



Brand Book

Graphics & Editorial Style Guide

CHATTANOOGA STATE
COMMUNITY COLLEGE





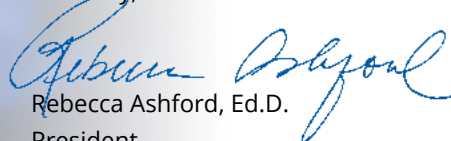
As part of the Chattanooga State Community College family,

you as faculty, staff, and administrators play an integral part in helping us strengthen our brand both on campus and into the broader community. We live in a highly competitive environment with many post-secondary educational options available to our constituents, and it is critical that we present a clear and consistent brand.

With this in mind, our Marketing and Communications Team would like your help. This “Brand Book” provides important standards for us all to follow as we seek to ensure brand consistency and to develop a familiar College representation through images and multi-media communications. Accuracy, consistency, and clarity help us demonstrate to the public a commitment to a high-quality educational experience.

This Graphics and Editorial Style Guide is intended to clarify and help direct all associates of Chattanooga State in using the College’s brand in appropriate and consistent ways. Please join me in using this information to help you promote Chattanooga State. Through your cooperation, we will give Chattanooga State Community College a unified identity that fosters high quality education and workforce development.

Sincerely,


Rebecca Ashford, Ed.D.
President

Our Purpose | We support and empower everyone in our community to learn without limits.

Our Values

- We cultivate an inclusive environment.
- We care about the well-being of each other.
- We instill trust through integrity and transparency.
- We encourage fearless innovation and resilience.
- We collaborate to build a better future.

Our Mission

- We are Chattanooga State, a dedicated team that delivers accessible, innovative learning opportunities that surpass expectations.
- Together, we enrich the lives of students and their families; develop a talented workforce; and partner with our community to lead boldly into the future.



Holistic
Student
Support



Teaching
Excellence



Program
Innovation



Organizational
Culture
& Inclusive
Practices



Fiscal
Stewardship

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About Our Name

The College's official name is Chattanooga State Community College.

In all publications that are likely to reach an external audience, the full name of the College should be used on first reference. Thereafter, Chattanooga State and ChattState (as one word, uppercase "S") are acceptable uses. Market research indicates the use of ChattState as a popular reference among our students.

The acronym ChSCC is not to be used externally; ChSCC may be used for internal correspondence between faculty, staff, administrators, and among TBR and THEC institutions.

Official names of buildings and sites

Albright OmniPlex Building (OMN)

Amphitheater (AMP)

Applied Arts

Athletic Field House (AFH)

Bond Humanities Building (HUM)

Branch Center for Advanced Technology (CAT)

Business Division (OMN B-Wing)

Center for Business, Industry & Health (CBIH)

**Center for Engineering, Technology,
Arts & Sciences (CETAS)**

Central Storage, Shipping & Receiving

Child Development Center (CDC)

Energy Plant

Health & Fitness Center (HPF)

Erlanger Health Science Center (HSC) *

Horticulture Complex

**Instructional Materials Center,
Kolwyck Library (IMC)**

**Media Technology Center,
WAWL Radio & Campus Police (MTC)**

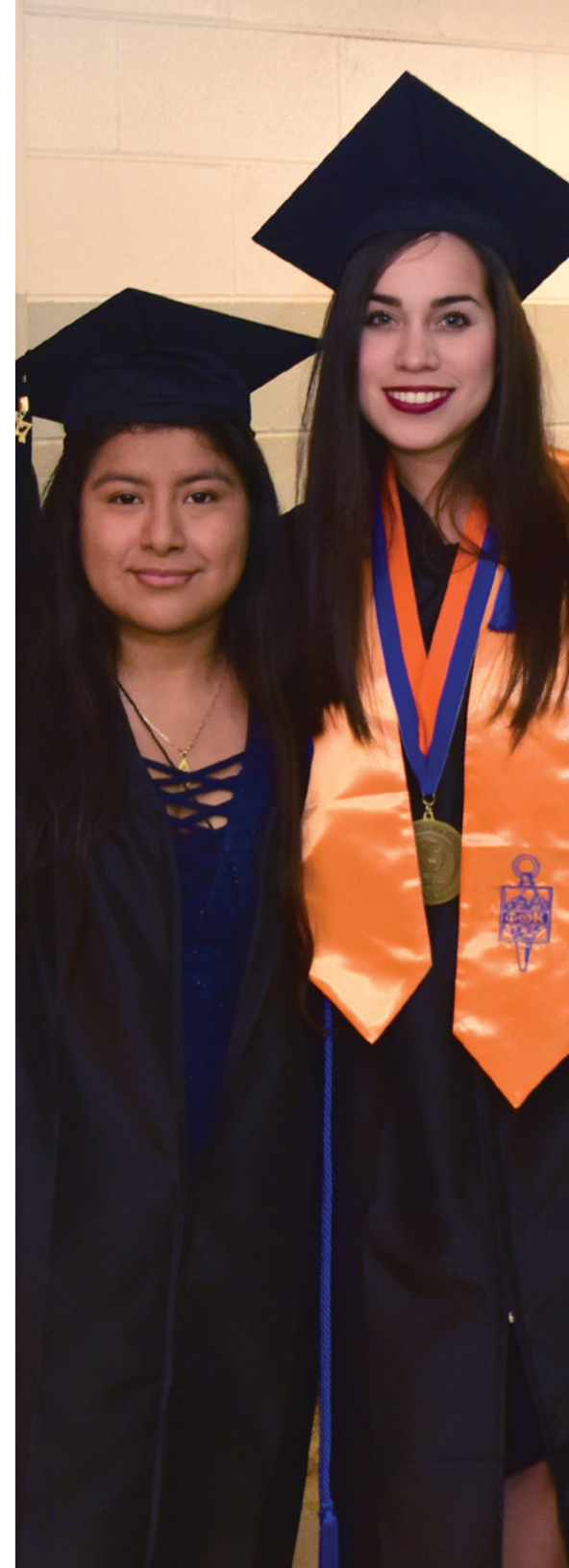
Physical Plant/Plant Operations/Maintenance (PP)

Sculpture Studio/Engineering Lab

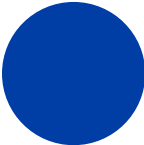
Starnes Student Center (S)

**Tennessee College of Applied Technology
(TCAT)**

Chattanooga State has one campus and two sites serving six counties. The official name of each location should be used in external publications. The names are: Main Campus, Dayton Site, and Kimball Site.



