about managing your new social media identity.

Always remember, the CC social media team and Strategic Communications department are here to help! For creative and editorial service, assistance with creative writing, print design or communications strategy, please contact [PR@ccis.edu](mailto:PR@ccis.edu).





# Editorial style guide

# EDITORIAL STYLE GUIDE

## EXPLANATION OF STYLE

Columbia College utilizes different styles depending on the audience that will be addressed and the type of publication. The key types of styles are editorial (primary), academic, military and event-focused. When in doubt, use the editorial style.

**College editorial style** follows Associated Press (AP) style and is the default style for the college. However, there are variations in style that are addressed in this guide. For questions about style that are not addressed within this guide, please reference AP style at [www.apstylebook.com](http://www.apstylebook.com). Editorial style will be utilized for the following items:

- Athletics information
- Media alerts, news releases, captions/cutlines
- Posters/flyers not related to an event
- Feature articles
- Blogs
- Newsletters (printed and online)
- Brochures/publications/magazines
- Collateral materials
- Website copy

**MILITARY STYLE:** When writing for the above-mentioned list, military references should follow the military style outlined in this guide. However, on programs or other event information, military references and titles specific to each military branch may be utilized when the primary audience is related to and understands military procedure.

**ACADEMIC STYLE:** When writing for a purely academic audience or when writing biographies for faculty.

**EVENT STYLE:** When writing publicity pieces related to an event. All approval and/or inquiries about this style should be made through staff members in Events.

# DETAILS SPECIFIC TO COLLEGE EDITORIAL STYLE

## Capitalization

Capitalization should be limited in its use, only to be used for the first word of a title or where proper names are concerned.

**EXAMPLE:** Students named to dean’s list at Columbia College-Fort Worth

## Commas

Use commas to separate elements in a series, but do not put a comma before the conjunction in a simple series.

**EXAMPLE:** Students, teachers and parents will start arriving at noon.

## Dates

Years are never used unless referencing a year before or after the current year; the current year is assumed. Months are abbreviated when used with a date; the month is spelled out when referencing a year.

**EXAMPLES:** Aug. 25 or August 2011

There are no abbreviations for months with five letters or fewer.

Jan.	April	July	Oct.
Feb.	May	Aug.	Nov.
March	June	Sept.	Dec.

## Personal titles

Use complete spelling as opposed to abbreviations for job titles. Job titles are not capitalized unless directly preceding a name.

**EXAMPLE:**  
President Luella St. Clair, but Luella St. Clair, president.  
Campus Director Suzie Q, or, Suzie Q, campus director.

## Composition titles

Italics are used to denote the following titles:

Books	Albums or songs
Computer games	Radio or TV programs
Movies	Lectures
Operas	Speeches
Plays	Artwork
Poems	

## Spaces

Utilize one space after a sentence, not two.

**EXAMPLE:** Columbia College has locations across the country. About half of the locations are on military bases.

## States

Spell out state names whenever they appear in the body of a story, whether the state stands alone or is used in conjunction with a city. When a city and state are used together in the middle of a sentence, punctuate it with one comma after the city and one comma after the state.

### EXAMPLES:

Columbia College has several locations in Missouri. The residential campus is located in Columbia, Missouri. The campus in Columbia, Missouri, has been there since 1851.

An exception to the rule: The marketing department may use postal abbreviations to save space in advertising.

**EXAMPLE:** Orlando, FL, instead of Orlando, Florida.

## State abbreviations

Abbreviate state names only when used for a dateline. If a complete address is listed (on an ad or brochure, etc.), then use postal service abbreviations, which are in parentheses below.

### EXAMPLES:

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

## DETAILS SPECIFIC TO ACADEMIC STYLE

Academic style includes some stark differences from editorial style, including the use of serial commas, the capitalization of words in headlines and the use of the year when writing out a date.

### Abbreviations

All words should be spelled out unless space dictates the use of an abbreviation.

### Bold

You may use boldface discreetly and infrequently to assist with readability.

### Capitalization

Capitalize words at the beginning of a sentence; all words in titles, headlines and subheadlines except for articles, such as “a,” “an,” “the;” and when using proper nouns and trade names.

**EXAMPLE:** Columbia College Introduces a New Brand

### Commas

Use a comma between elements (including before and/or) in a series of three or more items.

**EXAMPLE:** Students, teachers, and parents will start arriving at noon.

### Dates

All dates will include the year for historical reference. Months will be spelled out. Times exactly on the hour should have a colon, followed by “00.”

**EXAMPLE:** November 21, 2011  
2:00 p.m., Monday, November 21, 2011

### Italics

Italics can be used for the following items:

- Titles of books
- Periodicals and microfilm publications
- Music albums
- Genera, species and varieties
- Introduction of a new, technical or key term or label (after a term has been used once, do not italicize it);
- Letter, word or phrase cited as a linguistic example
- Words that could be misread.

In general, use italics infrequently.

**EXAMPLE:** Dr. Brad Lookingbill will edit a book titled, *A Companion to Custer and the Little Big Horn Campaign*.

### Quotation marks

Use double quotation marks to introduce a word or phrase used as an ironic comment, slang or as an invented or coined expression. Use quotation marks the first time the word or phrase is used; thereafter, do not use quotation marks. Quotation marks utilized in this fashion should be used sparingly.

#### EXAMPLES:

Considered “normal” behavior

The “good-outcome” variable ... the good-outcome variable [no quotation marks after the initial usage]

Quotations should be used to denote chapter, article or song titles.

# DETAILS SPECIFIC TO THE MILITARY

## Acronyms

Acronyms are capitalized, but the terms to which they refer are only capitalized if they are proper nouns. Do not capitalize a term solely because it is assigned an acronym. Periods are not necessary in most cases.

**INCORRECT:** They were overrun by Security Forces during an Operational Readiness Exercise.

**CORRECT:** They were overrun by security forces during an operational readiness exercise.

**INCORRECT:** Forward Operating Base (FOB)

**CORRECT:** forward operating base (FOB)

**CORRECT:** Forward Operating Base (FOB) Walton

## Capitalization

**Proper nouns.** A proper noun names a particular person, place or thing. Capitalize all proper nouns, to include names of people, organizations, operations and exercises (e.g., Sgt. Sharon Anderson, Department of Defense, Iraqi Freedom, Cobra Gold).

Capitalize proper names of foreign military branches: British Royal Air Force, not British Royal air force. However, in accordance with the rule above, the common noun would be British air force. In the same vein, it is *Afghan National Army*, yet *Afghan army*.

Capitalize when referring to U.S. forces. Use the designated term when referring to another country's military.

**Army:** Capitalize when referring to U.S. forces.

- The U.S. Army.
- They were driving Army trucks.
- They were serving in the Army Reserves.

**Air Force:** Capitalize when referring to U.S. forces. Do not use the abbreviation USAF.

- The U.S. Air Force.
- They were following Air Force regulations.

**Coast Guard:** Capitalize when referring to U.S. forces.

- The U.S. Coast Guard.
- If referring to U.S. forces, capitalize Guard members.

**Marines:** Capitalize when referring to U.S. forces.

- The U.S. Marines.
- Those students are Marines.

**National Guard:** Capitalize when referring to U.S. forces.

- The U.S. National Guard.
- The National Guard provided natural disaster relief.

**Navy:** Capitalize when referring to U.S. forces.

- The U.S. Navy.
- The Navy ships docked safely.

Capitalize soldier, sailor, airman and Marine when referring to U.S. forces (*U.S. Soldiers, but Dutch soldiers*). However, cadet and midshipman are ranks, so capitalize only when using before a name.

**Common nouns.** A common noun names categories of persons, places or things.

- o Capitalize common nouns only if they are part of a proper noun, such as a title or an organization (e.g., U.S. Embassy, Patriot Exercise 2007).

Capitalize a military rank when used as a formal title before an individual's name. Titles should be spelled out if use of the abbreviation could be confusing. After the first reference, do not continue to use the title. Spell out and lowercase a title when it is substituted for a name.

