

# UNIVERSITY STYLE GUIDE

*Updated Fall 2022*



Maintained by Marketing and Public Relations  
Approved by the President's Cabinet

[www.sagu.edu/marketing](http://www.sagu.edu/marketing)



**Dear friends,**

The SAGU Style Guide is a great resource to promote the university and our many outstanding programs with a unified voice.

Please follow these guidelines in your communications. By coordinating our image and messaging, we will be better stewards of the dollars spent on materials that promote the school.

Thank you for your willingness to help elevate the image of the university.

Sincerely,

Kermit S. Bridges  
President

# TABLE OF CONTENTS

- 1.0 Planning, design and printing** ..... 5
  - Planning your materials ..... 6
  - Designing your materials ..... 7
  - Printing your materials ..... 8
- 1.1 Samples of print collateral** ..... 10
- 1.2 Planning resources** ..... 17
  - Strategic Brief template ..... 18
  - Storytelling Brief template ..... 19
- 2.0 Logos, colors, fonts and visuals** ..... 20
  - Official logos ..... 21
  - Using logos with varying backgrounds ..... 22
  - General use standards ..... 24
  - Limited-use logos ..... 26
  - Schools, colleges and departments ..... 27
  - University colors ..... 28
  - Typefaces / Fonts ..... 29
- 3.0 Merchandise, promotional items and embroidery** ..... 30
- 4.0 Editorial style, grammar and punctuation** ..... 33
- 5.0 Public Relations and press releases** ..... 40
  - Public Relations ..... 41
  - Privacy ..... 41
  - Press releases ..... 42
  - Example press release ..... 43
- 6.0 Photo and Video** ..... 44
  - Scheduling ..... 45
  - Casting ..... 45
  - Photography of minors ..... 45
  - Athletic events ..... 45
  - Video production ..... 46
  - ThoughtHub ..... 46

<b>7.0</b>	<b>Legal</b> .....	47
<b>8.0</b>	<b>Electronic communication</b> .....	51
	Social media .....	52
	Web content .....	52
	Digital campus signage .....	53
	Emails and newsletters .....	53
	Email signature guidelines .....	53
<b>9.0</b>	<b>Vehicles and outdoor signage</b> .....	56

# WHY SAGU HAS BRAND STANDARDS

It is important to cultivate a consistent and recognizable image. By presenting the school consistently over time, we create an instantly recognizable presence with our audiences.

Research shows that a visual identity used consistently over time paves the way to an enhanced image, instant recognition, and higher recall. There are nearly 4,000 colleges and universities in the United States. Every message and dollar that reinforces our institutional identity matters.

More than a logo, the SAGU brand carries with it the promises of who we are and the experiences we provide.

By following these standards, we build consistency and protect our most valuable asset—the SAGU promise.

Since use of SAGU’s name or other trademarks implies association with the university, only campus departments and recognized student organizations are allowed to use SAGU trademarks unless an entity has obtained expressed written consent from Marketing and Public Relations.

SAGU’s federally registered trademarks include SAGU and UNCOMMON.

SAGU’s common law trademarks include SOUTHWESTERN ASSEMBLIES OF GOD UNIVERSITY, SAGUTV, SAGU CINEMA, SAGU THEATRE, SAGU MUSIC and JUDAH THE LION.

Marketing and Public Relations serves as the clearinghouse for the purposes of:

- Protection
- Promotion

Each area of the university has different needs and applications for print, web and other media. This guide addresses visual elements and styles across various mediums. It also provides examples of appropriate colors, logos, marks and fonts.

If you have questions about any details covered by this guide, call the Office of Marketing and Public Relations.

The most recent version of this guide is available online at [www.sagu.edu/marketing](http://www.sagu.edu/marketing).

# 1.0

## Planning, design and printing

## PLANNING YOUR MATERIALS

### Planning a printed piece

#### Print materials should:

- Be necessary
- Adhere to a consistent style
- Clearly be part of the SAGU family of publications

#### Ask key questions:

- Who is my target audience?
- How many people do I need to reach?
- What is my budget?
- Is there a better way to reach my audience?
- What is the most important thing I want our audience to know after reviewing my publication?
- What action do I want from the audience?

#### Consider your department's needs:

- Avoid producing too large a quantity
- Avoid having too many publications
- Combine materials when possible
- Adhere to a consistent standard of design
- Follow the minimum design standards in this manual to ensure smooth, efficient approval processes

When you work with Marketing and Public Relations, your process begins with your completion of the Strategic Brief and an initial meeting to determine the best way to meet your needs and goals. The Strategic Brief is available online at [www.sagu.edu/marketing](http://www.sagu.edu/marketing). Departments should answer the key questions before the initial meeting. Marketing and Public Relations can assist as needed.

### To print or not to print?

There are alternatives to traditional print publications. To steward university resources, the following questions should always be asked prior to designing and printing a publication:

- Is this publication absolutely necessary?
- Is there an alternative to a print publication?

As a general rule, messages to an audience smaller than 1,000 people should be delivered electronically. Marketing and Public Relations can help produce electronic or web communications.

Marketing and Public Relations also produces resources for use by the entire campus, such as pocket folders, brochures, videos, presentation templates, web pages, publications, and other materials that can reduce the time and costs associated with promotion.

### Designing a printed piece

All publications created by and distributed by university departments must be planned, carefully designed and unified to promote an accurate, consistent message and brand identity. The SAGU Styleguide governs appropriate usage of logos, colors and content.

#### Publications intended for external use

Publications intended for external distribution must funnel through Marketing for design. Marketing reserves the right to modify content and messaging for clarity and consistency. Marketing systematically reviews publications for accuracy, consistency, and adherence to principles of good educational practices and design. Administrators, Deans and Directors are responsible for ensuring adherence to this policy.

### Publications intended for internal use only

Publications intended for internal distribution (*no external usage*) may be designed by departments or student organizations. However, materials must funnel through Marketing for review. Departments should provide designs to Marketing for review at least one week prior to the intended print date to allow for required revisions. Late submission for review may result in denial of permission to publish.

When Marketing identifies materials that do not comply with the Styleguide, Marketing will address the items with the Administrator, Dean or Director in charge. Departments or groups should discontinue use of those items immediately and make arrangements with Marketing for replacement. If the non-compliant materials are repeated, Marketing reserves the right to collect and destroy the non-compliant materials.

### Canva

Marketing provides a limited number of Canva licenses for departments who desire to design internal materials

without the complexities of Adobe Photoshop and InDesign.

Canva should never be used to design print materials for external use. Canva is an RGB-only product and does not support CMYK color.

Printing RGB on a CMYK printer will cause colors to shift. For example, SAGU purple will likely print as blue.

Canva is only appropriate for digital artwork or print materials intended only for internal use.

### Compliance monitoring

This guide outlines the procedures for approval of all promotional and printed material. Use of logos and brand marks must be approved by Marketing and Public Relations.

SAGU-related print materials that will be made available for sale, such as calendars and shirts, must comply with printing policies as well as trademark licensing through Marketing and Public Relations.

### Publications intended for external use

Publications intended for external distribution must funnel through Marketing for commercial printing. This allows marketing to secure suitable pricing and print quality.

Requests for printing must be placed two weeks in advance of the date needed. Offices should allow additional time for design and editing.

### Publications intended for internal use

Publications intended for internal distribution (*no external usage*) may be printed through the Copy Center.

### Stationery and Envelopes

Marketing pays for standard stationery and envelopes.

Only officially recognized departments, campuses and organizations can use SAGU stationery and envelopes.

Some departments may desire collateral specific to their departments. Marketing handles the artwork and printing, but departments are responsible for printing costs.

Because desk printers may not reproduce SAGU Purple and SAGU Gold accurately, they should not be used to print full-color letterhead.

Digital letterhead is only permitted when an electronic copy of a document is being sent electronically.

### Business cards

Business card should be ordered through Marketing and Public Relations. Departments pay for business cards and should use discretion to order cards only for personnel who expect frequent business card needs.

Photo business cards are only permitted for admissions counselors, deans, and designated travel representatives for the university.

### Fax cover sheets and memorandums

Since memos and facsimile cover sheets are frequent methods of communication, they too present an opportunity to convey a consistent image. The templates shown in this guide are available via download at [www.sagu.edu/marketing](http://www.sagu.edu/marketing). They can be printed and photocopied, customized by department, or used directly in Microsoft Word as templates.

## PRINTING

All print jobs fall into one of four categories:

- Photocopying/duplicating
- Collateral (stationery, business cards, etc.)
- Promotional printing for external use
- Promotional printing for internal use

### Photocopying/duplicating

Photocopying is handled by the Copy Center.

The Copy Center watches internal content for compliance with the Styleguide and may refer your publication to Marketing for authorization before production. If your publication has not been previously approved, your print job may be delayed.

### Collateral

To order letterhead, stationery and business cards, contact Marketing and Public Relations. Departments are required to order collateral through Marketing and Public Relations.

### Promotional printing

Any promotional printing other than photocopying/duplicating, regardless of job size, quantity or monetary value, requires Marketing approval.

An electronic or hard copy of the print job should be submitted to ensure correct use of university marks and graphic standards. Expect approval or a request for changes to be returned within three working days.

