NHTI
Concord's Community College

Content
GUIDE

Fall, Spring, and Summer 2023-2024

Styling the NHTI Brand

NHTI's brand is a consistent, accurate representation of NHTI. The logo is a graphic depiction of NHTI's history and reputation.

A well-developed and clearly communicated brand can influence student preferences, weather crises more easily, build market share, and instill focus and confidence within an institution. Brand development should not be considered solely the realm of the public relations, marketing, or admissions offices, but a responsibility of every individual on campus. Consistent reinforcement can establish and perpetuate an institutional reputation in today's communication-oriented world.

Our Voice

At NHTI, we are:

- Classic, not stodgy.
- Technological, not robotic.
- Professional, not dismissive.
- Modern, not trendy.
- Intelligent, not verbose.
- Friendly, not casual.

Other voice words: clear, empowering, welcoming, inclusive, ambitious, well-rounded

We strive to be inspirational, ambitious, and dedicated to our students' success both in class and in their professional future. We give them the tools they need now for future success.

Example, statement on inclusion:

> Here at NHTI, we empower our student body to be a community of individuals focused on inclusivity, compassion, and mutual success. Though we cannot control what our students post on their personal social media platforms, we remain dedicated to ensuring every student – indeed, every member of our community near and far – feels both welcome and safe on our virtual and physical campuses. We urge our community members to join us in celebrating all forms of gender, race, culture, and orientation, especially in this time of uncertainty and turmoil. Embrace the beauty in our differences, support diversity, and help us create a safe, kind future for all.

Perspective

Audience inclusion is critical to creating a feeling of community. As such, we use a combination of first-, second-, and third-person perspectives in our communications:

- *First person:* This is highly inclusive and fosters a sense of community. The use of "I" indicates an individual's perspective (e.g., the college president), while "we" indicates a group's perspective (e.g., the college, Academic Advising Center, Registrar's Office).

- *Second person:* This is indicative and directly addresses the audience. Depending on the context, it may indicate that "you" refers to students. In some cases, you may need to indicate your audience with an introductory phrase: "As a student, you…" or "If you have a student applying to…"

- *Third person:* The use of "he," "she," "they," "student," or "students" is most formal. It can be used when speaking about individuals at the college and in bios, (i.e., staff members, instructors).

Perspective Usage Guidelines

Use the first person in its plural forms (we, our) to represent a college, department, or center. Use it to draw the audience in closer.

Website copy should be written in both first- and second-person perspectives. Third person (he, she, they, their, student, students) should be reserved for bios and the discussion of serious issues, such as policies, disciplinary action, or legal issues.

"You" is understood through use of the imperative: Come to one of our info sessions. Tour our campus. Meet admissions staff.

Format

Typography should be consistent across platforms (when possible). Typefaces convey different meanings and should align with overall brand messaging. If you create official documentation with the NHTI brand (formal letter, ppt, instructional guide, etc.) or act as an official representative of NHTI in any capacity, please use only the official NHTI font family in its approved form, as shown below. You're also encouraged to send the document through the Department of Marketing and Communications for proofing.

We use a combination of Roboto Medium and Merriweather fonts. They are considered web safe. And accessible.

Font

Although these are covered in greater detail in the Brand Style Guide, here's a brief overview:

Roboto Medium

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0
! @ # $ % ^ & * ( ) ? [ ] " "

Merriweather

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0
! @ # $ % ^ & * ( ) ? [ ] " "

Roboto

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0
! @ # $ % ^ & * ( ) ? [ ] " "

Brand Colors

Also covered in our Brand Guide, the following are the approved colors of NHTI. In print, online, or social communications, use these colors only unless otherwise approved.