- o U.S. Army Lt. Gen. Ray Odierno
- o Capt. Mike Spencer
- o The captain will arrive soon.

Do not use all capital letters for anything but acronyms. Ship names, release status and other terms all should be regular text. For example:

- o Military Sealift Command hospital ship USNS Comfort (T-AH 20) moors off the coast of El Salvador. The ship is on a four-month humanitarian mission.

## Retired

Do not abbreviate.

When referring to retired military personnel, use the word "retired" before the rank and name. Do not use the abbreviation "ret."

**EXAMPLES:** The guest of honor is retired U.S. Marine Corps Gen. Peter Pace.

## Servicemembers vs. service members

A generic term for soldiers, airmen and many other titles but not for Marines. One word when used internally; AP style dictates it is two words for use in media and publications.

## Active duty

Two words without a hyphen, unless modifying another noun.

**EXAMPLES:**

She is an active-duty soldier.

She is on active duty.

## Titles

If you currently serve or have previously served in the military, do not anticipate that your title will appear as it does in military correspondence. Department of Defense Public Information Officer Training teaches AP style as a way to create a uniform method of communicating about the military. Therefore, to stay consistent with Department of Defense procedures and those of all military branches, the following is an abbreviated list of common titles. For questions about how to abbreviate titles, please contact a member of Strategic Communications.

### PLURALS

Add "s" to the principal element in the title: Majs. John Jones and Robert Smith; Maj. Gens. John Jones and Robert Smith; Spcs. John Jones and Robert Smith.

## ARMY

COMMISSIONED OFFICERS	
general	Gen.
lieutenant general	Lt. Gen.
major general	Maj. Gen.
brigadier general	Brig. Gen.
colonel	Col.
lieutenant colonel	Lt. Col.
major	Maj.
captain	Capt.
first lieutenant	1st Lt.
second lieutenant	2nd Lt.

WARRANT OFFICERS	
chief warrant officer five (CW5)	Chief Warrant Officer 5
chief warrant officer four (CW4)	Chief Warrant Officer 4
chief warrant officer three (CW3)	Chief Warrant Officer 3
chief warrant officer two (CW2)	Chief Warrant Officer 2
warrant officer (W01)	Warrant Officer

ENLISTED PERSONNEL	
sergeant major of the Army	Sgt. Maj. of the Army
command sergeant major	Command Sgt. Maj.
sergeant major	Sgt. Maj.
first sergeant	1st Sgt.
master sergeant	Master Sgt.
sergeant first class	Sgt. 1st Class
staff sergeant	Staff Sgt.
sergeant	Sgt.
corporal	Cpl.
specialist	Spc.
private first class	Pfc.
private	Pvt.

## NAVY, COAST GUARD

COMMISSIONED OFFICERS	
admiral	Adm.
vice admiral	Vice Adm.
rear admiral upper half	Rear Adm.
rear admiral lower half	Rear Adm.
captain	Capt.
commander	Cmdr.
lieutenant commander	Lt. Cmdr.
lieutenant	Lt.
lieutenant junior grade	Lt. j.g.
ensign	Ensign

WARRANT OFFICERS	
chief warrant officer	Chief Warrant Officer

ENLISTED PERSONNEL	
master chief petty officer of the Navy	Master Chief Petty Officer of the Navy
master chief petty officer	Master Chief Petty Officer
senior chief petty officer	Senior Chief Petty Officer
chief petty officer	Chief Petty Officer
petty officer first class	Petty Officer 1st Class
petty officer second class	Petty Officer 2nd Class
petty officer third class	Petty Officer 3rd Class
seaman	Seaman
seaman apprentice	Seaman Apprentice
seaman recruit	Seaman Recruit

## MARINE CORPS

Ranks and abbreviations for commissioned officers are the same as those in the Army. Warrant officer rankings follow the same system used in the Navy. There are no specialist rankings.

OTHERS	
sergeant major of the Marine Corps	Sgt. Maj. of the Marine Corps
sergeant major	Sgt. Maj.
master gunnery sergeant	Master Gunnery Sgt.
first sergeant	1st Sgt.
master sergeant	Master Sgt.
gunnery sergeant	Gunnery Sgt.
staff sergeant	Staff Sgt.
sergeant	Sgt.
corporal	Cpl.
lance corporal	Lance Cpl.
private first class	Pfc.
private	Pvt.

## AIR FORCE

Ranks and abbreviations for commissioned officers are the same as those in the Army.

ENLISTED DESIGNATIONS	
chief master sergeant of the Air Force	Chief Master Sgt. of the Air Force
chief master sergeant	Chief Master Sgt.
senior master sergeant	Senior Master Sgt.
master sergeant	Master Sgt.
technical sergeant	Tech. Sgt.
staff sergeant	Staff Sgt.
senior airman	Senior Airman
airman first class	Airman 1st Class
airman	Airman
airman basic	Airman

# COLUMBIA COLLEGE EDITORIAL STYLE

## (TO BE UTILIZED REGARDLESS OF AUDIENCE)

### Academic subjects

Lowercase the subject name except with the subject English, which is always capitalized.

### Accreditation designations

Place accreditation designations after academic degree designations for correspondence purposes:

**EXAMPLE:** Jane Smith, Ph.D., APR

Do not use accreditation designations in news releases.

### Acronyms

Set off the names of organizations with acronyms. Spell out the full name on first reference, but use acronyms thereafter. You may write out the full name of a title, office, etc., and follow with "known as."

**EXAMPLE:**

- o Johnson is part of the Staff Association Advisory Council. He says SAAC is a great group.

### Advisor

Not adviser

### Afterward

Not afterwards

### Ageism, handicaps, sexism

Elderly and disabled are adjectives, not nouns.

*Handicap* should be avoided in describing a disability. *Disabled* is a general term used for a physical, mental, developmental or intellectual disability. Do not use *mentally retarded*. Senior citizen is preferred over elderly. *Wheelchair user* is a general term for people who use wheelchairs for independent mobility. Do not use *confined to a wheelchair*, or *wheelchair-bound*.

**EXAMPLE:** a disabled veteran

### Ages

Always use figures when stating ages, even if under 10.

**EXAMPLE:**

- The boy is 12 years old.
- The law is 8 years old.

When the context does not require "years" or "years old," just use the figure.

**EXAMPLE:** He is 30.

Use **hyphens** when ages are expressed as adjectives or substituted for a noun.

**EXAMPLE:** A 60-year-old woman; the 2-year-old was obnoxious.

### Almost vs. nearly

Use "almost" when referring to "not exactly" or "not entirely."

**EXAMPLE:** We are almost there.

Use "nearly" when talking about numbers.

**EXAMPLE:** We serve nearly 900 students through the tutoring center.

### Also

The word "also" should precede the verb.

**EXAMPLE:** Lunch also will be served.

### Although vs. while

For clarity, only use "while" when you mean simultaneously. If contrast is meant, change to "although" at the beginning of a clause and "though" in the middle of one.

**EXAMPLE:** **While** the siren sounded, students were led to the courtyard.

**EXAMPLE:** **Although** the siren sounded, the students remained at their desks.

**EXAMPLE:** The siren sounded, **though** there was no fire.

### Alumni class

The name should be followed by an apostrophe and the class year. Note the apostrophe swerves to the left, not the right.

Use first name, maiden name and married name when referring to an alumna who is married, followed by an apostrophe and the class year. If she is not married, use her first and last name, along with an apostrophe and class year.

**EXAMPLE:** Mable Chartsky Strue '55

**EXAMPLE:** Mable Chartsky '55

For males, just the first and last name will do, along with an apostrophe and the class year.

**EXAMPLE:** Barney Smith '13

If the alumnus or alumna graduated more than 100 years ago, write out the entire year to avoid confusion with those who graduated recently.

**EXAMPLE:** Marge Johnson Henry 1901; Mona Manuel Davidson 1911; Ruth Graham '19

**EXAMPLE:** Zach Rockers '15 '16

Capitalize class when referring to a specific graduating class.

**EXAMPLE:** Class of 1997



## Alumnus, alumni, alumna, alumnae

Never use the word alum or alums.