# 1.1

## Samples of print collateral

Fax cover sheet

  
WWW.SAGU.EDU • 1.888.YES.SAGU HIGHER EDUCATION FOR A HIGHER PURPOSE

# Fax

To: \_\_\_\_\_ From: \_\_\_\_\_  
Of: \_\_\_\_\_ Of: \_\_\_\_\_  
Date: \_\_\_\_\_ Sender's Phone #: \_\_\_\_\_  
Fax Number: \_\_\_\_\_ Amount of Pages: \_\_\_\_\_

Memorandum

  
WWW.SAGU.EDU • 1.888.YES.SAGU HIGHER EDUCATION FOR A HIGHER PURPOSE

# Memo

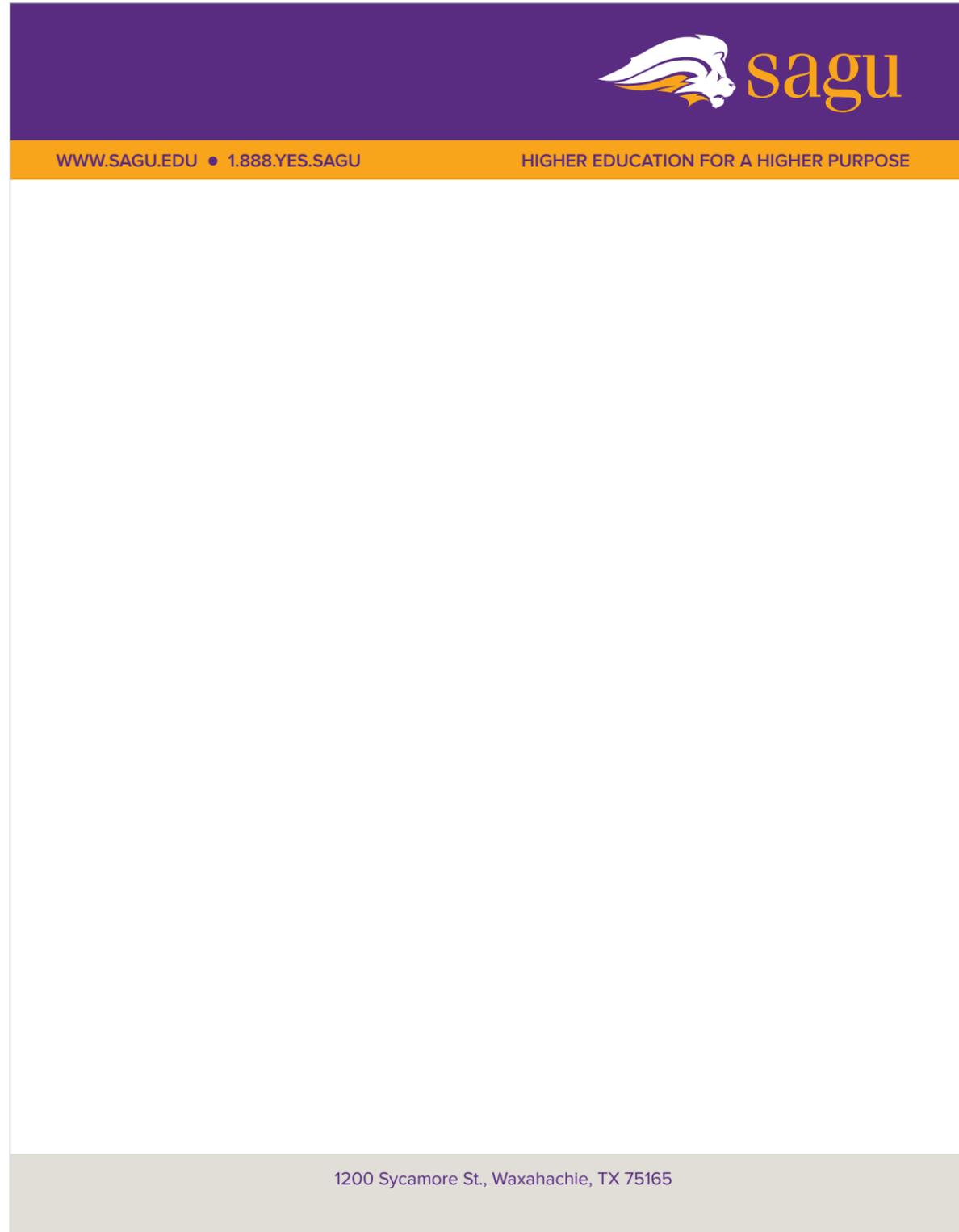
To: \_\_\_\_\_  
From: \_\_\_\_\_  
Date: \_\_\_\_\_  
Re: \_\_\_\_\_

---

Message: \_\_\_\_\_

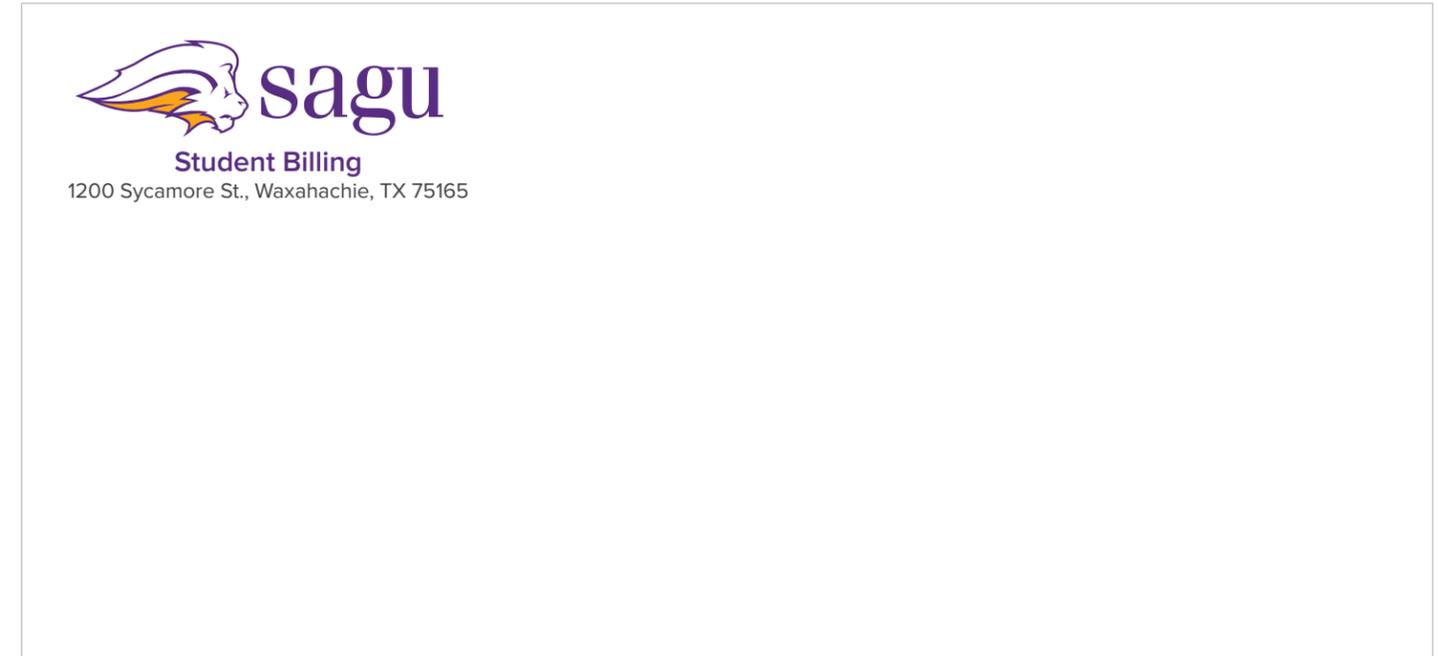
Waxahachie, TX 75165

## Sample Letterhead



## #10 Envelope

Envelopes of other sizes follow the same design.



## Business Card



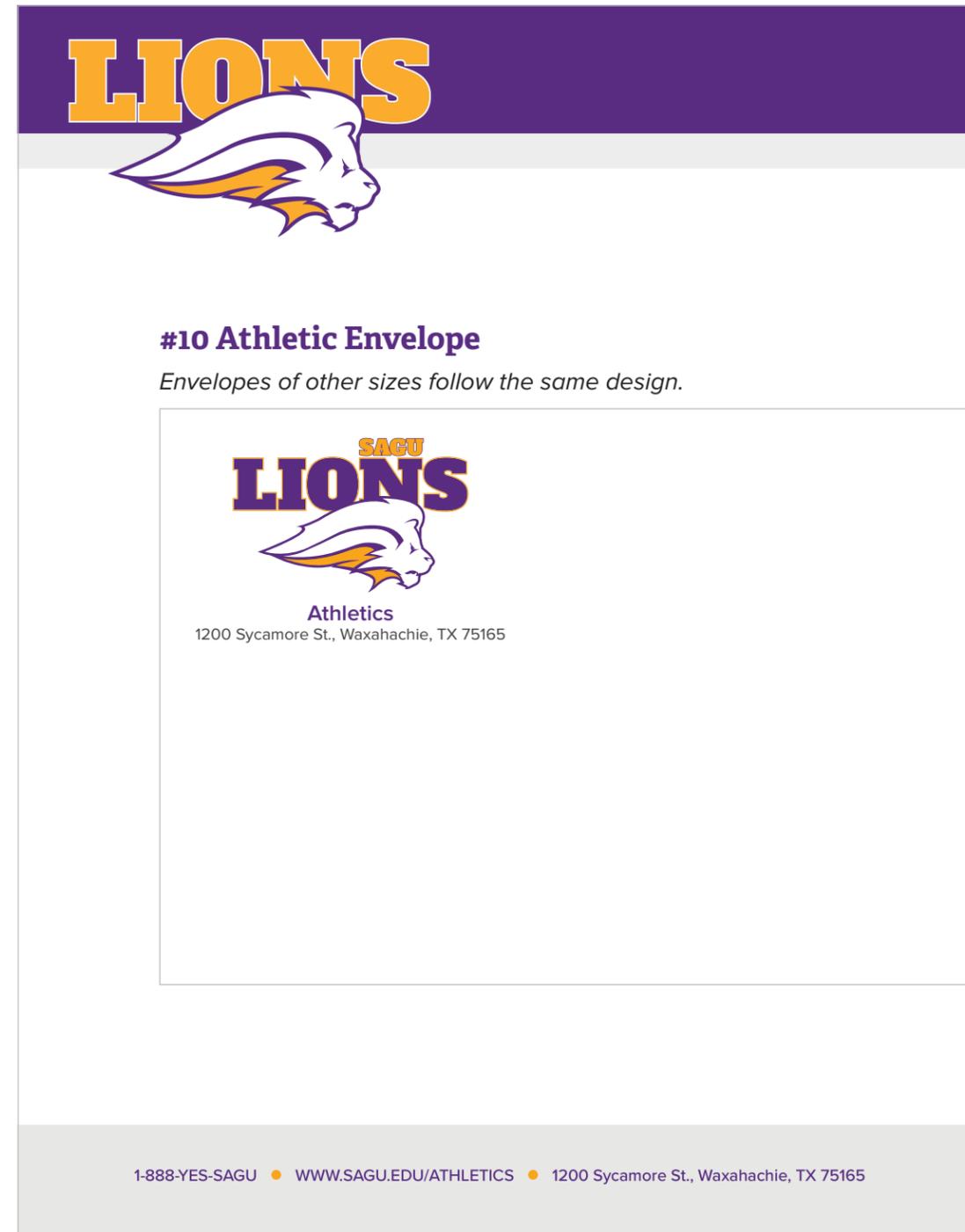
## Counselor Business Card - front

Photo business cards are for admissions counselors only.