Pantone 202 C	Pantone 7406 C	Pantone 129 C
RGB: 134 38 51	RGB: 101 23 38	RGB: 242 202 54
HEX: #862633	HEX: #651726	HEX: #F2CA36
CMYK: 0 72 62 47	CMYK: 0 31 25 60	CMYK: 0 16 74 5

Pantone 7535 C	Pantone: 7473 C	Pantone: 7700 C
RGB: 185 185 165	RGB: 38 134 121	RGB: 23 86 118
HEX: b9b9a5	HEX: #268679	HEX: #268679
CMYK: 0 0 11 27	CMYK: 38 0 5 47	CMYK: 37 13 0 54

Email Signature and OOO Messaging

It's important to present a united front in our communications with students and other professional contacts. For this reason, we have an email signature for use in all outgoing messages. Details on this email signature and how to change it are located in the Brand Guide.

Our "out of office" messaging also needs to present professionalism and, overall, helpfulness to those who contact us while we're away. You can use this template :

Thank you for your email. I'm currently out of the office and will [have no email access/will have limited email access] until [date].

In the interim, here are some next steps you can follow:

- Visit our website at www.NHTI.edu.
- Contact [next in line/supervisor/department chair name] at [email address].
- Email NHTIinfo@ccsnh.edu or call 603-230-4001 if you have an immediate concern.

I look forward to connecting when I return.

[EMAIL SIGNATURE]

Collegiate Style Guide

NHTI uses the following default guides to define our general style:

- Associated Press Stylebook 55th Edition
- Merriam-Webster Online Dictionary (first definition only)

Our collegiate style is used for athletics information; media alerts, news releases, captions/cutlines; posters/flyers; feature articles, blogs, newsletters (printed and online), brochures, publications, and magazines; collateral materials; and website copy.

abbreviations

When abbreviating into an acronym or initialism, first define the phrase and then introduce the abbreviation. Use only this abbreviation moving forward.

academic degrees

- When referencing generic degrees, use lowercase: bachelor's, master's, or doctorate. Do not use an apostrophe (possessive) with associate degree or doctoral degree.
- Avoid using abbreviations, but when necessary, they should be placed after a full name. Use periods (A.S., B.A., B.S., Ph.D.)for all but MBA.
- Capitalize the names of degree programs and programs of study:

    - Associate of Science in Business Administration
    - Advanced Manufacturing Technology Program

academic titles

Capitalize formal titles only when used before a name:

- *Dean John Smith…*
- *The dean addressed the audience.*
- *John Smith is an English professor.*
- *Professor Jane Smith teaches biology.*

Exception: On formal invitations or event programs, titles may be capitalized after a name.

advisor, not adviser

allow vs. enable

Allow means to let do, let happen, or permit; enable means to provide the knowledge, means, or opportunity.

- Your advisor may allow you to take additional courses if your GPA is a 3.0 or above.
- Taking online classes enables students to schedule coursework around their schedules.

amount vs. number

Use amount with things that cannot be counted (e.g., homework, praise, success) and number with items that can be counted (e.g., students, courses, books).

- *This course requires completing a large amount of homework each week.*
- *The number of courses required to complete an associate degree may vary by program.*

and vs. &

An ampersand (&) should be used only in business or organization names that include it and not as a substitute word in running text or headlines.

acronyms

- Avoid using an acronym on first reference unless widely recognized, such as FBI, NASA, or CDC.
- Do not use periods in an acronym unless, without one, it spells an unrelated word.
- If the original word phrase is not a proper name, do not use capital letters when writing out the full phrase.
  - ♦ GPA is an abbreviation for grade point average.
- Acronyms are not preceded by an article unless it acts as an adjective (e.g., a CLEP meeting). The indefinite article an comes before abbreviations with a vowel sound.
  - ♦ MBA program sounds like "an em-b-a program."
- When abbreviating into an acronym, first define the phrase and then introduce the abbreviation. Use only this abbreviation moving forward.

chair, chairperson

Community College System of New Hampshire (CCSNH)

contractions

Contractions are appropriate when addressing students, but do not overuse them. For a formal tone, such as in policies and disciplinary, legal, and other serious documents/webpages, spell out the words. Avoid negative contractions (isn't, can't, don't, won't), as these are often misread as positive and can confuse the reader.

course names

Course names should be capitalized:

- *Introduction to Automotive Service will be offered fall semester.*
- *College Composition is a general education course required of all students.*

COVID-19

Use when referring to the pandemic. Do not use "the coronavirus," "Covid," "Covid-19," or any other iteration. You can also refer to it as "the pandemic."

dates

Do not use ordinal numbers (st, nd, rd, or th).