Use “alumnus” (alumni in plural) when referring to a man who has attended a school or gender-neutral individual.

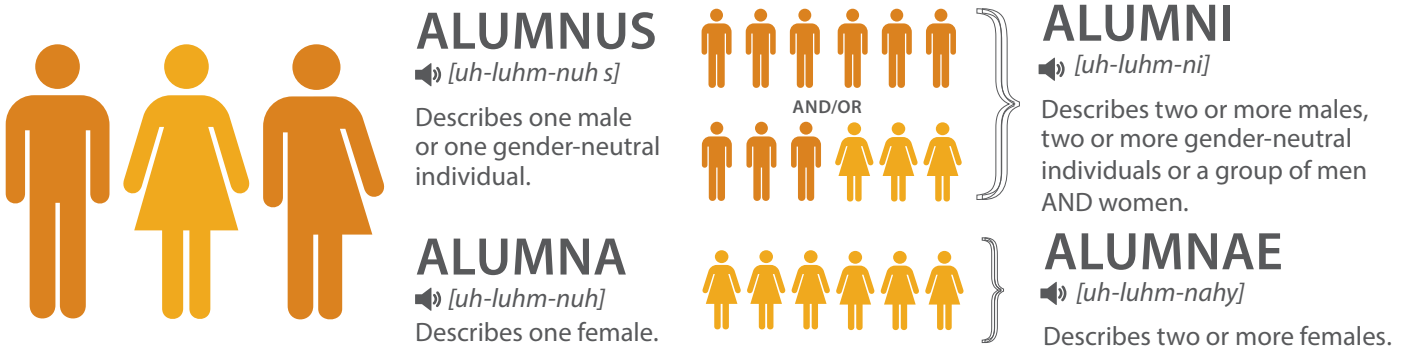
Use “alumna” (alumnae in plural) for a woman in a similar reference.

Use “alumni” when referring to a group of men and women or two or more gender-neutral individuals.

- When it’s a group of Christian College alumni, always use alumnae.

If you are using the noun in a neutral way, the default is an alumnus.

**EXAMPLE:** If you are an alumnus of the college, please come visit.



**ALUMNUS**  
🔊 [uh-luhm-nuh s]  
Describes one male or one gender-neutral individual.

**ALUMNA**  
🔊 [uh-luhm-nuh]  
Describes one female.

**ALUMNI**  
🔊 [uh-luhm-ni]  
Describes two or more males, two or more gender-neutral individuals or a group of men AND women.

**ALUMNAE**  
🔊 [uh-luhm-nahy]  
Describes two or more females.

## Apostrophes

For possessives: If you can turn the phrase around and insert “for” between the words, it is merely a descriptive phrase rather than truly possessive and therefore doesn’t need an apostrophe.

- Teachers college (a college for teachers); writers guide (a guide for writers); veterans home (a home for veterans)
- If it is a formal organization, follow the organization’s preference.
- In determining whether to use an ‘s or an s’: If the word ends in S, and the following word starts with a letter other than an S, you can use ‘s. If the next word does start with an S, use s’.

**EXAMPLE:** Hostess’s dress

**EXAMPLE:** Hostess’ seat

Lynne Stuver Baker ’64

Mary Beck, DNP

Jacob Black ’05

Lt. Gen. Richard C. Harding

June Viner Hackworth ’83

Greg Johnston ’91

William J. Johnston ’82

Bill Leeper ’04

Col. Mike Randerson

Jolene Marra Schulz ’61

Bill Seibert ’09

Gary A. Tatlow

Anita Abbott Timmons ’58

Col. Robert Walker ’87

Joshua Muder ’99, *alumni board*

Ken Akers, Ph.D., *faculty*

Gretchen Hendrickson, Ph.D., *faculty*

## Backward

Not backwards

## Board of directors, board of trustees

Lowercase unless using the full name of the group. Board is singular. In subsequent uses, refer to it as an “it,” not a “they.”

**EXAMPLE:** The Columbia College Board of Trustees

**EXAMPLE:** The board of trustees

## Board of trustees emeriti

Thomas E. Atkins III Hon. ’99

Eliot F. Battle

Mary S. Branton

Gary Drawing

William D. Eckhoff

Bo M. Fraser

Don L. Landers

Robert W. Maupin

R. Marvin Owens Hon. ’03

Peggy Lamke Price ’43

Richard S. Pryor ’77

Honorable John A. Schiffman Jr. ’04

Daniel L. Scotten

Martha Stephens Toler ’46

Rev. Dr. John Yonker

## Board of trustees members

Rev. Dr. Brad Stagg, *chair*

Helen Dale Coe Simons ’65, *vice chair*

Carol J. Winkler ’93, *treasurer*

Genie Rogers, *secretary*

Matt Williams, *member at large*

## Building and facility names

Never abbreviate, unless in tabular form. Capitalize the proper names of buildings, including the word building if it is an integral part of the proper name: Empire State Building. Following is a list of most Columbia College facilities.

Atkins-Holman Student Commons  
Banks Hall  
Brown Hall  
Buchanan Hall  
Columbia House  
Cougar Village  
Dorsey Hall  
Dulany Hall  
Ether L. Bruce Mathematics Center (Mathematics Center)  
Federal Hall  
Gene & Fran Koepke Fitness Center (Koepke Fitness Center)  
Gerald T. and Bonnie M. Brouder Science Center (Brouder Science Center)  
Hinshaw Building  
Hughes Hall  
Kirkman House  
Launer Hall, Launer Auditorium  
Miller Hall  
Missouri Hall  
New Hall  
Ousley Family Veterans Service Center (Veterans Services)  
Practice Hall  
R. Marvin Owens Soccer Field (Owens Soccer Field)  
Robnett-Spence Center  
Science Lab Annex  
Elizabeth Toomey Seabrook Writing Center and Tutoring Services (Writing Center)  
Southwell Complex  
Southy Building  
St. Clair Hall  
Stafford Library  
Tenth Street Center  
Wightman Building  
Williams Hall

## Bullets

Introduce items in a list, and follow the introduction with a colon. Capitalize the first word of each item. If the introduction and an item in the list make a complete sentence, follow the item with a period. If the introduction and an item in the list do not make a complete sentence, do not use punctuation at the end of the item. If there is no introduction, no punctuation is needed.

### EXAMPLE:

Columbia College offers:  
o Eight-week sessions.  
o Start-and-stop flexibility.  
o Financial aid.

### EXAMPLE:

Columbia College offers the following options:  
o Eight-week sessions  
o Start-and-stop flexibility  
o Financial aid

## Campuses

### Day Campus, Evening Campus, Online Education, Nationwide locations

- Capitalize both words except in the case of "locations." However, when utilizing two campuses together: Day and Evening campuses.

Use a hyphen (not an em-dash) to separate Columbia College and the location. In Illinois, "of Missouri" must be added to all references to Columbia College.

Columbia College of Missouri-Crystal Lake  
Columbia College-Denver  
Columbia College of Missouri-Elgin  
Columbia College-NS Everett/Marysville  
Columbia College of Missouri-Freeport  
Columbia College-Fort Leonard Wood  
Columbia College-Fort Sill  
Columbia College-Fort Stewart  
Columbia College-NASJRB Fort Worth  
Columbia College-Honolulu  
Columbia College-Hunter Army Airfield  
Columbia College-Imperial  
Columbia College-Jefferson City  
Columbia College-Kansas City  
Columbia College of Missouri-Lake County  
Columbia College-Lake of the Ozarks  
Columbia College-NAS Lemoore  
Columbia College-Orlando  
Columbia College-Redstone Arsenal  
Columbia College-Rolla  
Columbia College-San Diego  
Columbia College-Springfield  
Columbia College-St. Louis  
Columbia College-Waynesville  
Columbia College-NAS Whidbey Island  
Columbia College-Whiteman AFB

Do not use hyphens with Evening and Online naming:

- o Columbia College Evening Campus
- o Columbia College Online Education

## Century

Lowercase, spelling out numbers less than 10

EXAMPLE: The first century

EXAMPLE: The 21st century

## Classes

Lowercase the names of classes as: graduate (not postgraduate), senior, junior, sophomore, freshman.