## Athletic Letterhead

Athletic letterhead is considered non-standard because it incorporates the athletic logo only generally approved for SAGU athletics.



The athletic letterhead template features a purple header bar with the word "LIONS" in large, bold, yellow letters. Below the text is a white and yellow lion head logo. The main body of the letterhead is white. In the center, there is a box for the athletic envelope design, which includes the "SAGU LIONS" logo, the word "Athletics", and the address "1200 Sycamore St., Waxahachie, TX 75165". At the bottom, a grey footer bar contains the contact information: "1-888-YES-SAGU • WWW.SAGU.EDU/ATHLETICS • 1200 Sycamore St., Waxahachie, TX 75165".

### #10 Athletic Envelope

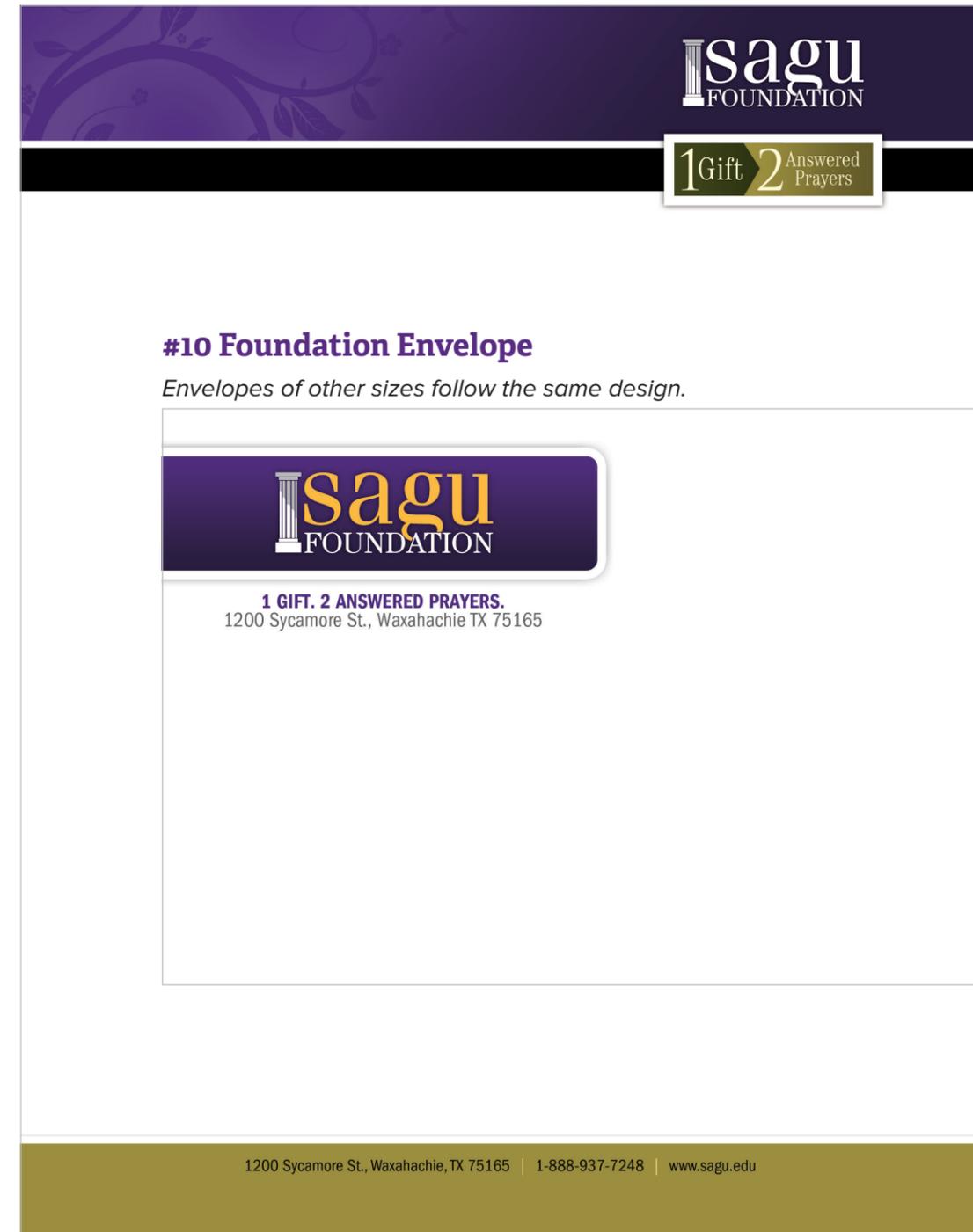
Envelopes of other sizes follow the same design.

**SAGU LIONS**  
Athletics  
1200 Sycamore St., Waxahachie, TX 75165

1-888-YES-SAGU • WWW.SAGU.EDU/ATHLETICS • 1200 Sycamore St., Waxahachie, TX 75165

## Foundation Letterhead

Foundation letterhead is considered non-standard because it incorporates a special exception of the color green for financial services.



The foundation letterhead template features a purple header bar with the "sagu FOUNDATION" logo in white. Below the logo is a black bar with a white box containing the text "1 Gift 2 Answered Prayers" in green and white. The main body of the letterhead is white. In the center, there is a box for the foundation envelope design, which includes the "sagu FOUNDATION" logo, the slogan "1 GIFT. 2 ANSWERED PRAYERS.", and the address "1200 Sycamore St., Waxahachie TX 75165". At the bottom, a green footer bar contains the contact information: "1200 Sycamore St., Waxahachie, TX 75165 | 1-888-937-7248 | www.sagu.edu".

### #10 Foundation Envelope

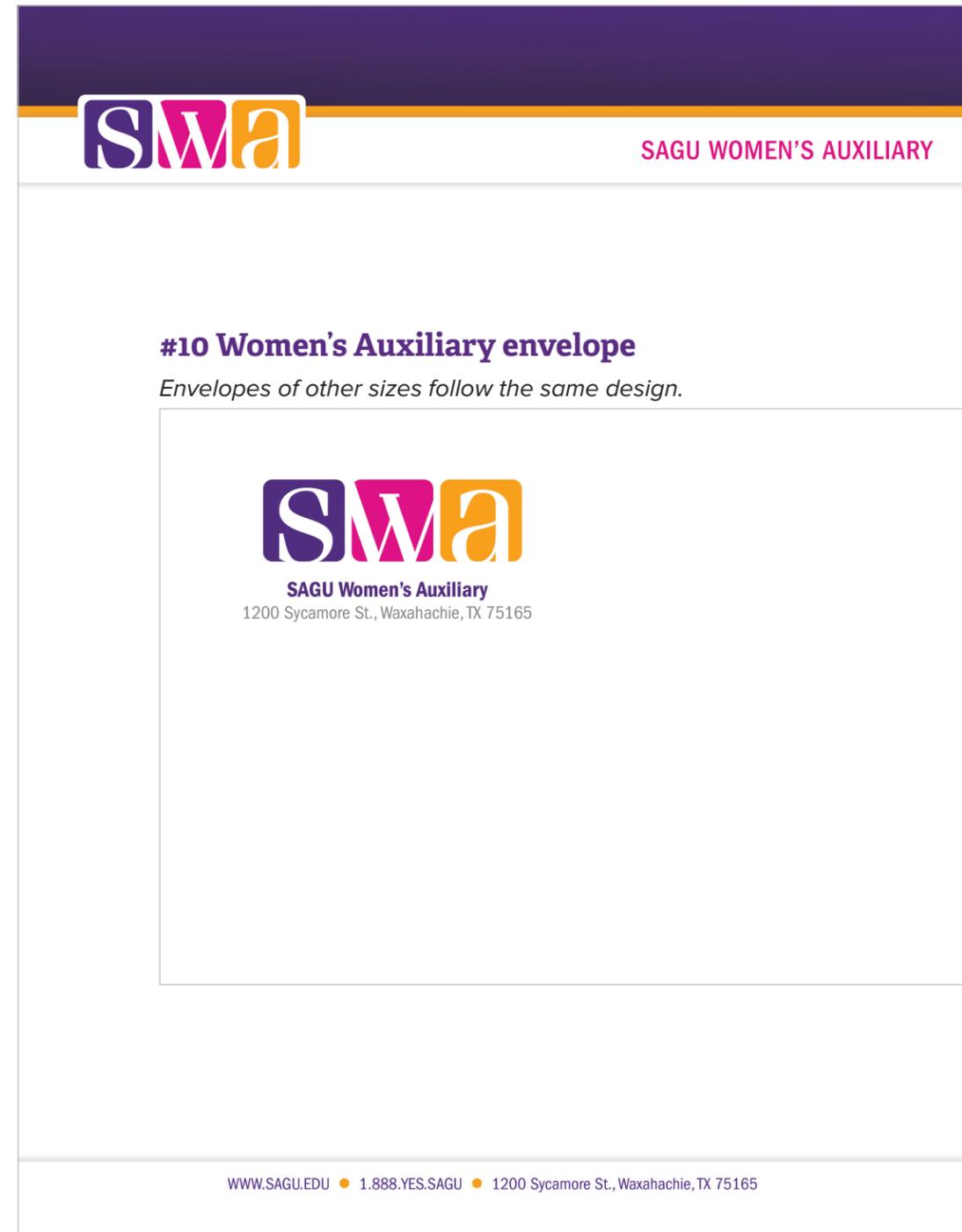
Envelopes of other sizes follow the same design.

**sagu FOUNDATION**  
1 GIFT. 2 ANSWERED PRAYERS.  
1200 Sycamore St., Waxahachie TX 75165

1200 Sycamore St., Waxahachie, TX 75165 | 1-888-937-7248 | www.sagu.edu

## Women's Auxiliary letterhead

Women's Auxiliary letterhead is considered non-standard because it incorporates a special exception of the pink.



# 1.2

## Planning resources

## Strategic Brief

All promotional work in Marketing and Public Relations begins with the strategic brief.