Primary



PANTONE 293
C=100, M=69, Y=0, K=4
R=0, G=61, B=165
#003da5



PANTONE 021
C=0, M=83, Y=100, K=0
R=240, G=83, B=35
#f05323

Secondary



PANTONE 295
C=100, M=69, Y=8, K=54
R=0, G=40, B=85
#002855

Official Colors

Chattanooga State Community College’s official school colors are blue and orange, **Pantone 293 blue** and **Pantone 021 orange**. A third darker blue, **Pantone 295 blue**, may be used to ensure legibility standards (e.g., ADA compliance). There are no exceptions to the use of these official colors.

At Chattanooga State, the orange symbolizes creativity, success, encouragement and determination; the blue symbolizes depth, stability, wisdom and confidence. The use of blue and orange is encouraged for all Chattanooga State publications and branding efforts, from posters to websites to water bottles. These colors are iconic to Chattanooga State and represent the College’s core mission and values.

Blue 293 and Orange 021 should always be the dominant colors in published materials.



Official Seal

Chattanooga State Community College’s official seal is the formal insignia of the College.

Traditionally, a seal is a distinctive, circular design meant to authenticate an official entity. Chattanooga State’s seal includes the College’s blue and orange shield, the name of the College, and the year the College was founded in 1965. The seal is used for special publications and by special request only.

The standard official seal uses the same blue and orange colors found in Chattanooga State’s official logo; however, like the logo, there are other variations available, including: all-blue, all-black, all-white and grayscale seals. It consists of the circular Official Seal designed in pantone blue 293 and pantone orange 021.

The seal may be published only with the approval of the Marketing and Communications Department.

Mandatory Statements

The Tennessee Board of Regents (TBR) system consists of 40 institutions with a combined annual enrollment of nearly 118,000 students. The College System of Tennessee is the state's largest public higher education system, with 13 community colleges, 27 colleges of applied technology and the online TN eCampus serving approximately 100,000 students. The system is governed by the Tennessee Board of Regents. The Tennessee Board of Regents, Chattanooga State Community College's governing body, requires that certain statements be used on all College print and Web publications, including posters, brochures, booklets, magazines, catalogs, advertisements, and other pieces distributed to the public.

The required statements and logos for co-branding are available from the Marketing and Communications Department. TBR requires that a tracking number (called a Publication, or Pub Number) be assigned to certain publications for audit purposes. Because of these requirements and the additional requirements of the College, all publications and advertisements intended for external audiences must be vetted by Marketing and Communications.

The Affirmative Action/Equal Employment Opportunity (AA/EEO) statement is required to be included on publications and websites. There are two versions of this statement, one long and one short.

LONG, PREFERRED: Chattanooga State Community College does not discriminate on the basis of race, color, religion, creed, ethnic or national origin, sex, sexual orientation, gender identity/ expression, disability, age (as applicable), status as a protected veteran, genetic information, nor any other category protected by federal or state civil rights laws and regulations and by Tennessee Board of Regents policies with respect to employment, programs, and activities. The following person has been designated to handle inquiries regarding nondiscrimination policies: Executive Director, Employee Relations, 4501 Amnicola Highway, Chattanooga, TN 37406, brian.evans@chattanoogaastate.edu, 423-697-2417.

SHORT VERSION: Chattanooga State Community College does not discriminate on the basis of race, color, religion, creed, ethnic or national origin, sex, sexual orientation, gender identity/expression, disability, age (as applicable), status as a protected veteran, genetic information, nor any other category protected by federal or state civil rights laws and regulations and by Tennessee Board of Regents policies with respect to employment, programs, and activities. See full EEO statement at chattanoogaastate.edu/eoo-statement.

Please review the guidelines of specific statements that may be required by accrediting agencies when referencing the accreditation status of the College (see Accreditation and SACSCOC in editorial style guide) or individual programs.





Official Logos

Use of all versions of the approved logos are regulated through the Marketing and Communications Department. Please check with the Marketing and Communications Department if you have questions about the appropriate logo to use. Approved primary logos may be found on the Chattanooga State website under *Our Campus – Marketing & Communications – Media Bank*, chattanoogastate.edu/our-campus/about/marketing/media-bank.

The official logos of Chattanooga State are available in two options: **WORDMARK**, and **ATHLETIC/STUDENT LIFE**.

WORDMARK—*Most marketing and external applications.*

① Wordmark Complete

It consists of CHATTANOOGA STATE spelled out in Pantone Blue 293 with a Pantone Orange 021 line between Chattanooga State and Community College.

The Wordmark also serves as the base for departmental logos where “COMMUNITY COLLEGE” is replaced with the department title set in Open Sans Extra Bold.

② Wordmark Abbreviated (ChattState)

It consists of CHATT STATE spelled out in Pantone Blue 293 with a Pantone Orange 021 line underneath. Stacked and horizontal versions are approved.

① **CHATTANOOGA STATE**
COMMUNITY COLLEGE

CHATTANOOGA STATE
COMMUNITY COLLEGE

② **CHATT STATE** **CHATT STATE**

CHATTSTATE

CHATTSTATE

ATHLETIC/STUDENT LIFE—Primarily internal and/or informal use to promote athletic events and student activities or for promotional giveaways.

③ **Athletic/Student Life**

It consists of the large tiger head facing right with large CS in Pantone Blue 293 and outlined in Pantone Orange 021 overlaying and Tigers centered below in black. A version without the word “TIGERS” is also sanctioned.