EXAMPLE: Scooter Cougar is a graduate student.

EXAMPLE: Joe Smith is a senior.

## Columbia College

Columbia College, but “the college” in casual references (not “the College” or “Columbia”).

“CC” may be utilized in reference to athletics and only in informal uses.

## Commas

Always use:

- After words in a series, but not before “and” or “or” unless the meaning is unclear.
  - o *She ate a pizza, salad and ice cream for lunch.*
- After an introductory dependent clause in a complex sentence.
  - o *Until the bell rang, students studied for the test.*
- After an introductory independent clause in a compound sentence, before the coordinating conjunction. If the two clauses can stand independently, there should be a comma. Coordinating conjunctions include:
  - o For
  - o And
  - o Nor
  - o But
  - o Or yet
  - o So

**EXAMPLE:** “John hung up the phone, but Jill thought she was still on the phone.” Comma needed because both clauses could be their own sentences.

**EXAMPLE:** “Jill hung up the phone and sighed.” A comma is not needed because there are not two independent clauses.

- Around nonessential, nonrestrictive words, phrases and clauses.
  - o “Which” always introduces a nonrestrictive clause;
  - o “that” always introduces a restrictive clause.
- See the that/which entry for more.
  - o *The third house that has green shutters is mine.*
  - o *The third house, which has green shutters, is mine.*
- After introductory participial phrases.
  - o *Waiting in line, the student got restless.*
- After two or more introductory prepositional phrases.
  - o *In June of this year, Daren will go to Jamaica.*

## Committee names

Committee names should be spelled out in all references. Do not use abbreviations.

**EXAMPLE:** I attended the Administrative Council meeting.

## Compose/comprise

Use compose when the preposition “of” follows.

- The committee is **composed** of seven members.
- The committee **comprises** seven members.

## Contractions

Do not use contractions if possible (don’t, isn’t, can’t, won’t, etc.).

## CougarMail

Note the capitalization and no space between words.

## Course names and numbers

**Class and course** should never be used interchangeably.

A class is a particular section of a course. For example, a course would be Psychology 270, but there may be several classes of Psychology 270 taught at any given time.

- Spell out course titles when used in stories/articles/news releases; abbreviate for web uses and schedules, brochures, tables, etc. *Do not place course names in italics or quotes.*
- When they are spelled out, capitalize course names. Use Arabic numerals and capitalize the subject when used with a numeral.
  - o Psychology 270
- When course number and course title are used together, separate by a colon.
  - o Psychology 270: Psychology of Emotion
- When abbreviated, capitalize course abbreviation. Use Arabic numerals and capitalize the subject when used with a numeral.
  - o PSYC 270: Psychology of Emotion
- Always include course title if space allows.

## Days of the week

Don’t abbreviate except in a table, such as schedule listings.

- (Mon., Tues., Wed., Thurs., Fri., Sat., Sun.)

## Dean’s list

Lowercase in most uses; only capitalize “dean’s” if at the beginning of a sentence or headline.

**EXAMPLE:** Ellen was thrilled to be on the dean’s list for the third time in a row.

**EXAMPLE:** Dean’s list announced for Columbia College

## Decades

The 1980s or the ‘80s. Never *the 1980’s*.

## Degrees

Official degree titles:

- Associate degree; Associate in Science
- Bachelor of Arts, Bachelor of Science: Capitalize and note the lack of apostrophe.
  - o If the degree program is the focus, use the formal degree name: Columbia College’s Bachelor of Science in Criminal Justice Administration is one of the best programs in the country.
  - o But “bachelor’s degree in (field)” is preferred when a person is the focus.

- Master of Arts, Master of Science: Capitalize and note the lack of apostrophe.
  - But “master’s degree in (field)” is preferred when a person is the focus.
- In text/paragraphs write:
  - I was happy to earn a bachelor’s degree in Spanish.
  - I wondered about earning a bachelor’s degree in business.
  - The college offers an associate degree in biology.
  - I hold a master’s degree in criminal justice administration.
- Graduate degrees
  - MAT = Master of Arts in Teaching
  - M.Ed. = Master in Educational Policy
  - MBA = Master in Business Administration
  - MSCJ = Master of Science in Criminal Justice
  - Master of Arts in Military Studies should not be abbreviated if at all possible
  - Master of Science in Human Services Administration
- Doctorate degrees
  - Ph.D. = doctorate degree
  - When used in a sentence, use doctorate, not doctoral.
    - EXAMPLE:** Meet John Jones, who has a doctorate in psychology.
  - When used after a name, an academic abbreviation is set off by commas:
    - EXAMPLE:** John Jones, Ph.D, spoke.
  - Honorary degrees: All references to honorary degrees should specify that the degree was honorary. Do not use Dr. before the name of an individual whose only doctorate is honorary. When referring to a person with an honorary degree, use this abbreviation with the person’s graduating year:
    - EXAMPLE:** John Jones, Hon. ’14
- Academic minors should be spelled out in all references and should not be capitalized.
  - Master of Business Administration with an emphasis in accounting.
  - I have an MBA in accounting.

## Department and center names

Lowercase the department/office name when followed by the word *office* or *department*. Capitalize when the department or office stands alone.

- I’m going to the admissions office. I’m going to Admissions.
- I work in the marketing department. I work in Marketing.
- When listing departments and offices in tabular form, it is okay to capitalize.
- Spell out *and*, except in the following instances:
  - When the ampersand is necessary due to space limitations.
  - When the ampersand provides clarification. For example:

- Confusing: Mail and Imaging and Print Services
- Better: Mail, Imaging & Print Services
- When listing departments in tabular form.

### Academic Affairs (Provost)

- Robert W. Plaster School of Business
  - Business Administration Department
  - Steven and Barbara Fishman Center for Entrepreneurship (Fishman Center)
- School of Public Service
  - Criminal Justice Administration
  - Education Department
  - Nursing Program
- School of Arts and Sciences
  - Humanities Department
  - Natural Sciences and Mathematics
  - Social and Behavioral Sciences
  - Visual Arts and Music
- Academic Achievement Center
  - Elizabeth Toomey Seabrook Writing Center & Tutoring Services
  - Ether L. Bruce Mathematics Center (Mathematics Center)
- Academic Operations
- Center for Teaching and Learning
- Education Abroad
- Graduate Studies
- Honors Program
- Institutional Compliance
- Online Education
- Stafford Library
  - Archives

### Division of Student Affairs DOSA (Dean of Students)

- Bookstore/Barnes & Noble
- Center for Student Leadership
- Burchard's Cougar Cafe
- Office of Diversity, Equity and Inclusion
- Grossnickle Career Services Center (Career Services)
- International Student Services
- Ousley Family Veterans Service Center (Veterans Services)
- Residential Life
- Student Accessibility Resources
- Student Engagement
- Student Well-Being & Counseling Services

### Advancement (VP for Advancement)

- Alumni Relations
- Development
- Strategic Communications

### Athletics (Athletic Director)

- Intramurals & Facilities
- Fitness Center
- Baseball
- Basketball
- Bowling
- Cross Country
- Esports
- Golf

- Lacrosse
- Softball
- Spirit Squad
- Track and Field
- Volleyball

**Business and Finance** (Chief Financial Officer)

- Accounting
- Budget and Analytics
- Bursar Office
- Controller Office

**Columbia College Global** (VP for Columbia College Global)

- Evening Campus
- Online Education Program
- Columbia College Global regions
- Columbia College Global Academic Operations
- Columbia College Global Online Student Services
- Columbia College Global Academic Advising

**Enrollment Management & Marketing** - EM&M (VP for Enrollment Management and Marketing)

- Admissions
- Center for Student Success
- Enrollment Services
- Financial Aid
- Institutional Research
- Mail, Imaging & Print Services (MIPS)
- Marketing
- Office of the Registrar
- Strategic Partnerships
- Transfer Services

**Human Resources** – HR (Chief Human Resources Officer)

- Human Resources Department
- Payroll

**Plant & Facilities Operations** – PFO (VP for Facilities Operations)

- Office of Campus Safety
- Events
- Food Services
- Maintenance

**Office of the President**

- 18th President Dr. David Russell
- Senior Executive Assistant

**Technology Services** - Tech Services (Chief Information Officer)

- End User Support
- Enterprise Information Systems
- Network Services
- Project Management and Infuse
- Student Computing Lab
- Technology Solutions Center

**Schools**

School of Arts & Sciences  
 Robert W. Plaster School of Business  
 School of Public Service

**Director**

Capitalize immediately before a name. Lowercase otherwise.