### Strategic Brief

**Note:** The strategic brief will be the basis for all creative work. It must precede any design or creative work to ensure that the end product fulfills a specified objective.

**Client:** \_\_\_\_\_

**Primary Contact:** \_\_\_\_\_

**Project / Event Title:** \_\_\_\_\_

**Prepared by:** \_\_\_\_\_

**Who is the target audience?**  
(Be as detailed as possible. Go beyond age and sex to describe demographics and psychographics. If applicable, explain how the audience currently thinks, feels and behaves in relation to the product category, the client's brand, and the client's specific product or service.)

\_\_\_\_\_

**What is the primary objective?**  
(All marketing is most effective when revolving around a single primary objective.)

\_\_\_\_\_

**Are there any supplemental objectives?**  
(These may be used for support documentation. But, they should not overshadow the primary.)

\_\_\_\_\_

**What is the single most important thing to say?**  
(The single most persuasive or most compelling statement we can make to achieve the objective. This should be a simple sentence. No more than a few sentences if absolutely necessary. Avoid generalities.)

\_\_\_\_\_

**What is the call to action?**

\_\_\_\_\_

**What assets does marketing need before we can begin work on the project?**  
(photos, copy, mailing lists)

\_\_\_\_\_

**When should we expect to receive these assets?** \_\_\_\_\_

**Who is responsible for providing the assets?** \_\_\_\_\_

**If this is a campaign, what tactics will be involved?**  
(Campaigns generally have multiple tactics such as email blasts, postcards, posters or PURLs.)

\_\_\_\_\_

**Project timeline:**  
(Production timelines vary according to project type and the current project cue. Due dates will have to be adjusted backward if the assets are not received when specified.)

\_\_\_\_\_

**Technical Details:**  
(Budget. Mailing dimensions. Etc.)

\_\_\_\_\_

## Storytelling Brief

Marketing and Public Relations uses the storytelling brief to determine whether a proposed story adds value and serves as a guideline for interviews to help form the narrative.

### Storytelling Brief

Storytelling is different from a news story. Some marketing strategies are best fulfilled through the use of storytelling rather than news. A magazine feature, a fundraising piece, or a student viewbook feature would be examples of such. The storytelling brief helps the Marketing office understand stories beneficial to the promotion of a campaign or how a story fits the overall marketing objectives of the university. Before we begin writing a story, it is helpful to double-check that all the necessary elements of a good story are present. (If we *cannot* answer all the questions, we may need to find another story.)

Print advertisements should follow the same considerations and should tell a story in the most succinct way possible.

**What point does the story convey?**  
(Does it communicate a value of the University? Does it emphasize a key feature?)

\_\_\_\_\_

**Who is the protagonist of the story?**  
(Whom will the audience follow or identify with through the narrative? Remember, organizations cannot be protagonists.)

\_\_\_\_\_

**What does the audience need to know about the protagonist at the outset to understand his/her "world in balance?"**

\_\_\_\_\_

**What is the "inciting incident" that upsets this balance and sends the protagonist in pursuit of a goal?**

\_\_\_\_\_

**What is the protagonist's goal?**

\_\_\_\_\_

**What is the first barrier standing in the protagonist's way?**  
(Can be internal or external.)

\_\_\_\_\_

**Describe any subsequent barriers and how they are overcome.**

\_\_\_\_\_

**What is the moment of truth in the story?**

\_\_\_\_\_

**What is the resolution to the story?**  
(Does the protagonist achieve his/her goal?)

\_\_\_\_\_

**What is the meaning of the story? What do you want the audience to take away?**

\_\_\_\_\_

**How does the story relate to your organization's work?**

\_\_\_\_\_

**To what audience would you want to tell this story?**

\_\_\_\_\_

# 2.0

## Logos, colors, fonts and visuals



**SAGU logo**

**This is the preferred logo.**

No other fonts should be combined with the logo. No other lion may be used in a way that might be interpreted as a logo. The logo may not be stretched or compressed in any way. The logo may not be combined with any other logos unless expressly permitted by Marketing and Public Relations.



**SAGU Seal**

The seal is reserved for administrative documents, presidential use, formal events, and other pre-approved use.



**Athletic logo**

The athletic emblem with collegiate font is reserved for athletic applications and approved bookstore and alumni uses.

# LOGOS ON VARYING BACKGROUNDS

SAGU logos should be used differently depending upon whether they are paired with light or dark colored background. **For the main logo, note that the lion contains a purple stroke on light-colored backgrounds but no stroke on dark colored backgrounds. Never add a second stroke to the outside of the lion. Never produce the lion head as a dark solid fill.**

APPROVED USE ON LIGHT BACKGROUNDS



APPROVED USE ON DARK BACKGROUNDS



# GENERAL USE STANDARDS

- The appropriate logo should be clearly and prominently identified. The logo should be no smaller than 1/2-inch high.
- Allow for 1/2-inch of space around all sides.
- In busy or complex designs, they should be surrounded by appropriate white space.
- Logos may vary in size, but cannot otherwise be altered, tampered with, modified or overprinted.
- Take care not to stretch or condense the logo.
- Logos should not be combined.
- No independent or conflicting logos should be used.
- In a full-color publication, use approved SAGU purple and gold. In one- or two-color publications, only approved two-color or single-color versions of the logos/symbols may be used.
- White can be used for reverses on dark backgrounds. In special circumstances, if a printed piece is two-color but not purple and gold, an alternate color may be used.
- The university seal should only be used on official or ceremonial documents, and only in approved single- or full-color versions.
- If used in 1-color, **the lion should never be printed in all dark on a light color.** This affects the facial details of the logo. If you desire to use the lion logo on a light background, you should use the outlined version.
- Do not emboss or add an outer glow or shadow.
- Appropriate printing procedures must be followed. See the Printing Procedures section of this manual for details.

Any special circumstances which may require a deviation from the standards outlined in this guide should be approved by Marketing and Public Relations.



## Files size and dpi

Do not use web logos or marks for printing. A 72-dpi image will print pixelated. Use a 300-dpi raster image or a vector image for all print materials.



Note that the lion already contains a stroke. You should not add a stroke to the existing lion head. For appropriate use on light or dark backgrounds, please see page 22.

## LIMITED-USE LOGOS

A limited number of special-use logos are approved by Marketing and Public Relations and are limited to the entity for whom they were created unless otherwise approved by Marketing and Public Relations.

### APPROVED USE ON LIGHT BACKGROUNDS



### APPROVED USE ON DARK BACKGROUNDS



## SCHOOLS AND EXTENSION SITES

All school and extension campus logos must be approved by Marketing and Public Relations.



## CAMPUS DEPARTMENTS

When indicating a SAGU department or organization, the name should be centered below the logo.



HARRISON GRADUATE SCHOOL

# AUTHORIZED COLORS

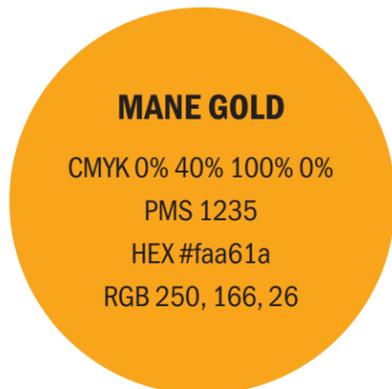
The official colors of SAGU are purple and gold. Black and white are not official colors but may be used for contrast.

Precise color matching can be difficult depending on the medium, art, or special effects being used. Marketing and Public Relations requires specific color mixes for university purple and gold and provides equivalents for use in various project types.

Optional colors are provided as accents in the design of your pieces. They are to be used only as accents. They may not be substituted for the official SAGU school colors.

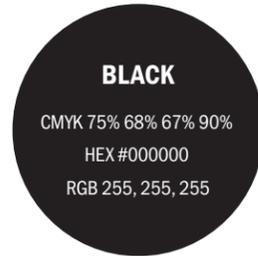


**ROYAL PURPLE**  
CMYK 81% 100% 12% 2%  
PMS 268  
HEX #502d7f  
RGB 80, 48, 127



**MANE GOLD**  
CMYK 0% 40% 100% 0%  
PMS 1235  
HEX #faa61a  
RGB 250, 166, 26

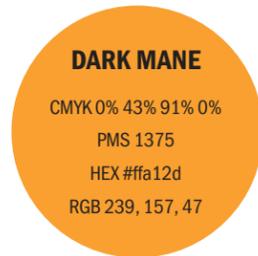
## Optional accents



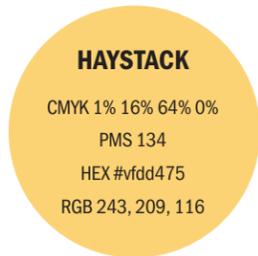
**BLACK**  
CMYK 75% 68% 67% 90%  
HEX #000000  
RGB 255, 255, 255



**WHITE**  
CMYK 0% 0% 0% 0%  
HEX #ffffff  
RGB 0, 0, 0



**DARK MANE**  
CMYK 0% 43% 91% 0%  
PMS 1375  
HEX #ffa12d  
RGB 239, 157, 47



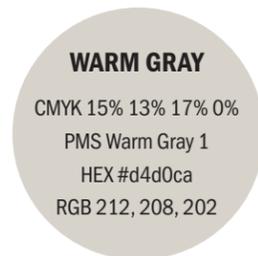
**HAYSTACK**  
CMYK 1% 16% 64% 0%  
PMS 134  
HEX #vfd475  
RGB 243, 209, 116



**DEEP PURPLE**  
CMYK 85% 100% 29% 24%  
PMS 2627  
HEX #43165e  
RGB 56, 25, 81



**DARK WARM GRAY**  
CMYK 42% 39% 44% 4%  
PMS Warm Gray 7  
HEX #928a82  
RGB 146, 138, 130



**WARM GRAY**  
CMYK 15% 13% 17% 0%  
PMS Warm Gray 1  
HEX #d4d0ca  
RGB 212, 208, 202

# FONTS

## Standard typefaces

SAGU uses a consistent set of fonts for promotional materials. All departments are encouraged to do the same. Proxima Nova is available through a subscription to Adobe Typekit. If Adobe Typekit is not available, Open Sans is a permissible substitute. Open Sans can be downloaded from Google Fonts online. It is also available from Marketing as an OpenType format (OTF) upon request.

The SAGU short-form logo is Fenice ITC Pro. This font is not permitted for other text.