When a month and year are listed together, do not separate them with a comma.

- *Incorrect:* September, 2013
- *Correct:* September 2013

When a month, day, and year are listed together (date format), separate the day and year with a comma and follow the year with a comma or period (to end the sentence).

- *Classes begin on Sept. 3, 2013, for online students.*

Use abbreviations for months when listed in date format: Jan., Feb., Aug., Sept., Oct., Nov., and Dec. Spell out March, April, May, June, and July.

degree programs

Capitalize the names of degree programs and programs of study:

- Associate of Science in Business Administration

- Advanced Manufacturing Technology Program

When referring generically to a course of study, use lower case:

- Computer science remains one of the fastest growing fields.

department names

Capitalize the names of departments:

- Department of Business Studies
- Criminal Justice Department

fewer vs. less

Use "fewer" with items that can be counted (e.g., students, courses, books) and "less" with things that cannot be counted (e.g., course time, financial aid).

FY vs. fiscal year

Use FY with defined dates, preceding those dates. Use "fiscal year" in complete sentences that do not include dates.

- This fiscal year, we had excellent enrollment.
- In FY 2019-2020, we had excellent enrollment.

headlines

- Capitalize nouns, verbs, pronouns, and adverbs.
- Capitalize prepositions when they are used adjectivally or adverbially.

    ◆ *Turn Down the Street for Academic Success*

- Capitalize prepositions when they are part of a Latin phrase used adjectivally or adverbially.

    ◆ *Advancements in In Vitro Fertilization*

- Capitalize words that are 5 letters or longer, even if they are a preposition.

    ◆ *The Difference Between Right and Wrong*

- All other words in the headline are formatted with lowercase letters. This includes the prepositions "and," "but," "for," "or," "nor," and "with."

healthcare

his/her

Avoid "his/her" usage. Instead, use the plural "they" in the third-person perspective. Recast the sentence to second-person perspective as necessary.

inclusive language

When using the third-person perspective (he, she, his, her, him), avoid "he/she" constructions; instead, use the plural "students" and "they" whenever possible. Alternately, recast the sentence in the second-person perspective "you" for a friendlier tone.

italics

- Avoid using italics, as it's harder to read on a screen.
- Exception: when citing examples

its vs. their

Institutional: Use "it" or "its" to refer to inanimate objects, institutions, or a group of objects or individuals.

- *The college released its catalog for the 2013-2014 academic year.*

- *The Business Management Department released its updated course offerings for fall semester.*

Possessive: "Its" is the possessive for of the word "it." "It's" is the contraction of "it is."

- *Yay NHTI! It's so great that its enrollment is rising.*

lists

- Items in lists – either separated by commas, bullets, or numbers – should start with the same part of speech: noun, verb, adjective. All list items should be consistent — either all sentence fragments or a// complete sentences. Each individual list item must line up with the sentence part before it.
    - *Incorrect: This morning, I made myself eggs, bacon, and toasted a bagel.*
- To verify agreement, say each list item with the original sentence to see if it makes sense: "I made eggs. I made bacon. I made toasted a bagel." This does not work, so we recast the sentence:
    - *Correct:* This morning, I made myself eggs, bacon, and a bagel.
    - *Correct:* This morning, I made myself eggs and bacon and toasted a bagel.

me vs. I vs. myself

- The main difference between "me" and "I" is the pronoun type. "I" is always used as a subject, while "me" is used as an object.
- When used in a series, it's simple to check if you're using the right word: Simply say the sentence without the other parts to see if it makes sense.
- "Myself" is reflexive and should only ever be used to refer back to something pertaining only to you. Do not use as a pronoun or subject.
    - *Incorrect:* If you need help, call Professor Smith, Professor Jones, or myself.
    - *Correct:* If you need help, call Professor Smith, Professor Jones, or me.
    - *Incorrect:* Janet, Mike and me are going to the movies.
    - *Correct:* Janet, Mike, and I are going to the movies.

must

This strong word can be off-putting to readers, especially students. Replace it with "have to" or "should" or recast the sentence to show importance.