- Director Linda Jones
- Linda Jones, director
- Kim Craig, director of Alumni Relations

**Dollars and cents**

**DOLLARS**

Always lowercase. Use figures and the \$ sign in all except casual references or when the amount is used without a figure.

- The book cost \$4.
- Dad, please give me a dollar.
- Dollars are flowing out of here like water out of a faucet.

For specified amounts, the word takes a singular verb.

- I think that \$500,000 is a lot of money.

For amounts of more than \$1 million, use the \$ and numerals up to two decimal places. Do not link the numerals and the word by a hyphen, even if used to modify a noun.

- My ring is worth \$3.2 million.
- I won \$5.35 million in the lottery.
- He proposed a \$200 million budget.
- For amounts less than \$1 million: \$4, \$25, \$500, \$1,000, \$650,000

**CENTS**

Spell out the word “cents” and lowercase, using numerals for amounts less than a dollar.

- 5 cents, 12 cents, never .05 cents or .12 cents

Use the \$ sign and decimal system for larger amounts

- \$1.01, \$2.50

**Dr.**

Use “Dr.” on the first reference; utilize only the last name thereafter.

Dr. Shadel Hamilton said ... Hamilton also said...

**Ellipses**

Used to indicate a deletion of words in text or a pause in conversation. Use three, with a space before and after. To be used sparingly.

- I can't wait for Friday ... yet I'm worried, too.

**Em-dash**

Use when trying to add drama. Do not let it replace a comma, and do not use it several times in one story. Put a space before and after em-dashes. To get an em-dash, type alt+ctrl+num- or alt+0151, or use the insert symbol feature in Word.

- Do not overuse the em-dash — please!

## Ethnicity terms

The following are considered correct usages according to the AP Stylebook:

- American Indian or Native American — not Indian — is acceptable for those in the U.S. Where possible, be precise and use the name of the tribe. He is a Navajo commissioner.
- Use Asian or Asians when referring to people. Some Asians regard Asiatic as offensive when applied to people. Oriental is an adjective, i.e. Oriental rug, Oriental furniture. Its use is demeaning when used to describe people.
- Black or African-American; it is OK to ask for preference. African-American specifically refers to an American Black person of African descent. They are not necessarily interchangeable.
- Hispanic or Latino (Latina, feminine) are acceptable for those whose origin is a Spanish-speaking nation, though Latino and Latina are sometimes preferred. Follow the person's preference and use more specific identification when possible: a Mexican man; a Venezuelan woman; a Cuban emigrant.
- White, not Caucasian

## Events (except in invitations)

List events in time-date-place sequence. (This is for newsletter stories, news releases, magazine stories, editorials, etc.) When a phrase refers to a month, day and year, set off the year with commas. Times on the hour should be denoted without the minute places. So, 11 a.m., rather than 11:00 a.m. This is different than academic writing style. Do not place a comma after the time.

**EXAMPLE:** The dedication will take place at 11 a.m. Tuesday, May 24, 2005, at St. Clair Hall.

## Firefighters, police officers

Use the abbreviations listed here when a military-style title is used before the name of a firefighter or police officer outside a direct quotation. Add police or fire before the title if needed for clarity: police Sgt. William Smith, fire Capt. David Jones.

Spell out titles, such as detective, that are not used in the Armed Forces. Detective is capitalized when it appears before the person's name.

## Forward

Not forwards

## Fractions

Spell out if less than one and hyphenate.

- EXAMPLE:** Two-thirds, one-eighth
- One-eighth-of-a-cent sales tax or one-eighth-cent sales tax

Use figures for precise amounts larger than 1. Convert to decimals if practical.

- 2-1/3
- 5 <sup>3</sup>/<sub>4</sub>

## Gender

In general, try to avoid attribution of gender unless it is essential to your meaning.

- Air Force servicemember, not airman
- Committee chair, not committee chairwoman
- Firefighter, not fireman
- Police officer, not policeman

## GPA

Abbreviate "grade-point average" as GPA.

## Grades

Do not put quotes around grades.

- A grade of C or higher

## Health care

Always two words, except in the name of a formal title.

Add a hyphen if it's modifying something.

**EXAMPLE:** He believes that health care is a right, not a luxury.

**EXAMPLE:** Jodie decided it was time to make some health-care decisions.

## Holidays

Always capitalize holidays.

**EXAMPLE:** Veterans Day, Presidents Day, Fourth of July or July Fourth or Independence Day, Mother's Day, Father's Day, April Fools' Day

## Homeschool

Given current usage for those in the industry, the preferred usage is to use homeschool as one word.

- Homeschooled student
- Homeschooling my child
- I decided to homeschool my child.

## Hopefully

Don't use "hopefully" unless you mean to say "in a hopeful manner." Do not use it to mean "I hope," "let us hope" or "we hope," etc.

- **INCORRECT:** Hopefully we can go out for lunch today.
- **CORRECT:** I hope we can go out for lunch today.
- **CORRECT:** We waited hopefully for the winner to be announced.

## Hyphenation

Compound modifiers: When a compound modifier precedes a noun, use hyphens to link all the words in the compound: a first-quarter touchdown, a bluish-green



dress, a full-time job, a well-known man, a better-qualified woman, a know-it-all attitude, a very good time, an easily remembered rule.

Do not hyphenate adverbs or words that end in -ly.

**EXAMPLE:** That is a commonly used phrase.

If two words are being used to describe a noun, hyphenate them. If there are two words in a row, such as "ice cream cone," and the first two words together are already a commonly accepted noun, then leave the hyphen out, unless it's already in the dictionary with a hyphen.

Many combinations that are hyphenated before a noun are not hyphenated when they occur after a noun: The team scored in the first quarter. The dress, a bluish green, was attractive on her. She works full time. His attitude suggested that he knew it all.

But when a modifier that would be hyphenated before a noun occurs instead after a form of the verb to be, the hyphen usually must be retained to avoid confusion: The man is well-known. The woman is quick-witted. The children are soft-spoken. The play is second-rate.

The principle of using a hyphen to avoid confusion explains why no hyphen is required with very and -ly words. Readers can expect them to modify the word that follows. But if a combination such as little-known man were not hyphenated, the reader could logically be expecting little to be followed by a noun, as in little man. Instead, the reader encountering little known would have to back up mentally and make the compound connection on their own.

Hyphens are joiners. Use them to avoid ambiguity or to form a single idea from two or more words. Use of the hyphen is far from standardized. It is optional in most cases, a matter of taste, judgment and style sense. But the fewer hyphens the better; use them only when not using them causes confusion.

### SOME GUIDELINES:

**AVOID AMBIGUITY:** Use a hyphen whenever ambiguity would result if it were omitted.

**EXAMPLE:** The president will speak to small-business men. (Businessmen normally is one word. But the president will speak to small businessmen is unclear.)

Others: He recovered his health. He re-covered the leaky roof.

**TWO-THOUGHT COMPOUNDS:** serio-comic, socio-economic.

**COMPOUND PROPER NOUNS AND ADJECTIVES:** Use a hyphen to designate dual heritage: Italian-American, Mexican-American.

No hyphen, however, for French Canadian or Latin American.