SAGU allows selective use of decorative fonts. Decorative fonts should never supercede the official brand and should never be used to create a design that may be construed as a SAGU logo.

## Font selection

Fonts should always be easy to read and complement SAGU's visual identity.

Use contrasting styles for header versus body copy. For example, a sans-serif headline would pair with a serif body font.

Remember that sans-serif fonts read easiest for on-screen viewing.

Proxima Nova Regular

**Proxima Nova Bold**

**Proxima Nova Extrabold**

Open Sans Regular

**Open Sans Bold**

**Open Sans Extrabold**

Adobe Garamond Pro Regular

**Adobe Garamond Pro Bold**

**Alfa Slab One**

# 3.0

## Merchandise, promotional items and embroidery

Just as there are branding guidelines for printing purposes, similar policies hold true for SAGU merchandise (e.g. pens, mugs, hats, apparel, bags, purses, umbrellas, coasters, photo frames).

All items must be reviewed by Marketing and Public Relations to ensure brand consistency.

SAGU products can be made only by companies/ licensees who are under contract with the university or entities who have been authorized by Marketing and Public Relations.

The SAGU Christian Bookstore is currently the only entity identified as a licensee. All other departments require authorization.

Marketing and Public Relations reserves the right to disallow or request changes to designs that do not adhere to standards, that do not reflect an appropriate level of quality and design, that may conflict with current trademarks, or that might be seen as offensive or in poor taste.

Additionally, standards must follow these guidelines:

- Whenever a SAGU logo or mark is used, it must be prominent and separate from other designs or marks, including sponsor logos.
- The SAGU name in text form on merchandise may be used with permission when appropriate.
- Only those student organizations recognized by SAGU are allowed to use the university's name.
- The SAGU seal is reserved for official or presidential purposes unless expressly approved.
- Artwork must be of appropriate taste, quality, and design that complements the merchandise (e.g., embroidered artwork is most appropriate for polo or sport-style shirts; a bright red or primary color design that is not an SAGU color or complement is generally not acceptable for a SAGU-sanctioned event; embroidered artwork should not contain many words or elaborate text, but be simple and clean in appearance, etc.).

- Student organization, like all campus departments, must adhere to the Brand and Style Guide.
- Use of art or other intellectual property owned by a third party must be approved by that entity in writing and submitted to SAGU Marketing and Public Relations along with the desired artwork.
- If you wish to use artwork, slogans or trademarks created by someone outside of SAGU, a written release is required.

# EMBROIDERY

## Configuration and color

When setting up for stitching, be sure to pay close attention to the spacing of elements.

Try to match, as closely as possible, the official colors when choosing fabric.

## Accompanying type

A sans-serif font is recommended for the name of the school, department or organization. Not all vendors use the same equipment or software, but a plain block font as shown in these designs should be available. This gives vendors the flexibility to use available resources.



# 4.0

# Editorial style, grammar and punctuation

Preferred editorial style for news releases and newsletters is Associated Press (AP) style. If an issue is not addressed in the AP book, defer to the Chicago Manual of Style and Webster's New World College Dictionary. The purchase of Associated Press stylebooks is recommended for any department on campus that prepares news articles. The Marketing and Public Relations office maintains a small group of annual licenses for parties who require use on a regular basis. Email publicrelations@sagu.edu if you believe a license should be allotted to your department.

**All press releases related to SAGU must be approved by Marketing and Public Relations. Marketing and Public Relations reserves the right to edit or rewrite releases to ensure they meet editorial/style guidelines and provide credible, current and meaningful information before syndication.**

Items in this section are intended to assist communicators at SAGU with the most frequently used styles and are not intended to be inclusive of all editorial style. For a comprehensive guide, please refer to AP Style Book and Webster's New World College Dictionary.

**a, an** – Use the article a before consonant sounds: *a historic event*, *a one-year term* (sounds as if it begins with a w), *a united stand* (sounds like you). Use the article an before vowel sounds: *an energy crisis*, *an honorable man* (the h is silent), *an homage* (the h is silent), *an NBA record* (sounds like it begins with the letter e), an 1890s celebration.

**academic degrees** – If mention of degrees is necessary to establish someone's credentials, the preferred form is to avoid an abbreviation and use instead a phrase such as: *John Jones, who has a doctorate in psychology*.

Use an apostrophe in *bachelor's degree*, *a master's*, etc., but there is no possessive in *Bachelor of Arts* or *Master of Science*. Also: an *associate degree* (no possessive).

Use such abbreviations as *B.A.*, *M.A.*, *LL.D.* and *Ph.D.* only when the need to identify many individuals by degree on first reference would make the preferred form cumbersome. Use these abbreviations only after a full name – never after just a last name. When used after a name, an academic abbreviation is set off by commas: *John Snow, Ph.D., spoke*.

Do not precede a name with a courtesy title for an academic degree and follow it with the abbreviation for the degree in the same reference.

See **doctor**.

**academic departments** – Use lowercase except for words that are proper nouns or adjectives: *the department of history*, *the history*

*department*, *the department of English*, *the English department*, or *when department is part of the official and formal name: University of Connecticut Department of Economics*.

**academic titles** – Capitalize and spell out formal titles such as *chancellor*, *chairman*, etc., when they precede a name. Lowercase elsewhere.

**abbreviations, acronyms, initialisms** – Do not use abbreviations or acronyms that your reader may not quickly recognize.

On first use, provide the full meaning followed by the acronym in parentheses: *Southwestern Assemblies of God University (SAGU)*. Well-known acronyms are exempt from this rule and may be used without initial clarification, even on first use: *ACT*, *SAT*, *LSAT*, *GMAT*, *GRE*, *MAT*, *MCAT*.

To determine whether an abbreviation is preceded by *a* or *an*, it is important to understand the distinctions between abbreviations, acronyms and initialisms. An abbreviation is any shortened word. An acronym is an abbreviation that can be pronounced as a word: *SAGU*, *NASA*. An initialism is an abbreviation that cannot be pronounced as a word: *MBA*, *FBI*, *DVD*. After understanding the distinction, follow the rules of *a*, *an* to determine usage.

We consider SAGU to be an acronym, beginning with a hard s sound: *a SAGU alumnus*.

#### abbreviate

- The following titles when they precede a name: *Dr.*, *Rev.*, *Gov.*, *Lt. Gov.*, *Sen.* and certain military titles.

- In tabular listings of names, use *Ph.D.*, *M.D.*, or other such titles after names.
- Names of states when following names of cities and towns. Use two-letter post office abbreviations only when ZIP codes are included in mailing address: *Lewisburg, PA 17837*. For others, use the abbreviations found in the AP Stylebook: *Calif.*; *N.J.*; *Mo.*; *Lewisburg, Pa.* Alaska, Hawaii, Idaho, Iowa, Maine, Ohio, Texas and Utah are never abbreviated in datelines or text.
- Months  
Abbreviate months of the year when used with a specific date: *Jan. 1*  
Abbreviate only: Jan., Feb., Aug., Sept., Oct., Nov. and Dec.

#### do not abbreviate

- States when used without a city or nation.
- The degrees Bachelor of Science, Bachelor of Music, Master of Science or Master of Arts.
- Names of countries, including United States or United States of America, except when used as an adjective. *a U.S. city*, *the U.S. government*  
Spell out when used as a noun.  
The United States has great cities.
- The words association, avenue, department, institute or street, except in addresses
- President or professor.

**African-American** – This follows AP style.

**alternate spellings** – Go with the preferred spelling, which is listed first in the dictionary, unless it is spelled a certain way for a reason.

**alumni** – Use *alumna* when referring to a woman who has attended the university; use *alumnae* to describe a group of such women. *Alumnus* refers to a man who has attended the university; *alumni* describes a group of such men, or a group of men and women. *Alum* is not an appropriate term.

**ampersand** – Use only in charts, tables, or lists of companies, where the ampersand is part of the company's official name, and where it is part of a title, such as *U.S. News & World Report*. Otherwise, in text, use *and*.

**as well as** – Avoid overusing this phrase in place of *and*; the phrase has the sense of *too* or *also*, rather than simply *and*.

**Bible** – Capitalize, without quotation marks, when referring to the Scriptures in the Old Testament or the New Testament. Capitalize also related terms such as the *Gospels*, *Gospel of John*, *the Scriptures*, *the Holy Scriptures*.

Lowercase *biblical* in all uses.

Do not abbreviate individual books of the Bible.

Citation listing the number of chapter and verse(s) use this form:

*Matthew 3:16*, *Luke 21:1-13*, *1 Peter 2:1*.

**book titles, magazines, and newspapers** – Should be put in quotation marks for news releases, with the exception of *Bible*.

**buildings/halls** – Should always include the full name of the facility, including the last name of the individual or family the facility is named for, upon first use. May be abbreviated after initial use. When referring to a venue within the main facility, include the building name followed by the facility description. (e.g. Sheaffer Center Auditorium, Claxton Gymnasium). *When referring to the Hagee Communication Center, the abbreviated Hagee Center may be used if followed by an internal venue (e.g. Hagee Center Performance Hall, Hagee Center Blackbox Theatre).*

*Barnes Student Center*  
*Bridges Hall*  
*Davis Building*  
*Farmer Administration Building*  
*Foster Center*  
*Garrison Wellness Center*  
*Guynes Hall*  
*Hagee Communication Center*  
*Harrison Graduate School*  
*Jeter Prayer Room*  
*Kendrick Hall*  
*McCafferty Auditorium*  
*Mundt Room*  
*Presidents Dining Room*

*Presidents is non-possessive. No apostrophe should be used. It indicates the room is named in honor of all SAGU presidents like other buildings are named in honor of the individuals. To more easily remember, think of it as a hall of presidents – containing portraits of past presidents.*

Savell Hall

Sheaffer Center

*Sheaffer Full Life Center was simplified to Sheaffer Center by the President's Cabinet in 2012. It reconciles the inconsistencies with Sheaffer Building used in CAMS.*

Teeter Hall

**commencement** – Should be lowercase except when designating a specific commencement such as *101st Commencement* or *Fall 2012 Commencement*.

**computer terms** – The word *Internet* is always capitalized. The term *email* is acceptable lowercase and unhyphenated. The term *website* is acceptable lowercase. Also, *webcam*, *webcast* and *webmaster*. But for terms with separate words, Web is uppercase: *Web page* and *Web feed*. Home page is two words. Offline and online are one word in all cases.