Additional Approved Logos

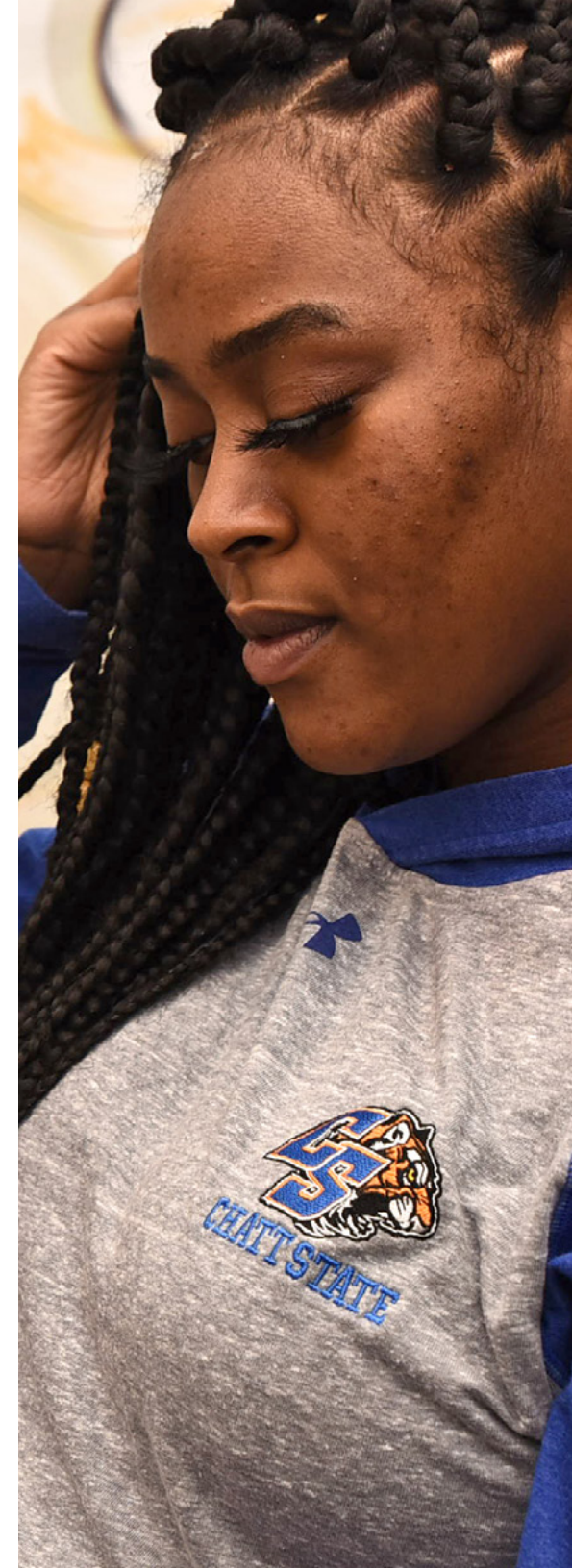
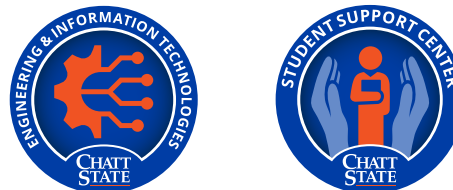
④ **ChattState ONLINE**

It consists of CHATTSTATE spelled out in Pantone Blue 293 over ONLINE in Pantone Blue 293 with a stylized globe serving as the “O” in blue and Pantone Orange 021 arrow, and a Pantone Orange 021 line below CHATTSTATE. Stacked and Horizontal versions are available and acceptable for use.



⑤ **Division/Department Logos (Wordmark Variant and Badge System)**

A variant to the Wordmark customized for academic divisions and College departments is available, along with a new system of badge-type logos. The Wordmark variant replaces ‘COMMUNITY COLLEGE’ with the division or department name. Badges feature a representative palette-compliant icon, the division or department name and the stacked ChattState logo. The Wordmark variant and Badges should not be used together.



⑥ Tennessee College of Applied Technology Logo (TCAT)

The preferred “horizontal” logo consists of the official Tennessee College of Applied Technology Seal from TBR with the Pantone Blue 2945 circle with Pantone Red 1797 in center and three white stars alongside the full name Tennessee College of Applied Technology in Pantone Blue 2945 with Chattanooga centered all caps in Pantone Red 1797. “Vertical” and “abbreviated” versions are also acceptable if space is limited.

When an official logo is used, no other words, designs or additional colors may be added. The proportions of the



Script Logo Transition

⑦ In order to simplify and strengthen our branding efforts, the **Script** logo, as seen in the samples below, is being transitioned to an inactive status. During the transition period, its continued use is allowed as existing stock of printed items are depleted. But new items should use one of the **Wordmark** options. Formal official applications that would formerly use the round script logo should now use the College’s **Official Seal** (see page 2).



Academic Banners

Chattanooga State has eight academic banners, each in the shape of a shield. The academic banners carry the traditional colors of the various disciplines as well as the school color blue in a centered panel featuring the seal.



Creation of Other Logos

Building brand name recognition is a long-term goal. Consistency is important not only to recognition but also to reputation. It is for that reason that Chattanooga State's logos and marks are standard and unalterable.

Other logos, marks, and names that are not approved by the Marketing and Communications Department will not be permitted. The creation of new and/or secondary logos is generally discouraged.

Departments, programs, and offices that wish to request or develop a unique name or logo as a brand extension of Chattanooga State's existing marks and name should work with the Marketing and Communications Department toward a new design. This applies to all new marks and names, whether they are to be used internally or externally.

The Marketing and Communications Department can assist with branding a unit or organization of the College in a way that provides a distinctive, creative style while staying within Chattanooga State branding guidelines.