### AVOID DUPLICATED VOWELS, TRIPLED

**CONSONANTS:** Examples: anti-intellectual, pre-empt, shell-like.

**WITH NUMERALS:** Use a hyphen to separate figures in odds, ratios, scores, some fractions and some vote tabulations.

When large numbers must be spelled out, use a hyphen to connect a word ending in -y to another word: twenty-one, fifty-five, etc.

**SUSPENSIVE HYPHENATION:** The form: He received a 10- to 20-year sentence in prison.

Hyphens are not used for monetary figures, however, even when they create compound modifiers: \$20 million budget.

**PREFIXES:** Generally do not hyphenate when using a prefix with a word starting with a consonant.

Three rules are constant:

- Except for cooperate and coordinate, use a hyphen if the prefix ends in a vowel and the word that follows begins with the same vowel.
- Use a hyphen if the word that follows is capitalized.
- Use a hyphen to join doubled prefixes: sub-subparagraph.

### CO-

Retain the hyphen when forming nouns, adjectives and verbs that indicate occupation or status:

co-author	co-pilot
co-chairman	co-respondent (in a divorce suit)
co-defendant	co-signer
co-host	co-sponsor
co-owner	co-star
co-partner	co-worker

(Several are exceptions to Webster's New World College Dictionary in the interest of consistency.)

Use no hyphen in other combinations:

coed	cooperate
coeducation	cooperative
coequal	coordinate
coexist	coordination
coexistence	copay

**SUFFIXES:** Follow Webster's New World College Dictionary. If a word combination is not listed in Webster's New World College Dictionary, use two words for the verb form; hyphenate any noun or adjective forms.

## Internet styles

- **Bold all URLs.**
- Utilize “**www.**” ONLY IF leaving that portion off will interfere with navigation; never begin a URL with http.
  - o **GetEducated.com** designated the college as a “Best Buy.”
  - o I saw on **cnn.com** that there were 13 confirmed deaths.
- Whenever possible, keep the URL on one line.
- The word “website” is all one word and lowercase.
- Email does not use a hyphen, but a hyphen should be used in other situations such as e-book or e-commerce. The “e” should be lowercase unless at the beginning of a sentence.

## Interstate 70, 10, 80, etc.

On second reference, I-70, I-10, I-80.

## Junior, senior

Abbreviate as Jr. or Sr. only with full name. Do not use comma.

**EXAMPLE:** Joseph P. Kennedy Jr.

## Last vs. past vs. latest

Only use last when communicating finality, or when past doesn’t work.

- **INCORRECT:** In the last magazine issue
- **CORRECT:** In the past magazine issue
- **CORRECT:** In the latest magazine issue

## Like vs. such as

Use like if you mean “like, but not necessarily including” — indicates that two subjects are comparable.

**EXAMPLE:** There are new online search engines like Google.

Use such as when you mean “including.”

**EXAMPLE:** Some countries, such as Greece and Portugal, require a passport.

## Main campus

Use main campus when referring to the Columbia, Missouri, campus. Do not use home campus. Do not capitalize.

**EXAMPLE:** The commencement ceremony will be Saturday, Dec. 20, at the main campus in Columbia, Missouri.

## Months

Capitalize the names of months in all cases. When a month is used with a specific date, abbreviate only *Jan.*, *Feb.*, *Aug.*, *Sept.*, *Oct.*, *Nov.*, and *Dec.* Spell out when used alone or with a year alone. Do not separate just a month and a year with a comma.

- Aug. 6, 1995
- Aug. 6
- August 1995

## myPortal

Note the capitalization and no space between words.

## Names/titles

### President Luella St. Clair; Luella St. Clair, president of Columbia College

Capitalize and spell out formal titles such as president, vice president, dean, director and chairman when they precede a name. Lowercase elsewhere. Never abbreviate professor and don’t continue in second reference unless part of a quote. Lowercase modifiers, such as “criminal justice.” Place longer titles after the name.

#### **EXAMPLE:**

- criminal justice department Chair Barry Langford.
- President Luella St. Clair introduced the speaker.
- Suzanne Rothwell, vice president for Advancement, said she agrees.

Use “of” for directors and “for” for deans and vice presidents.

#### **EXAMPLE:**

- Shadel Hamilton, vice president for Columbia College Global
- Jennifer Jewell, dean for School of Arts & Sciences
- Stephanie Whitener, senior director of Student Success

Whenever possible, never break up a person’s name; keep it all on one line.

Use first names for children to age 18 in stories; use last names when writing about adults.

**EXAMPLE:** Smith has 2-year-old twin daughters named Julie and Jessica. Jessica loves to read.

When two adults share same last name, include first name AND last name to avoid confusion.

**EXAMPLE:** Gary and René Massey love Columbia College. Gary Massey also enjoys traveling.

## None

None is singular. It means “not one.”

**EXAMPLE:** None of us is coming to work today.

## Nonprofit (Columbia College is a nonprofit, liberal arts college)

Not-for-profit refers to an activity, for example, a hobby (such as fishing).

Nonprofit refers to an organization established for purposes other than profit-making. Note here that nonprofit does not necessarily mean “charitable.”



## Number

Use “No.” as the abbreviation for number in conjunction with a figure to indicate position or rank. Capitalize. Do not use in street addresses or names of schools.

**EXAMPLE:** No. 1 man, No. 3 choice.

## Numerals

Spell out a numeral at the beginning of a sentence. If necessary, recast the sentence. There is one exception — a numeral that identifies a calendar year.

**WRONG:** 993 freshmen entered the college last year.

**RIGHT:** Last year, 993 freshmen entered the college.

**RIGHT:** 1976 was a very good year.

For ordinals:

- Spell out first through ninth when they indicate sequence in time or location.

**EXAMPLE:** First base, the First Amendment, he was first in line.

- Starting with 10th use figures. Same goes for location anniversaries.
- The principal examples are geographic, military and political designations.

**EXAMPLE:** 1st Ward, 7th Fleet and 1st Sgt.

- Don't use superscripts.
- Ages can be used in all references, even 1-9 years of age.

## Percentages

Use the % sign when paired with a numeral, with no space, in most cases. Use figures for the number, even less than 10.

- 10%, 1% raise

Repeat % sign with each individual figure.

- He said 10% to 30% of the voters will vote before lunch.

Percent takes a singular verb.

## Phone numbers

Use area code and put in parentheses.

- (573) 875-7285
- (866) 811-1851

For extensions:

- (800) 875-7231, ext. 7226
- If in a sentence, place a comma after the extension number as well.

## Plural possessives

**INCORRECT:** Timothy's and I's stomachs rumbled.

**CORRECT:** Timothy's and my stomachs rumbled.

**INCORRECT:** Jack's and Jane's wedding was in June 2008.

**CORRECT:** Jack and Jane's wedding was in June 2008.

## Pronouns

Use one of the following options for pronoun descriptions:

- she/her/hers
- he/him/his
- they/them/their
- name as pronoun

Use they/them/their to describe and represent a person who uses those pronouns for themselves.

## Punctuation with quotation marks

- Commas and periods always appear within quotation marks.
- The dash, semicolon, question mark and exclamation point go within the quotation marks when they apply to quoted matter only, and go outside when they apply to the whole sentence.

## Quotation marks

- Use to indicate a person's remarks, not to “signal” “special meanings.”

## Ratios

The odds were 2-3.

The student-to-faculty ratio on the Day Campus is 12-to-1.

The committee voted 5-3 in favor of the initiative.

If the ratio is in a quote, write it as 5-to-3.

## Resumé

Not resume or résumé

## Rooms and room numbers

Capitalize the names of specially designated rooms. Use figures and capitalize room when used with a figure.

- Executive Conference Room
- Room 2

## School grades

Hyphenate both the noun forms (first-grader, 10th-grader) and the adjectival forms (a fourth-grade student, a 12th-grade dance).

Spell out ordinal numbers up to ninth.

## Semester capitalization

For Day Campus, capitalize when a specific semester is being named. But lowercase “semester” when more than one is being named. Day Campus uses seasonal connotations.

- Spring Semester begins tomorrow.
- Fall and Spring semesters

## Semicolons

Use after elements in a series when the elements have commas.