**course work** – Always two words.

*Cum laude*, *magna cum laude*, *summa cum laude*, and *with distinction* receive no special treatment in running copy.

**composition titles** – For simplicity, SAGU applies the simple style of capitalization for article and story titles. Capitalize the first word of the title and all proper nouns. All others are lowercase. For example, *Student wins \$23,000 Dr Pepper scholarship*.

**Dean's List** – Capitalize.

**directions and regions** – In general, lowercase *north*, *south*, *northeast*, *northern*, etc., when they indicate compass direction; capitalize these words when they designate a proper noun or a widely known region: *North Texas District*, *South Texas District*, *West Texas District*.

Some examples:

COMPASS DIRECTIONS: *He drove west. The cold front is moving east.*

REGIONS: *A storm system that developed in the Midwest is spreading eastward. It will bring showers to the East Coast by morning and to the entire Northeast by late in the day. Showers and thunderstorms were forecast in the Texas Panhandle. High temperatures will prevail throughout the Western states.*

WITH NAMES OF NATIONS: Lowercase unless they are part of a proper name or are used to designate a politically divided nation: *northern France*, *eastern Canada*, *the western United States*. But: *Northern Ireland*, *South Korea*.

WITH STATES AND CITIES: The preferred form is to lowercase directional or area descriptions when referring to a section of a state or city: *western Montana*, *southern Atlanta*.

**Dr.** – According to the AP Stylebook, only doctors of dental surgery, medicine, osteopathy or podiatric medicine should use *Dr.* before the name. The title can be used in quotes when applicable: *"I was a student in Dr. Gordon's class and loved it," the student said.*

Dr. also may be used on first reference before the names of individuals who hold other types of doctoral degrees. Do not use Dr. before the names of individuals who hold only honorary doctorates. Do not continue the use of Dr. in subsequent references.

**faculty** – Treat as plural. When singular use *faculty member*.

**grade-point average** – Spell out with hyphen or use the abbreviation *GPA*.

**high definition (n.), high-definition (adj.)** – The term refers to moving-image hardware and content that produces at least 720 lines of vertical resolution. HD is acceptable on second reference. HDTV is acceptable on second reference for a high-definition television set. A U.S. DVD or analog TV broadcast has 480 lines of vertical resolution – neither is HD.

**high school** – Spell lowercase with no hyphen.

**Hispanic** – A person from – or whose ancestors were from – a Spanish-speaking land or culture. *Latino* and *Latina* are sometimes preferred. Follow the person's preference. Use a more specific identification when possible, such as *Cuban*, *Puerto Rican* or *Mexican-American*.

**home-school (v.), home-schooler (n.), home-schooled (adj.), home schooling (n.)**

**honorary degrees** – All references to honorary degrees should specify that it was honorary. Do not use *Dr.* before the name of the individual whose only doctorate is honorary.

**months** – Capitalize the names of months in all uses. Abbreviate when used with a specific date: *Dec. 1*. Spell out when using alone or with a year alone: *January* or *January 1987*. The months March, April, May, June and July are never abbreviated except in tabular form.

**names** – In general, use only last names on second reference, unless an individual requests otherwise. When it is necessary to distinguish between two people who use the same last name, as in married couples or brothers and sisters, use the first and last name.

In stories involving juveniles, generally refer to them on second reference by surname if they are 16 or older and by first name if they are 15 or younger. Exceptions would be if they are athletes or entertainers.

**nondiscriminatory language** – Be aware of language that contains discriminatory connotations. Replace the following terms with suggested alternatives:

*best man for the job* – *best candidate*

*businessmen* – *business professionals*, *business leaders*

*chairman* – *chair*, *chairperson*, *department chair*

*mankind* – *humankind*

*man-made* – *synthetic*, *manufactured*

*manpower* – *personnel*

Use the pronoun *his* when an antecedent may be male or female.

To avoid the *he/she* dilemma, use plural references when possible.

**numbers** – Use numerals for percentages and ages. Generally, spell numbers one through nine and use numerals for 10 and higher, with the exception of percentages where numerals are preferred, such as: *The SAGU Board of Trustees approved a 2 percent increase*. Spell out numbers that begin a sentence or restructure the sentence so that it does not begin with a number.

For ordinals:

Spell out first through ninth when they indicate sequence in time or location: *first base*, *the First Amendment*, *he was first in line*.

Starting with 10th use figures.

Use 1st, 2nd, 3rd, 4th, etc. when the sequence has been assigned in forming names. The principal examples are geographic, military and political designations such as *1st Ward*, *7th Fleet* and *1st Sgt*.

**over, more than** – It generally refers to spatial relationships: *The plane flew over the city*. *More than* is preferred with numerals: *Their salaries went up more than \$20 a week*.

**percent** – Always spell out, except in charts, where % is permissible. A percent sign is permissible in scientific, technical, statistical or advertising copy.

**punctuation** – For full details regarding usage of the comma, colon, apostrophe, hyphen, dash, quotation mark or ellipsis, please see the AP style book. The most common issues are provided below:

**apostrophe**

- In making the plural of figures, do not use an apostrophe: the early 1900s; the late 60s
- Use an apostrophe with bachelor's (degree) and master's (degree), or bachelor's degree and master's degree. Never write masters degrees.
- When forming possessives, in general, use 's for most nouns not ending in s; use only the apostrophe for nouns ending in s. See the AP Stylebook for more detailed information.

**colon**

- Follow a statement that introduces a direct quotation of one or more sentence with a colon. Rogers said: There cannot be a merger as of now. We need more cooperation first between our companies. We have to work collaboratively.
- If the quotation following a colon forms a complete sentence, capitalize; if not, don't.

**comma**

- When used with a quotation, commas are always placed inside the quotation marks.
- Do not use a comma before the words *and* and *or* in a series: *More than 30 academic departments and programs offer courses in liberal arts and sciences, engineering, management, music and education*.
- Place a comma after digits signifying thousands, except when referring to temperature or year: *3,350 students*; *4600 degrees*; *in the year 2001*
- Introductory words such as however, namely, *i.e.*, and *e.g.*, should be immediately preceded by a comma or semicolon and followed by a comma.
- Do not use a comma in names ending in Jr. or a Roman numeral (II): *John Smith Jr.* or *Richard W. Johnson II*
- When writing a date, place a comma between the day, if given, the year and after the year: *On July 4, 1976, the nation celebrated its 200th birthday*.
- Place a comma before and after the abbreviation for a state following a city: *Oil City, Pa., Cleveland, Ohio*,
- Do not place a comma between the month and year when the day is not mentioned: *July 1986*
- If used in a sentence, class years are separated from the name by a comma, preceded by an apostrophe and

followed by a comma. Class years are considered a part of the name of an alumnus: *Robert Frost, 55*.  
If used in a series, follow with a semicolon: *Robert Frost, 55; Jack Henry, 65*,

#### dash

- If your computer doesn't have a dash, indicate a dash by typing two hyphens with a space before and after: *Your true home and heart are — and for decades have been right here with us.*

#### hyphen

- Do not hyphenate words beginning with non, except those containing a proper noun: *non-German; nontechnical*
- Do not place a hyphen between the prefixes pre, semi, anti, etc., and nouns or adjectives, except between nouns or adjectives that begin with a vowel or that are proper nouns: *premedical pre-enroll; pro-American*
- Do not use a hyphen after the prefix sub: *subtotal*
- Hyphenate part-time and full-time only when used as adjectives: *He is a part-time instructor in the English department; She works full time in the computer laboratory.*
- Hyphenate any modifying word combined with well that precedes its subject: *She is a well-qualified instructor for the course; The dean is well qualified to handle that issue.*
- Do not use the hyphen to connect an adverb ending in “ly” with a participle in such phrases as: *highly qualified student; elegantly furnished home*

#### period

- When used with a quotation, periods are always placed inside the quotation marks.

#### quotation mark

- Use single quotation marks for quotations within other quotations.
- Use single quotation marks in headlines.
- If several paragraphs are to be quoted, use quotation marks at the beginning of each paragraph, but at the end of the last paragraph only. Use the same technique if sentences continue to another paragraph.
- Periods and commas should be set inside quotation marks; colons and semicolons should be set outside. Exclamation points and question marks that are not part of the quotation go outside.
- Indicate an omission within a quotation by using an ellipsis

(three periods preceded and followed by a space): *Adlai Stevenson once remarked that ... any boy may become president, and I suppose that's just the risk he takes.*

**off campus/on campus, off-campus/on-campus** — Spell without hyphens, unless the term is used as a modifier: *Some universities require its freshmen to live on campus; The freshman is an on-campus student.*

**quality** — Is subjective. Opt for specific examples: *Sixty percent of SAGU's professors hold a terminal degree.*

**quotes** — It is important to work with the person quoted to ensure that all direct quotes are grammatically and factually correct, and that they accurately convey the intended meaning. Quotes should also be at the appropriate reading level for the intended audience.

**religious references** — Capitalize the proper name God, the Father, the Son, Jesus Christ, the Son of God, the Redeemer, the Holy Spirit, etc. Lowercase pronouns referring to he, him, his, thee, thou, who, whose, thy, etc. Lowercase godly and biblical.

**religious titles** — The first reference to a clergyman or clergywoman normally should include a capitalized title before the individual's name. In many cases, *the Rev.* is the designation that applies before a name on first reference. Use *the Rev. Dr.* only if the individual has an earned doctoral degree (doctor of divinity degrees frequently are honorary) and reference to the degree is relevant.

On second reference to members of the clergy, use only a last name: *the Rev. Billy Graham* on first reference, *Graham* on second.

**SAGU** — Use *Southwestern Assemblies of God University (SAGU)* as the first mention of the university's name in a publication. SAGU can be used exclusively thereafter. Avoid the use of *Southwestern* alone.

**schools/colleges** — Full name on first reference and the abbreviation for subsequent mentions.

**telephone numbers** — Include the area code if the release is going outside Ellis County. Whether you use parentheses, a period or a slash, be consistent in how you separate the area code.