Open Sans

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Roboto Slab

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

◀ Typography

The preferred fonts for Chattanooga State Community College's website are **Open Sans** and **Roboto Slab** for navigation, headers and body text. Font files may be found on the Chattanooga State website under *Our Campus – Marketing & Communications – Media Bank*, chattanoogaestate.edu/our-campus/about/marketing/media-bank

Trademarks

Chattanooga State Community College has registered the following trademark:

College departments, offices, organizations, students, and other associates, as well as outside organizations and vendors, must obtain written permission from the Marketing and Communications Department to use Chattanooga State's official logo on any and all products. The College logo is a protected image. No lines, words or artwork may overlap the protected area of the image. No changes or alterations can be made to the design in any way. Using the College seal, though it is not trademarked, is prohibited without prior approval from the Marketing and Communications Department.

Chattanooga State marks may not be used in conjunction with references to alcohol or drugs. No use of College trademarks that are judged to be in poor taste will be allowed. Chattanooga State reserves the right to reject delivery of materials containing unauthorized or incorrect usage based on the guidelines stated here.

Copyrights

Chattanooga State's website and all of its subpages and affiliated sites, including official social media sites, are protected by intellectual copyright laws, as stated by the U.S. Copyright Office and World Intellectual Property Organization. Users of the website can access Terms of Use and Privacy Policy online.

Guidelines for the Web

The Chattanooga State website often serves as the first introduction to the College. A great college website leaves a positive first impression with visitors, including current and prospective students, parents, faculty and staff, institutional partners, and any others seeking information.

The College's website, chattanoogaastate.edu, is an official publication of Chattanooga State. It is managed by the Marketing and Communications Department with technical support provided by the Technology Division.

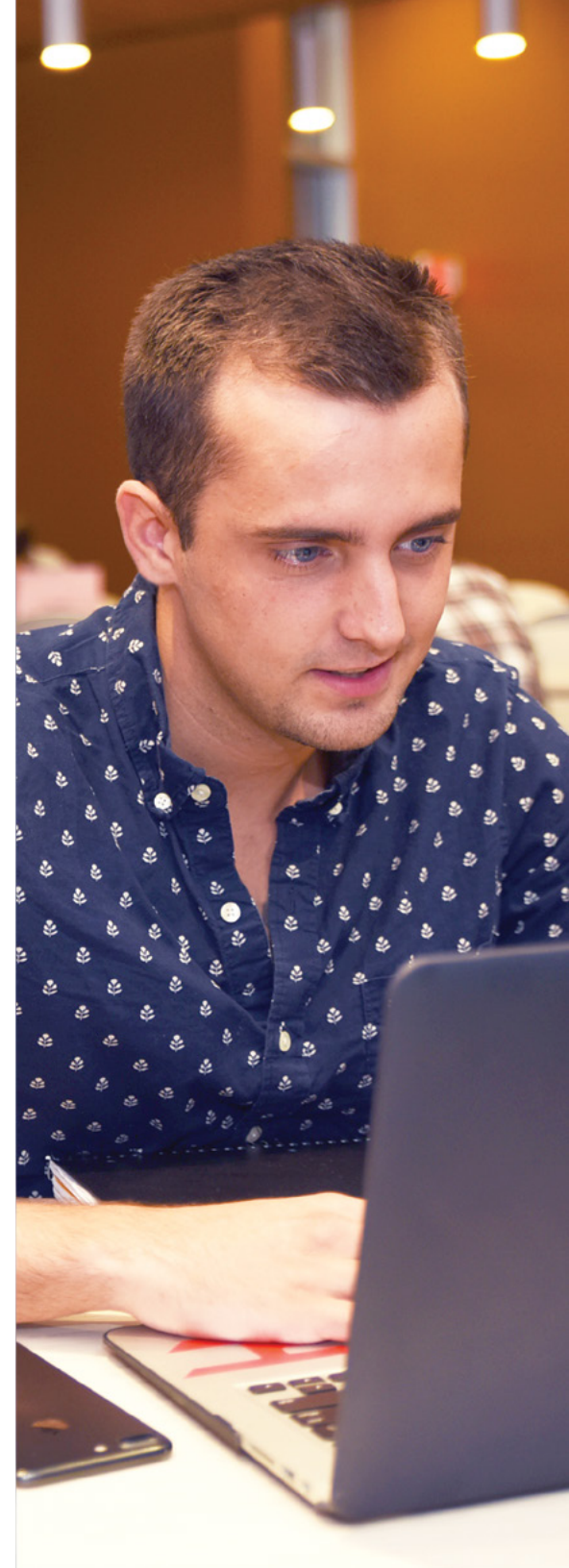
Our print publications use a consistent style and feel, and our website has that same engaging, welcoming style. To achieve continuity, the Marketing and Communications Department, working with the Technology Division, administers and supports a college-wide content management system. All chattanoogaastate.edu Web pages are created, maintained and updated using the Drupal Content Management System. Divisions and Departments are responsible for working with the Website Coordinator to ensure website content remains accurate and relevant.

Chattanooga State is committed to making chattanoogaastate.edu accessible to all users and we have included several features designed to improve usability for everyone. We welcome comments on how to improve the site's usability and accessibility for all users including persons with disabilities. If you should find any usability or accessibility issues during your visit to our website, please take the time to notify us of the issue using the Report a website Issue form: chattanoogaastate.edu/report-website-issue.

Thank you in advance for helping Chattanooga State maintain a website that is relevant, accurate, and usable by everyone.

Email

While we do not have a required Email signature format, we have provided two templates (see right) in the [Marketing Media Bank](#) for you to personalize and implement.





Images & Photography

Photographs are a great way to communicate the welcoming and diverse environment of Chattanooga State. To create the best images for our marketing pieces we follow these recommendations:

- Choose photographs that are engaging, personal, and show diversity among our student population.
- Choose photographs that are appropriate to the audience. Casual images, for example, might be more suited for social media than professional use.
- Subjects can have eye contact with the camera, but that is not necessary. Avoid using any photograph in which the subjects are blinking or have their eyes closed.
- Do not use photos of subjects who are wearing clothing with logos, particularly logos that depict alcohol- or drug-related messages, other schools, or offensive or objectionable statements or references.
- Avoid photographs of subjects that look too posed, such as those of subjects standing in a straight line. Photographs that depict action or movement are often better.
- Refrain from using photos that are low resolution, out of focus, or too darkly lighted, complicated or busy.