## Sessions

- Capitalize when a specific session is being named.
  - August Session begins Aug. 11.
  - Next session starts June 2.
  - BUT, lowercase when two or more sessions are listed: January and March sessions.
- For Day and Evening campuses, Online Education and Nationwide locations, refer to each session within the framework of the semester that includes it. The entire name should be capitalized, unless you're referring to more than one at a time.
  - Early Fall Session
  - Late Fall Session
  - Early Spring Session
  - Late Spring Session
  - Early Summer Session
  - Late Summer Session
  - Early and Late Fall sessions
  - Early Spring and Late Summer sessions

## Spacing

Use one space after periods, never two.

## Street addresses

Don't abbreviate names of thoroughfares unless there is a street address with them. Abbreviate street, avenue and boulevard when listed with a numbered address:

- The parade traveled down Main Street.
- I live at 234 Main St.
- 1033 W. Broadway Ave.
- Apartment may be abbreviated Apt.
- Spell out drive, road, lane, court, suite
  - I live at 234 Main Court.

## That vs. which

Use "that" to introduce essential clauses that do not require commas, and use "which" to introduce nonessential clauses that do require commas.

To figure out which to use, think of "which" as similar to using parentheses. If you could put the clause in parentheses without losing the point of the sentence, use "which." If you can't, that means the clause is essential and would therefore need "that."

- I remember the day (that we met).
  - I remember the day that we met.
- The soccer team (which was disqualified last year) is in first place this year.
  - The soccer team, which was disqualified last year, is in first place this year.

## Toward

Not towards

## Time, date, location (USE THAT ORDER)

Invitations may be slightly modified from this order. See academic style for details.

Always set off the year with commas.

- Feb. 14, 1987, is when I met my husband.

Spell out the month when it contains a year, but no date.

- October 2007

Abbreviate the month when a date follows.

- Oct. 24, 2007

No comma after the date, unless a year follows.

- Wednesday, Oct. 27 is my birthday.

## Verbs

Keep regular and linking verbs together. Most common cases:

- Mary also will be in attendance.

## Work study

Lowercase if not in formal name of program, but use hyphen if modifying something or someone.

- His involvement in work study allowed him to learn more about bacteria.
- As a work-study student, he learned a lot.

## Proper spelling of outside agencies:

U.S. News & World Report

G.I. Jobs

GetEducated.com

The Princeton Review

## ADDITIONAL RESOURCES

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**Academic Affairs**  
(573) 875-7500  
provost@ccis.edu

**Admissions**  
(573) 875-7352  
admissions@ccis.edu

**Center for Student Success**  
(573) 875-7252  
success@ccis.edu

**Columbia College Global**  
(573) 875-7661  
nationwide@ccis.edu

**Alumni Relations**  
(573) 875-ALUM (2586)  
ccalum@ccis.edu

**Athletics**  
(573) 875-7433  
cougarathletics@ccis.edu

**Advancement**  
(573) 875-7563  
development@ccis.edu

**Campus Safety**  
(573) 875-7315  
campussecurity@ccis.edu

**Career Services Center**  
(573) 875-7425  
careerservices@ccis.edu

**Enrollment Management & Marketing**  
(573) 875-7645  
enrollment-marketing@ccis.edu

**Human Resources/Payroll**  
(573) 875-7495 (HR)  
(573) 875-3174 (Payroll)  
humanresources@ccis.edu

**Mail, Imaging & Print Services**  
(573) 875-7431  
mpservices@ccis.edu

**Marketing**  
(573) 875-7230  
marketing@ccis.edu

**Plant & Facilities**  
(573) 875-7300  
pfo@ccis.edu

**Office of the Registrar**  
(573) 875-7526  
studentrecords@ccis.edu

**Strategic Communications**  
(573) 875-7208  
PR@ccis.edu

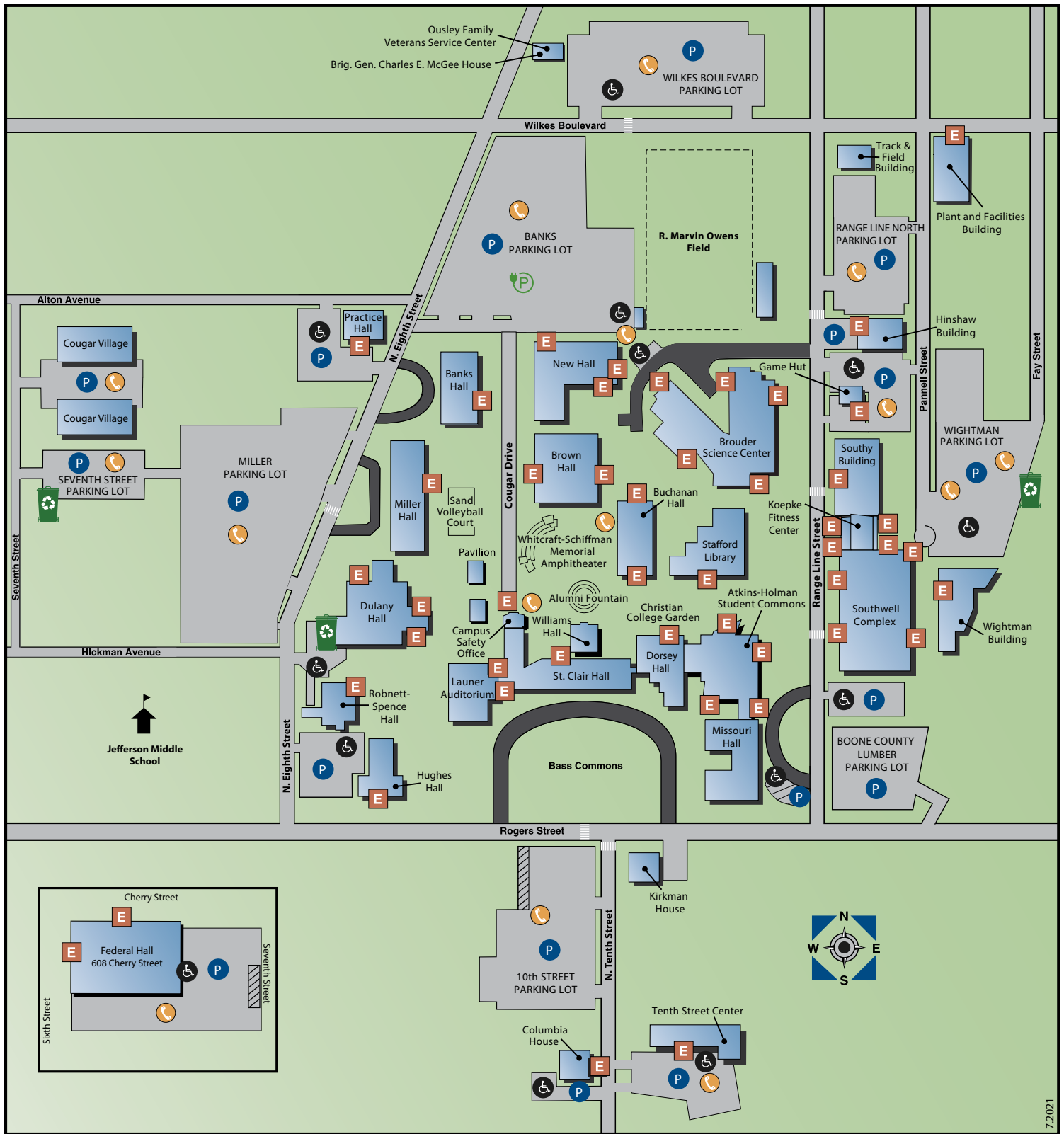
**Student Affairs**  
(573) 875-7400  
studentaffairs@ccis.edu