NHTI – Concord's Community College

Use on first reference. NHTI is fine after that.

noun-pronoun agreement

"Every student" and "each student" are singular constructions, so the pronouns "they" and "their" should not be used in either of these phrases. To ensure agreement, recast a sentence using a plural form or revise the sentence.

- *Incorrect:* Each student should speak with their advisor.

- *Correct:* Students should speak with their advisors.

Avoid he/she constructions.

- *Incorrect:* Each student should consult with an advisor before he/she selects classes.
- *Correct:* Students should consult with an advisor before selecting courses.

numbers

Use numerals . See the AP style entry for "numerals" for additional guidance. Use numerals for:

- Addresses
- The age of a person, place, or thing: *a 19-year-old student*
- Percentages
- Dimensions: *The 5-foot-7 point guard, a 6-by-8 room*
- Dollars and cents (note that AP style omits the .00 on even dollar figures): *The pencil cost $2 and the eraser was 5 cents.*
- Highway systems: *Route 4*
- Speed: *8 mph*
- Temperature: Use numerals except for zero. *It was 12 degrees above zero.*
- Units larger than 1 million
- The plurals of numbers are formed by adding an "s": *20s, 1980s.*
- When beginning a sentence with a number, use the numeral:
  - *62% of students are enrolled full-time in a degree or certificate program.*

online

Online refers only to online courses and should not be used to describe anything but online courses, their schedules, or information on them. When describing resources that can be accessed via web browser, simply call them resources and link to them. See also **Remote** and **Virtual**.

percent vs. %

Use % in all instances.

R

When referencing courses that take place on a Thursday, use the letter R. This is a standard college acronym for Thursday, as it differentiates it from Tuesday in a line-up of course availabilities/schedules. See also: R

- *Course Schedule: 9-11:10 a.m., TR*

remote

Remote refers to courses or events that were in person but have been moved to the internet. See also **Online** and **Virtual**.

space between sentences

Use only one space between sentences. In the age of computers and proper kerning between letters, including two spaces between sentences is unnecessary and creates a "river" of white space that distracts readers.

staff

Staff is a singular noun that takes a singular verb.

phone numbers

Use hyphens, not periods, to separate items in a telephone number. Do not use parentheses.

- *Call Admissions at 555-555-5555.*

that vs. which

Use "that" with clauses essential to the meaning of the sentence; use "which" with nonessential clauses. Set off all nonessential "which" clauses with commas.

time

Use numerals except for "noon" and "midnight." Use "a.m." and "p.m." to indicate morning and evening. The full form is needed only for time of less than one hour: *9:30 a.m., 4:30 p.m.*

- *The open house is 4:30-6 p.m.*

If a range of times stretches between a.m. and p.m., indicate that:

- *The event times are 8:30 a.m.-6 p.m.*

Thursday

When referencing courses that take place on a Thursday, use the letter R. This is a standard college acronym for Thursday, as it differentiates it from Tuesday in a line-up of course availabilities/schedules. See also: R

- *Course Schedule: 9-11:10 a.m., TR*

trademarks

If a program is trademarked (Project Lead the Way®), use the appropriate trademark symbol (® for registered trademarks and ™ for unregistered trademarks) with the first use in body copy. Do not use trademarks in a headline or subhead.

underline

Do not underline text; it can be confused with a hyperlink, which are always underlined.

virtual

Virtual refers to an event that's being held via Zoom link. See also Remote and Virtual.

web words

- app: Accepted on first reference as short for a mobile phone, tablet, or desktop application
- email
- email addresses: Keep all email addresses lowercase. Exception: Always capitalize NHTI in email addresses. *("Email agavriluk@ccsnh.edu for more info" and "Email NHTIadmissions@ccsnh.edu to sign up.")*
- cybersecurity
- FAQ: both singular and plural
- homepage
- internet
- login, logon, logoff: No hyphen as a noun *("Your logon will be provided after you sign up.")*; two words when used as a verb *("I'm logging in to my account.")*; hyphenated as an adjective *("Do you know your log-on password?")*
- online
- PDF: Use for both singular and plural. The correct phrase is "PDF files" or "PDF documents."