The Chattanooga State Marketing and Communications Department has a catalog of photos taken by a professional photographer. These represent our student body, buildings, events, etc. for use in all publications. These are housed in the Marketing and Communications Department on a server and are cataloged by date and content.

PowerPoint Styles

Templates for Microsoft PowerPoint presentations are available in the Media Bank chattanoogastate.edu/our-campus/about/marketing/media-bank.



Stationery and Business Cards

The print shop provides official Chattanooga State letterhead, envelopes, and business cards.

Letterhead and business cards are created with the College's official logo and school information, and business cards are designed in the Marketing and Communications Department.

For personalization, letterhead can include your department name and phone number. Business cards can include your name, official title, job-related credentials, department, email address, phone and fax number. Job titles printed on business cards are official titles, as verified by Human Resources.

To order business cards, please complete a business card request form and obtain signed approval by your dean or vice president. Signed forms are then routed to Human Resources before being delivered to the Marketing and Communications Department for completion. chattanoogastate.edu/sites/default/files/imported/our-campus/about/marketing/pdf/business_card_requisition.pdf

Advertising

Any advertising, regardless of medium, that will include graphic representation of Chattanooga State and/or will use Chattanooga State's logo or name must be designed by the Marketing and Communications Department to ensure compliance with identity standards and brand messaging.

The official Chattanooga State CS logos or Wordmark must be used in all ads; any exceptions must be pre-approved by the Director of Marketing and Communications.

As a rule, the Marketing and Communications Department advertises on behalf of the College, increasing name recognition and emphasizing our brand. Individual advertisements will be considered on the basis of budget and named College priorities. Individual ads purchased by a College office, department or area still must be designed and approved by the Marketing and Communications Department.



Editorial Style Guide

In determining editorial style for print and electronic publications, Chattanooga State uses the Associated Press Stylebook as its primary reference. For spelling and definitions, the College uses dictionary.com.

A style guide does not necessarily represent “more correct” choices in using the English language. The style guide does intend to create a consistent style and voice for the College to use across print and electronic media. It notes specific rules and usages to be applied by editors and authors in the Marketing and Communications Department and by other campus communicators.

Since many people do not have access to an Associated Press (AP) Stylebook, this style guide points out several common AP style rules. Where this style guide conflicts with the AP Stylebook or dictionary.com, this style guide takes precedence.

Please direct questions about editorial style to the Marketing and Communications Department at 423.697.2437.

Our Name

The official name of the College is Chattanooga State Community College. In publications on second reference, Chattanooga State or ChattState (one word, capital S) is an acceptable use. Using Chatt State as two words is not acceptable.

Former names of the College, including Chattanooga State Technical Community College and Chattanooga State Technical Institute, are not correct in current references. These names should be used in historical contexts only.

The acronym ChSCC is not to be used externally; ChSCC may be used for internal correspondence between faculty, staff, administrators, and among TBR and THEC institutions.

Clarifying Terms and Areas of the College

General Biology II is a course. A degree is an Associate of Science, Associate of Applied Science, Bachelor of Arts, etc. Certificates are not considered degrees.

Chattanooga State offers three types of academic programs: Career, Transfer and Certificate. Examples of programs: Administrative Professional Technology, Health Sciences. Concentrations are areas of study within programs. Example: “The student is earning an Associate of Applied Science degree in Business with an Administrative Professional Technology concentration.”

In terms of organization, Chattanooga State has one campus and two sites located in six counties. The official name of each location should be used in external publications. The names are: Main Campus, Dayton Site, and Kimball Site.

There are seven academic divisions of the College: Business, Engineering and Information Technologies, Humanities and Fine Arts, Mathematics and Sciences, Nursing and Allied Health, Social and Behavioral Sciences and the Tennessee College of Applied Technology (TCAT). College divisions include: Business and Finance, College Advancement and Public Relations, Economic and Workforce Development, Human Resources, Institutional Effectiveness, Research and Planning, Student Affairs, and Technology.

Academic Terms

Use numerals 7 and 15 with a hyphen when describing academic terms: 7-week term or 7-week classes; Fall 1st 7-week term; Spring 2nd 7-week term.

Academic Titles

Capitalize official titles of courses, programs and concentrations at Chattanooga State: General Biology II (course), Paralegal Studies (program), Media Technologies Concentration (concentration). Do not capitalize programs and concentrations offered by other institutions.

Capitalize and spell-out formal faculty and staff titles only when they precede a name. Lowercase elsewhere. College preference is to use the appositive: Debbie Adams, vice president of Student Affairs, was the guest speaker.

Academic Degrees

Uppercase degrees if spelled out: Associate of Applied Science, Associate of Science, Bachelor of Fine Arts. Lowercase and use an apostrophe in the short form: associate (there is no plural for associate degrees), bachelor's, master's. These uses are preferred over letter abbreviations: B.A., M.B.A., Ph.D. If using letter abbreviations, do not follow with the word "degree." Associate degree is typically acceptable.

Degree abbreviations are not listed after names except on business cards, upon request. Formal publications, such as donor lists and invitations, may add the word Dr. preceding said name.

Chattanooga State degree programs and concentrations are to be listed by their official names, as stated in the latest College Catalog.

Accreditation Statement

The required SACSCOC accreditation statement must be consistent across official college publications and will include the full name, address, and phone as follows: Chattanooga State Community College is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to Award the Associate Degree. Chattanooga State Community College also may offer credentials such as certificates and diplomas at approved degree levels. Questions about the accreditation of Chattanooga State Community College may be directed in writing to the Southern Association of Colleges and Schools Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097, or call 404.679.4500, or by using information available on SACSCOC's website (www.sacscoc.org).

Achieving the Dream (ATD)

ATD is the nation's most comprehensive, non-governmental reform network for student success. ATD acts as a catalyst to help colleges strengthen and build their capacity to ensure that more students complete postsecondary education and have greater opportunity for economic success.