**Technology Services**  
(573) 875-HELP (4357)  
CCHelpDesk@ccis.edu










**Transcripts**  
(573) 875-7505  
transcripts@ccis.edu

# ACRONYM INDEX

AA	Academic Affairs	EA	Enrollment Agreement	MTA	Military Tuition Assistance
ACBSP	Accreditation Council for Business Schools and Programs	ED	Department of Education (or DOED)	NACSA	National Association of Campus Safety Administrators
ADTG	Associate Degree Transfer Grant	EEG	Employee Education Grant	NAIA	National Association of Intercollegiate Athletics
AGB	Association of Governing Boards	EFC	Estimated Family Contribution	NAR	National Association of Realtors
AGD	Anticipated Graduation Date	EM	Emergency Management	NIT	New Instructor Training
AIE	ArmyIgniteD	EM&M	Enrollment Management & Marketing	OCS	Office of Campus Safety
AMC	American Midwest Conference	EOT	Emergency Operations Team	OOH	Out of Home (in reference to Marketing)
ASF	Advising Support Form	EPM	Enterprise Performance Management	OoR	Office of Registrar
ASR	Annual Security Report	ERP	Enterprise Resource Planning	OVC	On-Site Virtual Classes
AY	Academic Year	ESD	Enrollment Services Department	PFO	Plant & Facilities Operations
BBNC	Blackbaud Net Community, (alumni database)	FAFSA	Free Application for Federal Student Aid	PIF	Payroll Information Form
BOT	Board of Trustees	FAO	Financial Aid Office	PMO	Project Management Office
CC	Columbia College	FBI	Federal Bureau of Investigations	POC	Point of Contact
CC Fund	Columbia College Fund	FEMA	Federal Emergency Management Agency	PY	Prior Year
CCAA	Columbia College Alumni Association	FERPA	Family Educational Rights and Privacy Act	RE	Raiser's Edge
CCAA AC	Columbia College Alumni Association Advisory Council	FMLA	Family and Medical Leave Act	RFP	Request for Proposal
CCG	Columbia College Global	FTF	Full Time Faculty	RNL	Ruffalo Noel Levitz, LLC, Consultant
CCLI	Christian College Legacy Initiative	FY	Fiscal Year	RPC	Retention, Persistence, Completion
CC-MACC	Co-Enrollment Program with Moberly Area Community College	GE	General Education	RWP SOB	Robert W. Plaster School of Business
CDR	Cohort Default Rate	GEG	Graduate Education Grant	SAI	Student Aid Index
CFD	Columbia Fire Department	HEOA	Higher Education Opportunity Act	SARA	State Authorization Reciprocity Agreement
CIC	Council of Independent Colleges	HLC	Higher Learning Commission	SAST	Student Alert Support Team
COC	Chamber of Commerce	HR	Human Resources	SB	Sponsor Billing
CPD	Columbia Police Department	IACLEA	International Assoc. of Campus Law Enforcement Admin.	SCO	School Certifying Official (Veterans Affairs)
CPO	Campus Protection Officer	IAP	Incident Action Plan	SCOT	Strengths, Challenges, Opportunities and Threats
CPS	Columbia Public Schools	ICS	Incident Command System	SIS	Student Information System
CRC	Conviction Review Committee	IHE	Institution of Higher Education	SOP	Standard Operating Procedure
CRM	Customer Relationship Management	IPEDS	Integrated Postsecondary Education Data System	TA	Tuition Assistance
CS	Campus Safety	IR	Office of Institutional Research	TBD	To Be Determined
CSS	Center for Student Success	KCAC	Kansas Collegiate Conference	TCP	Time Clock Plus
CTEP	Course Technology Enrichment Project	LPR	Location Performance Rating	TE	Tuition Exchange
D2L	Desire to Learn	MAB	Military Affiliated Benefits	TRIO EOC	TRIO Educational Opportunity Center
DE	Distance Education	MC	Main Campus Management Council	TRIO SSS	TRIO Student Support Services
DE&I	Diversity, Equity & Inclusion	MCF	Missouri Colleges Fund	TRIO UB	TRIO Upward Bound
DHS	Department of Homeland Security	MDHEWD	Missouri Dept. of Higher Education & Workforce Development	UG	Undergraduate
DOD	Department of Defense	MIPS	Mail, Imaging & Print Services	VA	Veterans Affairs
DOED	Department of Education (or ED)	MOA	Memorandum of Agreement	VE	Virtual Education
DOSA	Division of Student Affairs	MOU	Memorandum of Understanding	VPN	Virtual Private Network
		MP	Master's Program	VSC	Veteran Services Center
				WE	Withdrawal Excused
				WFH	Work from Home



**LEGEND**

-  Students/Faculty/Staff/ Visitor permit parking
-  No parking (*fire lanes, etc.*)
-  Visitor parking
-  Parking
-  Handicap-accessible parking
-  Handicap-accessible entrance
-  Emergency telephone
-  Electric vehicle charging stations
-  Public recycling



1001 Rogers Street • Columbia, Missouri 65216  
(800) 231-2391 or (573) 875-8700

[www.ccis.edu](http://www.ccis.edu)

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Contact the Plant & Facilities Operations office at [PFO@ccis.edu](mailto:PFO@ccis.edu) if you have questions.





## **EDITORIAL**

### **ALUMNI**

"Alumnus" (alumni in plural): man or gender-neutral individual.

"Alumna" (alumnae in the plural): a woman

"Alumni": a group of men AND women or two or more gender-neutral individuals.

When it is a group of Christian College alumni, always use alumnae. Do not use alum or alums.

### **CAMPUSES**

Capitalize Day Campus, Evening Campus, Online Education program, Nationwide locations.

Avoid initials and acronyms: Not CC-R but Columbia College-Rolla. A hyphen (with no spaces) separates the college and location.

Columbia College serves working adults and military service members through locations across the country and online.

### **COLUMBIA COLLEGE**

Preferred usage; "the college" in casual references. Never "the College" or "Columbia." "CC" is fine only in informal use.

Columbia College, a private, nonprofit institution founded in 1851 in Columbia, Missouri, educates thousands of students each year and has more than 97,000 alumni worldwide.

### **DEGREES**

Associate degree (no apostrophe), bachelor's degree, master's degree.

If the degree program is the focus, use the formal degree name: Columbia College's Bachelor of Science in Criminal Justice Administration is one of the best programs in the country. But "bachelor's degree in (field)" is preferred when a person is the focus: Smith received a bachelor's degree in criminal justice administration.

### **DEPARTMENT NAMES**

Lowercase the department or office name when followed by the word "office" or "department": I'm going to the admissions office. Capitalize when the department or office stands alone: I work in Admissions.

### **MAIN CAMPUS**

Use main campus when referring to the Columbia, Missouri, campus, not home campus. Do not capitalize.

The Day Campus in Columbia, Missouri, educates more than 900 traditional students from 22 states and 44 countries.

### **SESSIONS**

Use: Early Fall, Late Fall, Early Spring, Late Spring, Early Summer, Late Summer. Capitalize when a specific session is being named: The Early Spring Session begins Jan. 9. Lowercase when not named or when two or more sessions are listed: The next session starts June 2. Early Fall and Late Spring sessions.

### **TITLES**

All titles are uppercase before the individual's name but lowercase after the name: President Luella St. Clair; Luella St. Clair, president of Columbia College.

Directors are directors of their department; deans and vice presidents for: director of Admissions; vice president for Columbia College Global.

## **GRAPHICS AND BRAND ELEMENTS**

- The college logo must appear on all documents/communication sent outside of the college.
- The logo should only be reproduced in black, white or the college navy (PMS 295).
- Do not alter the logos in any way.
- Do not take the logo from the website; contact Strategic Communications to request a print-quality logo.
- Do not use the college seal without prior approval from Strategic Communications.
- Do not use the Cougar logo for purposes other than to promote or identify Columbia College Athletics.
- Do not use the "CC" symbol or other logos in place of the primary or stacked logos.
- The "of Missouri" logos must be used on all documents/communication for/by the Illinois locations.
- The college fonts are **Minion Pro** and **Myriad Pro**; when those are not available, substitute **Cambria** for **Minion Pro** and **Segeo UI** for **Myriad Pro**.
- If you have any questions about this manual, please contact Daniel Jimenez at [djimenez@ccis.edu](mailto:djimenez@ccis.edu).