- PowerPoint: both Ps uppercase
- URLs: Use "www" in front of URLs and keep all text in the URL lowercase. Exception: Always capitalize NHTI in URLs.
- web
- webpage: Can also use "page."
- website: Can also use "site."
- WiFi

website links

Links in running text should be lowercase, with the exception of capitalizing NHTI.

who vs. that

"Who" refers to a person; "that" refers to an animal or thing.

years

With a range of years, use the full form (2013-2014). If space is limited, the abbreviated form may be used if within the same century (2013-14).

your vs. you're

"Your" is the second-person possessive adjective used to describe something as belonging to you and is always followed by a noun or gerund. "You're" is the contraction of "you are" and is often followed by the present participle (verb form ending in -ing).

Punctuation Guide

Punctuation Guide

bullets/numbered lists

- Bullets should be used for lists of items that include more than one item. Use numbered lists only for processes that contain steps that must be performed in a specific order.
- If bulleted or numbered items are not complete sentences, punctuation should not be used at the end of the bullet.
- Each bullet within a list should begin with the same part of speech (it's a noun in this list; in the following list, it's a verb).
- Capitalize the first letter of each list item.

colons

- Use a single space following a colon within a sentence. Capitalize the first word following the colon only if it is a proper noun or begins a complete sentence.
- Use in bullet lists to separate an opening word from the explanation.

commas

- Use a comma to separate items in a series using "and" and "or"; this is commonly known as the Oxford (or series) comma.
- For clarity, add a comma after introductory statements.
- Commas are not pauses.
- Never separate the noun and verb of a sentence with a comma. The noun and verb can be separated only by non-essential clauses set off by two commas.

dashes

- The en-dash is so named because it takes up the same space as the letter "n"; similarly, the em-dash takes up the space of an "m."
- The use of en dashes (–) sets off an interruption or provides additional information; it also adds clarity by setting off a longer interrupting series of words punctuated with commas.
- In Microsoft Word, en-dashes are automatically created with the following keystrokes: word + space + dash dash + space + word + space. You can also create it by holding Alt and hitting 0150 on the keypad.
- When separating words with an en-dash, add spaces on either side of the dash.
- When separating years or numbers, use a single dash line (-) with no spaces.
- Avoid use of the longer em-dash.

exclamation points

Exclamation points should be used rarely, if at all, to draw attention to a special statement or information. In most cases, periods can be more powerful.

hyphens with compound words

- Generally, when two words work together to modify a noun and precede the noun, use a hyphen to connect the modifiers.
- Exceptions: adverbs ending in -ly that precede a participle or adjective
- Compound words that include "well" and "that" follow the noun being modified should also include a hyphen.

parentheses

- If info placed within parentheses creates a complete sentence, place a period inside the closing parenthesis.
- If info placed within parentheses is not a complete sentence, place the period outside the closing parenthesis.

quotes

- Commas and periods are placed inside quotation marks. Colons and semicolons are placed outside quotation marks.
- Question marks and exclamation points are placed depending on the message: inside the quotation marks if the quoted material is a question or exclamation, and outside the quotation marks if the quoted material is not a question or exclamation.
    - *"I've just seen 'The Terminator'!" the student exclaimed. "What a cool old movie."*
- If a quoted word or phrase is included in a headline or subhead, use single quotation marks rather than double.

semicolon

A semicolon indicates a break in thought between two independent clauses but creates less of a break than a period. Use a semicolon to separate items within a series that includes commas to ease confusion and readability.

slashes

Slashes are formatted with no space on either side.

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Comments

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