Acronyms

In general, acronyms are not used on first reference. Tennessee Consortium

for International Studies, not TnCIS. Exceptions are common references: FBI, not Federal Bureau of Investigation.

In AP style, acronyms are not placed in parentheses following first use. Acronyms may be used in subsequent references. This is the style used in press releases: The Tennessee Consortium for International Studies is housed at Chattanooga State Community College. TnCIS sends students to study abroad.

Affect/Effect

"Affect" is a verb, meaning to influence or to change. "Effect" is a noun, meaning an impact or a result: This change will affect you. One effect might be a salary increase.

Affirmative Action/Equal Employment Opportunity Statement (AA/EEO)

The AA/EEO statement is a mandatory statement required to be included on publications and websites. In addition, once a year, the Marketing and Communications Department places an ad each spring semester in a local newspaper to satisfy a requirement for compliance. There are two versions of this statement, one long and one short.

Long, preferred: Chattanooga State Community College does not discriminate on the basis of race, color, religion, creed, ethnicity or national origin, sex, disability, age, status as a protected veteran, or any other class protected by Federal or State laws and regulations and by Tennessee Board of Regents policies with respect to employment, programs, and activities. The following person has been designated to handle inquiries regarding nondiscrimination policies: Executive Director, Human Resources, 4501 Amnicola Highway, Chattanooga, TN 37406, brian.evans@chattanoogastate.edu, 423.697.2417. A link to Chattanooga State's policy on nondiscrimination can be found at chattanoogastate.edu/eoo-statement.

Short version: Chattanooga State does not discriminate on the basis of race, color, religion, creed, ethnicity or national origin, sex, disability, age, status as a protected veteran, or any other protected class. See our full EEO statement at chattanoogastate.edu/eoo-statement.

African American

Do not hyphenate. The term “black,” lowercased, also may be used.

Ages

Use numerals.

American Indian

The term “Native American” also may be used.

Amphitheater

Lowercase.

Apostrophes

Plurals of a single letter: A’s, B’s.

Do not use apostrophes when referencing a decade as a noun: Unless you like grunge, the 1990s were not a historical high point in fashion.

Singular and plural possessives that do not end in “s” use an apostrophe and “s”: the student’s homework, the alumni’s contributions.

Singular and plural possessives that end in “s” use only an apostrophe: the alumnus’ success, the VIPs’ entrance.

Proper names that end in “s” use only an apostrophe: Jesus’ life, Dickens’ novels.

Asian American

Do no hyphenate.

Book Titles

Use quotation marks, not italics or underline. This is also the rule for magazines, articles, albums, songs, poems and plays.

Bookstore

Uppercase only when referring to Chattanooga State Bookstore or if it is part of the formal name of a bookstore.

Buildings

First name only is acceptable for internal use: Omniplex 124. In press releases or other external references, use the full name.

The official names of Chattanooga State facilities are found on [page one](#).

Campuses

Main Campus, Dayton Site, and Kimball Site.

In external communications, use campus or site physical addresses only when promoting an activity or event that requires physical attendance on the campus or site. Do not use a physical address as a general identifier. Use the full, official name of each campus or site as an identifier. Dayton and Kimball sites do not have libraries on site and therefore not considered campuses.

Career Programs

Uppercase and use the full name of Career Programs offerings: Physical Therapist Assistant, Engineering Technology. See the Career Degree Information section of the latest Catalog for the most up-to-date list.

Certificate Programs

Uppercase and use the full name of Certificate Programs offerings: Early Childhood Education Certificate Program. See the Degrees and Certificate Programs section of the latest Catalog for the most up-to-date list.

chattanooga.state.edu

This is the official Web address for the college. The use of http:// or www. is not necessary. Use all lowercase only.

College

Uppercase the stand-alone word only when referring to the institution of Chattanooga State Community College. The uppercase term “College” as a reference to Chattanooga State is used in all external communications except news releases. News releases comply with AP style, which uses lowercase “college” on second reference.

College System of Tennessee

The College System of Tennessee, Governed by the Tennessee Board of Regents (TBR), is Tennessee’s largest higher education system, governing 40 post-secondary educational institutions with over 200 teaching locations.

The TBR system includes 13 community colleges and 27 colleges of applied technology, and TN eCampus, providing programs to students across the state, country and world.

Commas

Do not use a comma before Jr., Sr. or Inc. In quotes, the comma is always placed within the quotation marks: “That’s great,” he said.

Chattanooga State uses the serial comma: Students can study in the Instructional Materials Center, Omniplex Building, or Student Center.

Commencement

Capitalize when referring to the Chattanooga State event. Lowercase general references, as with graduation. “Commencement” is the preferred term.

Concentration

A student’s area of focus within a specific degree program. Capitalize official titles of Chattanooga State concentrations: One of the Business concentrations is Culinary Arts. Do not capitalize concentrations offered by other institutions. See the Career Degree Information section of the latest Catalog for the most up-to-date list.

Co-requisite

Hyphenate co-requisite.

Courtesy Titles

Do not use courtesy titles such as Mr., Mrs., Ms., etc. Exception: Courtesy titles are accepted for formal invitations. See Dr.

Credit Hours

Use numerals.

Dates

Use Arabic figures, without the st, nd, rd or th. Exceptions are as design elements, occasionally on formal invitations and in reference to centuries: the 21st century.

When a phrase refers to a month, day and year, commas are required before and after the year: February 16, 1987, was a day like any other. Commas are not needed in reference to only a month and year: February 1987.

Dean

Preferred title for the presiding officer over a specific division or department that involves students and faculty; this may include academic or student life duties.

Department

Capitalize only when using the full, formal name of a Chattanooga State department: Humanities Department. Do not reverse the names, as in Department of Humanities.

Disabled, Disability

Use these terms rather than “handicapped.” Use “people first language” that describes what a person has, not who a person is: She has autism. Incorrect: She is autistic.