**that, which** — Use *that* and *which* when referring to inanimate objects and to animals without a name. Use *that* for essential clauses, important to the meaning of the sentence, and without commas: *I remember the day that we met.* Use *which* for nonessential clauses, where the pronoun is less necessary, and use commas: *The team, which finished last a year ago, is in first place.*

**timelines** — No need to insert first two digits of second number

unless the timeline spans a century mark: *1937-45, 1998-2004.*

**times** — Use figures except for *noon* and *midnight*. Use a colon to separate hours from minutes: *11 a.m., 1 p.m., 3:30 p.m., 9-11 a.m., 9 a.m. to 5 p.m.*

Avoid such redundancies as *10 a.m. this morning, 10 p.m. tonight or 10 p.m. Monday night.*

**vita/vitae** — Use *curriculum vitae* for the singular form, *curricula vitae* for the plural.

**United States** — Always spell out on first reference.

**unique** — Is anything but. Avoid using this overused term as a descriptor. Opt for more precise language such as *uncommon, rare, or a precise reason for something's uniqueness.*

**years** — Use figures, without commas: *1975*. When a phrase refers to a month, day and year, set off the year with a comma: *Feb. 14, 1987*, is the target date. Use an s without an apostrophe to indicate spans of decades or centuries: *the 1890s, the 1800s.*

Years are the lone exception to the general rule in numerals that a figure is not used to start a sentence: *1976 was a very good year.*

## Active vs. passive voice

In promotional writing, it is most often appropriate to use active rather than passive voice.

**active voice** — In active voice, the subject is doing the action, such as: *Amy loves SAGU.* Amy is the subject, and she is doing the action: she loves SAGU, the object of the sentence.

**passive voice** — In passive voice, the target of the action gets promoted to the subject position. Instead of saying, *“Amy loves SAGU,”* one would say, *“SAGU is loved by Amy.”* The subject of the sentence becomes SAGU, but SAGU isn't doing anything. Rather, SAGU is just the recipient of Amy's love. *The focus of the sentence has changed from Amy to SAGU.*

**verb forms of “to be”** — Many people think all sentences that contain a form of the verb “to be” are passive voice, but that is not true. For example, *“I am holding a pen”* is in active voice, but it uses the verb “am,” which is a form of “to be.” The passive form of that sentence is *“The pen is being held by me.”*

### Is passive voice always wrong?

Passive voice isn't wrong, but it is often a poor way to present thoughts. Oftentimes passive voice is awkward or vague. Also, passive voice is usually wordy, so writing can be tightened by replacing passive sentences with active sentence.

Politicians often use passive voice to intentionally obscure the idea of who is taking the action. Passive voice is occasionally used in Public Relations to soften a hard situation: *Mistakes were made; Errors were found; Your acceptance will be denied.*

### Is passive voice hard to understand?

A recent study suggests that less educated people have a harder time understanding sentences written in the passive voice than those written in active voice. Marketing and Public Relations suggests using active voice for maximum readability.

# 5.0

## Public relations and press releases

### PUBLIC RELATIONS

SAGU Marketing and Public Relations is the official representative to the media and is responsible for all SAGU official statements. SAGU's policy is to be "cooperative with" and "accessible to" the press to maintain positive relations. The department coordinates public statements with the President's Cabinet.

Statements from an individual may be construed as an official statement or position of the university. If contacted by the media, all university personnel should defer requests for comment to Marketing and Public

Relations.

SAGU personnel should understand that the media frequently utilizes social media to expound upon stories. As a "materially" compensated representative of the university, your comments in social profiles may be construed as the university's position and should be posted with care.

Marketing and Public Relations also responds to potential violations of copyright or trademark.

### PRIVACY

#### Student Privacy

To comply with federal regulations under FERPA, Marketing and Public Relations only releases directory student information, and only if students have not opted out of public release of directory information. FERPA defines directory information as "name, address, telephone number, date and place of birth, honors and awards, and dates of attendance."

This applies to all methods of communication, including print, Web and press statements.

Examples of acceptable Public Relations applications include dissemination of Dean's Lists and President's

Lists, graduates, scholarship winners, and athletic and academic award recipients. Marketing reserves the right to remove content from publications that violate FERPA guidelines.

#### Employee Privacy

For practical purposes, Marketing and Public Relations treats employee privacy as if it was governed by FERPA.

#### Online Privacy

Marketing and Public Relations maintains a privacy policy and terms and conditions for [www.sagu.edu](http://www.sagu.edu). The full terms are available at [www.sagu.edu/privacy](http://www.sagu.edu/privacy).

### PRESS RELEASES

SAGU Public Relations accepts recommendations for campus news and alumni stories. When received, PR evaluates the stories for a number of criteria including availability of content, accessibility of reliable sources, and value of the story to SAGU. In instances where a story has too few details to warrant a story, PR may instead share the story as social media content.

Suggested alumni stories are circulated to Deans and Alumni Relations to discover whether there are known reasons the individuals should not be featured. If either of those departments identifies a concern, the story is retired.

# PRESS RELEASES

Press releases follow a precise structure and follow industry best practices.

**Format** — Press releases are provided in a sans-serif font (Arial, Verdana, etc.), 14-point or smaller, single-spaced, with a single space between sentences. Paragraphs are permitted to be two sentences long and should never exceed four sentences long. Press releases should be 300-800 words in length.

**Contact** —  
Name, Title  
Southwestern Assemblies of God University (SAGU)  
Email address  
Phone number  
Website

**Release timing** — For Immediate Release, For Release On [date], or Release at Will

**Headline** — Bold font; 80-120 characters; clearly conveys the main idea. Should be written in the format of subject, verb, direct object, such as: SAGU Alumna (subject) competes (verb) on “The Food Network Challenge” (direct object).

**City, State, Date** — The first paragraph communicates the most important information: who, what, when, where and how. Keep it clear and concise using only 25 words.

**Quote** — Try to use a meaningful quote at the beginning of the second or third paragraph to draw the reader into the copy. Publishers look for this to add character to the story.

**Trim** — News agencies may trim the article to save space. When trimming, they cut from the bottom upward. Write your article in order of the most important information to the least.

**Credibility** — Write objectively to avoid the temptation to write a sales pitch. Articles that sound like a sales pitch lose credibility. Use quotes to add the sales component to your article.

**Resource** — The second to last paragraph should include a resource for more information about the subject matter.

**Boilerplate** — The last paragraph should be the boilerplate summary of SAGU. The boilerplate is to be used verbatim as follows:

*About SAGU:  
Southwestern Assemblies of God University is a private, Christian university located 30 minutes south of the Dallas/Fort Worth Metroplex in Waxahachie, Texas. The university was established in 1927, and now offers more than 70 associate, bachelor’s, master’s and doctoral degrees on campus or online. More information is available at [www.sagu.edu](http://www.sagu.edu) or by calling 1-888-YES-SAGU.*

**Other guidelines** — Check grammar according to Associated Press (AP) guidelines. Refer to the Chicago Manual of Style if the AP Styleguide does not address the issue. Have someone else edit your copy.

**Photos** — Always attach a graphic or photo. Agencies like visuals but won’t waste their time to ask for one. The likelihood of the agency running the article decreases if you do not have a graphic or photo.

## Example press release

Andrew Hurst, Public Relations Manager  
Southwestern Assemblies of God University (SAGU)  
ahurst@sagu.edu  
972-825-4838  
www.sagu.edu

For Immediate Release

### **SAGU worship song to be featured on Worship Leader Song DIScovery**

Waxahachie, Texas – January 17, 2012 – Southwestern Assemblies of God University (SAGU) original worship song “Shine” from the “In All The Earth” album will be featured on Worship Leader Media’s Song DIScovery.

Every two months, Worship Leader Magazine produces a special publication that includes a CD comprised of a special selection of songs chosen from thousands of submissions. SAGU’s chapel worship director Meredith Jones submitted the recently released “In All The Earth” album, a live recording of Late Night Worship in March 2011. All the tracks on the album are original songs written by students.

“I’m so excited for our students,” says Jones. “Who knows what doors this will open up for SAGU and the students as songwriters and artists.”

“Shine” was written and performed by SAGU student Binil Chacko. The song will be included on the compilation album with 12-14 other tracks, which will be available to subscribers of Worship Leader Magazine throughout the nation. The Song DIScovery album will provide artist information, the original album covers and song chord sheets.

“The album will be on a new platform,” says Binil Chacko. “It will travel beyond word of mouth and will be accessible on a greater level.”

The “In All The Earth” CD was the first live recording in ten years. “It is my dream that SAGU would put out a worship recording every year, and I think this is the first step,” says Jones. “It is exciting that our first project is receiving this kind of recognition.”

Visit [www.sagu.edu/worship2011](http://www.sagu.edu/worship2011) to sample “In All The Earth.” The CD is available from SAGU and on iTunes, Amazon, eMusic and CDBaby.

About SAGU:  
Southwestern Assemblies of God University is a private, Christian university located 30 minutes south of the Dallas/Fort Worth Metroplex in Waxahachie, Texas. The university was established in 1927, and now offers more than 70 associate, bachelor’s, master’s and doctoral degrees on campus or online. More information is available at [www.sagu.edu](http://www.sagu.edu) or by calling 1-888-YES-SAGU.

# 6.0

## Photo and video

### Scheduling

Marketing and Public Relations is available for photography of major events with reasonable advance notice if it meets established criteria. The photography schedule is determined by: 1) marketing value and intended use, 2) need, 3) lead-time and 4) personnel and equipment availability.

- Requests should be made at least a week before the scheduled event.
- The party making the request should complete the strategic brief (see page 18) to identify how the photos will be used after processing.

On rare occasions, a public-relations-worthy event may come as a surprise to the requesting office. Marketing and Public Relations will make every effort to be available if the event is deemed newsworthy.

If an event does not qualify for the above circumstances, Marketing and Public Relations provides a camera for loan to departments who complete a brief tutorial.

### Casting

There are typically two types of photography/videography scenarios: 1) candid/event 2) cast.

#### Candid/event

With candid or event shoots, it is not always possible to vet individuals beforehand. Avoid individuals whose physical appearance contradicts SAGU policy. If used in major publications and promotional videos, the subjects in the final product should be cleared by Residential Life.

#### Cast

The following guidelines should be used when casting:

- Choose individuals who visually convey the overall brand message of SAGU.
- Subjects should sign a release form prior to the shoot (available at [www.sagu.edu/marketing](http://www.sagu.edu/marketing)).
- Subjects should be cleared with Residential Life to determine eligibility.
- Subjects should avoid apparel that is of a political or provocative nature.