Division

Capitalize when using the full, formal name of a Chattanooga State division: Business Division. Do not reverse the names, as in Division of Business.

The official names of Chattanooga State non-academic divisions:

Business and Finance, College Advancement and Public Relations, Economic and Workforce Development, Human Resources, Institutional Effectiveness, Research and Planning; Student Affairs, and Technology.

Dr.

Use as a title when referring to a medical doctor or a Ph.D.

Early College

- Dual Enrollment
- Early College Academy at Kimball
- Hamilton County's STEM High School
- Hamilton County's Collegiate High at Chattanooga State
- Mechatronics Akademie at Volkswagen
- Polytech Academy at Chattanooga State
- Polytech Academy at Kimball
- TCAT Dual Enrollment
- Tech Track/Dual Credit

Email

Lowercase except at the beginning of a sentence. No hyphen.

Faculty and Staff Titles

Lowercase in a sentence unless used before the faculty or staff member's name. College preference is to use the appositive: Debbie Adams, vice president of Student Affairs, was the guest speaker.

Faculty Ranks

Adjunct faculty member, Instructor, Assistant professor, Associate professor, Professor

Fall Semester

Lowercase. Also lowercase when referring to a specific term: fall 2017.

Federal

Lowercase unless part of a proper name: The federal government. Federal Bureau of Investigation.

Fellow

Lowercase: "She is a Guggenheim fellow."

Fewer/Less

"Fewer" means a small number of individual things. "Less" means a smaller quantity of some entire thing: The less money John makes; the fewer dollars he spends.

Full-Time, Full Time

Hyphenate only when used as an adjective: She is a full-time employee.

Fundraiser, Fundraising

No hyphen.

Further/Farther

"Further" means in addition or moreover, and "farther" refers to distance: Money goes further than expected. I will be able to travel farther than I had planned.

GED

Do not use GED or General Educational Development Certificate. Instead, use Tennessee High School Equivalency or HSE.

Generational Suffixes

Do not precede with a comma: A. John Smith Jr.

GPA

On first reference, using either GPA or grade point average is acceptable. The College does not use a hyphen in the term "grade point average."

Grades

Capitalize, with no quotation marks, letters for course grades (A, B, C, D, F, I) and grade names such as Incomplete. Use an apostrophe to pluralize: She earned all A's.

Health Care, Health-Care

Two words. Hyphenate only when used as an adjective: He is a health-care professional.

High Impact Practice (HIP)

Spell out high impact practice on first use with HIP in parentheses and HIP thereafter.

High School Programs

See: Early College

Hyphens

Do not use hyphens for phrases that contain adverbs ending in “ly,” such as “highly developed.”

Do not use hyphens with most compounds containing the prefixes non, pre, post and sub. Refer to dictionary.com for specific applications.

Use hyphens to link modifiers to the same word: The lesson plan was created for fifth- and sixth-graders.

Insure, Ensure, Assure

Use “insure” only in reference to insurance. Use “ensure” to mean a guarantee or to make certain. “Assure” means to give confidence: I assure you, to insure your home with us is a way to ensure your well-being.

International Student

Use the phrase “students with an international background” to avoid having to clarify whether students have come to Chattanooga State directly from another country or have lived in the U.S. for some time. Or be specific and state where a student is from directly.

Internet

Lowercase.

Its, It’s

“Its” is a possessive and does not have an apostrophe: The dog scratched its ear. The contraction “it’s” means it is: It’s good to see you.

Like/Such As/As

Avoid the word “like” to begin a list or to introduce an example. Use “such as” instead: Chattanooga State offers a variety of degree programs, such as Paralegal Studies and Nursing. “Like” shouldn’t be used in the place of “as”: John tripped over the duck, as anyone would.

“Like” can be used to make comparisons: Jane’s hair is gold, like the sun.

Log In, Login

Use two words as a verb: Log in to the program. Use one word as a noun or adjective: Your login information is required to access TigerWeb.

Major

A student’s program of study for a degree. Capitalize official titles of Chattanooga State majors: Engineering Technology. Do not capitalize majors offered by other institutions.

Exception: Some majors are always capitalized, because they include a proper noun, such as with an English or Spanish major.

Mascot

Chattanooga State’s official mascot is the tiger.

Military Ranks

Use ordinals when rank is placed before a name: 1st Sgt. David Smith, Petty Officer 2nd Class Jane Doe.

Spell out and lowercase military ranks when used without a name or after a name: Jane’s goal is to make first sergeant.

Names

In general, use only last names on second reference: John Smith, then Smith. When it is necessary to distinguish between two people with the same last name, use both names on all references: John Smith and Jane Smith.

Numbers

Per AP style, spell out whole numbers under 10: The students spent five minutes lost in the Humanities Building.

Exceptions: when used as percentages, as military ranks, as dimensions, as dates or exact times, in addresses, in reference to money or in academic course numbers. English 1010, a 5-by-8 rug, a \$5 bill, 2 a.m.

Spell out all numbers that begin a sentence. Forty years was a long time ago. The only exception is for years: 1965 was the year Chattanooga State was founded. Recasting the sentence is preferable.

Spell out school grades for first through ninth grades. Use figures for 10 and above.

Arabic figures are used without the st, nd, rd or th, except in references to centuries (21st century) and military ranks (1st Sgt. David Smith), as design elements, and occasionally on formal invitations.

See Military Ranks, Dates, Percent and Times.

Office

Refers to non-academic units: Financial Aid, Marketing and Communications. Uppercase when used with the name of a specific office: Disabilities Support Services Office. Do not reverse the formal names of offices. Exceptions: Office of the President, Office of the Vice President of....

Lowercase when referring to a physical location: Come to the Disabilities Support Services office.

Part-Time, Part Time

Hyphenate only as an adjective: She is a part-time employee.

Phone Number

See Telephone Number.

Percent

Use the % sign when paired with a numeral, with no space, in most cases. Use figures: 1%, 4 percentage points.

President

Lowercase in a sentence unless used before the president's name: President Rebecca Ashford welcomed the students. Dr. Rebecca Ashford, president of Chattanooga State, said she was looking forward to a new school year.

Uppercase "President" as a stand-alone is acceptable on formal invitations.

Program

A student's major degree or certificate area, not to be confused with a concentration. The term "program," lowercase, is sometimes used generically.

See: Career Programs, Certificate Programs, Concentration and Department.

Punctuation

Double space: Do not use double spaces between sentences.

Em dash: Leave one space between an em dash and the surrounding words: The alumnus — who graduated top of his class — now is a Pulitzer Prize winner.

See: Apostrophes, Commas, Hyphens, Quotations.

Quotations

Commas and periods should always be within the quotation marks: "This is great," he said.

Use single quotation marks (' ') in headlines and for quotes within quotes: "Pull from Shakespeare's 'Friends, Romans, countrymen' speech when writing your essay on Caesar," the professor instructed.

Room

Capitalize only before a room number: Room 264, Omniplex Building.

SACSCOC

Acronym for the Southern Association of Colleges and Schools Commission on Colleges, Chattanooga State's accreditation organization. Spell out full name on first reference, and do not use the shortened SACS.

See: Accreditation.

Semester

Lowercase: spring semester, fall 2017.

Service-Learning

Hyphenate the Chattanooga State program.

Social Media

Facebook, Twitter, YouTube, LinkedIn, Tumblr, Pinterest, Instagram. Use blog, not weblog.

Social Security

Uppercase: Social Security number.

Strengthening of Institutions Program (SIP) – Title III

SIP helps eligible Institutes of Higher Education to become self-sufficient and expand their capacity to serve low-income students by providing funds to improve and strengthen the academic quality, institutional management, and fiscal stability of eligible institutions.

Telephone Number

In news releases and business cards, use the traditional format with parentheses around the area code: (865) 694-6400. Online and in most print publications, use periods in place of dashes and no parentheses: 865.694.6400.

Tennessee Board of Regents

The Tennessee Board of Regents (TBR) system consists of 40 institutions with a combined annual enrollment of nearly 118,000 students, ranking it the largest system of public higher education in Tennessee. TBR's 13 community colleges and 27 colleges of applied technology offer classes in almost all of Tennessee's 95 counties.

Tennessee College of Applied Technology (TCAT)

Chattanooga State's TCAT is one of 27 colleges of applied technology under the TBR umbrella offering diplomas and technical certificates as well as transfer programs into the academic side of the College.

Theatre

Chattanooga State's Theatre performances and events are referred to using the spelling "theatre," not "theater."

Their/There/They're

"Their" is a pronoun meaning belonging to them: Their papers are scattered all over the floor. "There" is an adverb meaning at that place: Go over there and pick up all the papers. "They're" is a contraction meaning they are: They're picking up those papers right now.

Tiger

Chattanooga State's official mascot is the tiger.

Times

Use numerals to designate time. Use lowercase a.m. and p.m., with periods. Avoid the term "o'clock" and redundancies like 10 a.m. in the morning. To avoid confusion, use the terms "noon" and "midnight," not the numeral 12. To avoid redundancy, drop the term "a.m." when referring to a span of time that begins in the morning and ends at noon: The event runs 10 to noon.

Transfer Programs

Uppercase Transfer Program offerings: Economics, Theatre Arts. See the Transfer/University Parallel Programs section of the latest Catalog for an up-to-date list.

Unit Names

Capitalize the names of official areas: Cafeteria, Amphitheater, Child Development Center, River Room, Foundation Board Room, Barbara Morgan Conference Room, Richard Lamerand Laboratory.

See: Offices, Departments, Divisions. No hyphen.

Underrepresented

One word.

Vice President

Do not hyphenate.

Web

Per AP style, lowercase the web, as in World Wide Web as well as webcam, webmaster, website, webcast. Lowercase webpage, webfeed.

Web Addresses

As a general rule, when referring to websites, the use of http:// or www. is no longer necessary.

Some Chattanooga State webpages require a secure protocol. On these pages, always use the protocol https:// even if the protocol is followed by www. For example: <https://55232.thankyou4caring.org/>.

When a web address ends a sentence, finish with a period.

Who, Which, That

Use the pronoun “who” or “whom” to refer to humans only: “The student who drew the masterpiece was gratified to earn a scholarship.”

Use “which” or “that” for inanimate or non-human objects. Use “which” (with a comma) when a clause is nonrestrictive: The Canadian geese, which frequent the campus, can be found in virtually any area on campus. Use “that” in a restrictive clause: The geese that frequent the campus can be found in virtually any area on campus.

Who’s/Whose/Whom

“Who’s” is a contraction, meaning who is: Who’s going to clean the sidewalk?

“Who’s” can occasionally be used as a shortened form of “who has”: Who’s had lunch?

“Whose” is the possessive form of “who”: Whose hat is this?

“Whom” is the objective form of “who”: She is the person to whom you need to speak.

For more information or assistance, please contact the Marketing and Communications Department at 423.697.2437.

CHATTANOOGA STATE

COMMUNITY COLLEGE

4501 Amnicola Highway
Chattanooga, TN 37406

chattanoogastate.edu



11-75-404002-???-1/22/jp - PDF - Chattanooga State Community College does not discriminate on the basis of race, color, religion, creed, ethnicity or national origin, sex, disability, age, status as a protected veteran, or any other class protected by Federal or State laws and regulations and by Tennessee Board of Regents policies with respect to employment, programs, and activities. The following person has been designated to handle inquiries regarding nondiscrimination policies: Executive Director, Human Resources, 4501 Amnicola Highway, Chattanooga, TN 37406, brian.evans@chattanoogastate.edu, 423.697.2417. A link to Chattanooga State's policy on nondiscrimination can be found at chattanoogastate.edu/eoo-statement.

Chattanooga State Community College is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award the associate degree. Contact SACSCOC at 1866 Southern Lane, Decatur, Georgia 30033-4033 and phone 404.679.4501 with questions about accreditation.