- Subjects should avoid apparel with non-SAGU logos or brand marks.
- Subjects should abide by SAGU dress and code of conduct.
- Subjects should have no conspicuous body piercings or tattoos.

### Shooting

- If the shoot will require that student subjects miss chapel, permission should be acquired from the Chapel Secretary prior to the shoot.
- If shooting in a dorm room, more than one staff member must be present.
- Be conscientious of decor to avoid non-SAGU brand marks or decor that would not reflect the values of the university.
- If shooting a classroom environment, clear the scheduled shoot with the professor beforehand.
- If the subject is discussing the university, coach the subject to use “SAGU” rather than “Southwestern” or “Southwestern University.”

### Photography of minors

SAGU exercises extreme caution related to photos or video of minors. When possible, a release form should be used. Otherwise, take effort to avoid showing the faces of minors. Focus on the adult subject of the shoot and use the minors to frame the shot.

### Athletic event guidelines

Photographers/videographers are not permitted to shoot SAGU events without a press pass issued by Athletics, nor are they allowed on the field or court without expressed permission from SAGU Athletics.

### SAGUtv live vs. video-on-demand

Media Services handles all live broadcasts of events. Archived SAGUtv, ThoughtHub and other on-demand video content is managed by Marketing and Public Relations. Only select content is archived for on-demand viewing.

## Distribution

Videos that have been cleared through Marketing and Public Relations are distributed to SAGUtv and social or video websites. Additional distribution options are applied depending upon the content. Marketing and Public Relations reserves the right to retire commercials and other video content from distribution.

## Video production

SAGU's video and broadcasting applications can be classified as:

- Event
- Promotional

Event-related broadcasts should be addressed with Media Services unless content has been marked for promotional purposes (e.g. ThoughtHub).

Promotional video projects follow the same style guidelines as other brand communications. Commercials, video presentations, and broadcasts should be cleared with Marketing and Public Relations to ensure compliance with brand guidelines. Marketing and Public Relations can provide additional video or motion graphic resources as needed.

If a department or organization desires the production efforts of Marketing and Public Relations, requests must follow the strategic brief to determine viability. Marketing will provide an estimated budget for production.

Any video product intended for external audiences must be screened by Marketing and Public Relations to govern use of the SAGU name and brand marks and compliance with legal requirements.

## ThoughtHub

Marketing and Public Relations accepts proposals for special educational content. This content allows SAGU to leverage the expertise of our faculty to promote the school.

Marketing and Public Relations uses the following to determine viability:

- Is it academic in nature?
- Does it demonstrate a potential for broad appeal?
- Was the proposal submitted in a reasonable timeframe?

### Creative resources

- Departments must agree to a standardized template for screen visuals for consistency.
- Requests must be received at least 8 weeks in advance and will be evaluated in the order they are received.

### Legal guidelines

- Assume that any work that you wish to include in your presentation is copyrighted (e.g. audio, video, images).
- Provide credit to the creator of the work in the presentation along with a bibliography at the end of your presentation.
- Make sure that presenter resources are within intellectual property standards governing fair use.
- If you cannot find copyright information for a selected work to properly credit its creator, do not include the work in your presentation.

### Quality guidelines

- Advise presenters to be mindful of the camera location. When possible, remain in the general field of view for the primary camera.
- Ask presenters to avoid checkered or thinly striped shirts. These patterns can cause strobing.

# 7.0 Legal

## The SAGU brand

SAGU's brand embodies our mission and vision and communicates that we are a Pentecostal Christian higher education institution. A number of laws apply to our use of copyright, trademark and use of third-party resources.

## Communications law

- **Section V of the Federal Trade Commission Act, 1994 (FTC Act)** — Empowers the FTC to prevent unfair or deceptive advertising practices.
- **Child Online Privacy and Protection Act (COPPA)** — Protects children's privacy by giving parents the tools to control what information is collected from their children (under 13) online.
- **Telemarketing and Consumer Fraud and Abuse Prevention Act** — Protects consumers from telemarketing deception and abuse.
- **CAN-SPAM Act** — Establishes rules for commercial email, establishes requirements for commercial messages, gives recipients the right to stop email, and spells out tough penalties for violators.
- **The Lanham Act** — Found in Title 15 of the U.S. Code and contains the federal statutes governing trademark law in the United States. This act is not the exclusive law governing U.S. trademark law. Common law and state statutes also control some aspects of trademark protection. Includes a remedy for infringement.
- **Digital Millennium Copyright Act of 1998 (DMCA)** — Heightens the penalties for copyright infringement on the Internet. Amended Title 17 of the United States Code to extend the reach of copyright, while limiting the liability of the providers of online services for copyright infringement by their users.
- **Texas Trademark Act** — Increased possible monetary damages for trademark infringement. Provides more explicit definitions of blurring and dilution by tarnishment.

- **Texas Statutory Trademark Law** — Distinguishes that claims of trademark infringement only require proof of the "possibility" of confusion not "actual" confusion.
- **Copyright Act of 1976** — Spells out the basic rights of copyright holders, codified the doctrine of fair use, and for most new copyrights adopted a unitary term based on the date of the author's death rather than the prior scheme of fixed initial and renewal terms.
- **Federal Education Rights and Privacy Act** — (FERPA)Regulates how student information may be used and distributed.
- **Section 508 of the Rehabilitation Act** — Established standards to insure accessibility of content for individuals with disabilities. These federal standards can be viewed at [www.section508.gov](http://www.section508.gov).

## Copyright vs. trademark law

**Copyright** — Copyright is the right of an author to control the reproduction and use of any creative expression. A copyright comes into existence the moment an original work of expression is captured in tangible form. The owner of a copyright is given the exclusive right to reproduce, distribute, display and prepare derivative works of the copyrighted material. These rights exist for the life of the author plus 70 years. In the case of a "work for hire" owned by a corporation, the right exists for 95 years from the first publication or 120 years from creation, whichever is shorter.

If hiring outside creative talent, departments should acquire an appropriate contract assigning rights to distribution and revision of the original work.

**Trademark** — A trademark is a brand, symbol, word, etc., used by a company and protected by law to prevent a competitor from using it. Law acknowledges that a consistent trademark assures a potential customer that the item with the mark is made by the same producer as other similarly marked items. It also helps ensure a producer that it will reap the financial, reputation-related rewards associated with the mark.

**Fair Use** — Not all copying is banned, particularly for criticism, news reporting, teaching and research. There are four factors considered to determine fair use:

- **purpose and character of the use**, including whether such use is of commercial nature or is for non-profit educational purposes
- **the nature of the copyrighted work** (transformative)
- the amount and substantiality of **the portion used** in relation to the copyrighted work as a whole
- **the effect of the use upon the potential market** for or value of the copyrighted work

## Copyright violation

Violation of SAGU copyright includes using university photography, video, promotional literature and content without expressed written consent of Marketing and Public Relations or the intellectual property owner.

## Trademark infringement

According to 15 U.S.C. 1114, 1125, trademark infringement is based on the likelihood of the use of the trademark causing consumer confusion as to the source or sponsorship of the goods. Violation of trademark would include incorporating the SAGU logo on a non-sanctioned promotional piece or adding other graphics into the logo (e.g. if a person not affiliated with SAGU published a printed piece of literature with the SAGU logo).

## Trademark dilution

Unlike trademark infringement, trademark dilution does not have to prove brand confusion. Dilution is when the use of a mark dilutes the distinctive quality of the mark by either "blurring" or "tarnishment." Blurring is when the power of the mark is weakened by correlation with a dissimilar product. Tarnishment occurs when the mark is used in such a way that is unflattering to the reputation of the mark.

## Compliance monitoring

The Office of Marketing and Public Relations monitors to copyright and trademark compliance for the university.

## Social media regulations

### Endorsements

Law states that individuals who are materially compensated by SAGU and provide an endorsement of the university must conspicuously state that they are a paid representative of the university. Additionally, case law indicates that an employee of the institution is considered materially compensated. Therefore:

- University personnel who promote SAGU on any social media site must identify their employment on the blog or profile.
- Representatives should take special care to ensure that content is accurate and appropriate. SAGU may be held liable for false statements made by materially compensated individuals.
- Any advertisements and promotional materials featuring an endorsement by an employee of the institution should include a disclaimer indicating the connection.

### Copyright infringement

SAGU may be held liable for copyright infringement due to an article, photo, music, or video posted on one of its sites without the permission of the copyright holder. Penalties range as high as \$150,000 per violation.

Do not use creative works unless they are public domain, creative commons, or unless you have received official, written permission from the license-holder.

### Confidentiality

If you are the sponsor of a SAGU social media channel, you take responsibility for supervising its agents. You should make sure that agents do not use the organization's social media sites to misrepresent what it does, divulge confidential or private information, violate laws designed to protect employees, or defame others.

### **Political speech or perceived endorsement**

“Liking” political candidates or publishing unsolicited comments with political messages on a moderated site may jeopardize SAGU’s nonprofit status for violating the prohibition against electioneering.

### **Collaboration**

You should consult with SAGU business services to ensure that you understand legal commitments and potential exposures to liability before entering into any collaboration, whether formal or informal.

### **Privacy**

According to the Federal Educational Rights and Privacy Act (FERPA), schools must have written permission from the parent or eligible student in order to release any information from a student’s education record. However, FERPA allows schools to disclose those records, without consent, to the following parties or under the following conditions (34 CFR § 99.31): school officials with legitimate educational interest; other schools to which a student is transferring; specified officials for audit or evaluation purposes; appropriate parties in connection with financial aid to a student; organizations conducting certain studies for or on behalf of the school; accrediting organizations; to comply with a judicial order or lawfully issued subpoena; appropriate officials in cases of health and safety emergencies; and state and local authorities, within a juvenile justice system, pursuant to specific state law.

Schools may disclose, without consent, directory information such as a student’s name, address, telephone number, date and place of birth, honors and awards, and dates of attendance. However, schools must tell parents and eligible students about directory information and allow parents and eligible students a reasonable amount of time to request that the school not disclose directory information about them. Schools must notify parents and eligible students annually of their rights under FERPA. The actual means of notification (special letter, inclusion in a PTA bulletin, student handbook, or newspaper article) is left to the discretion of the school.

# 8.0

# Electronic communication

## Social media policy

The first step for any department seeking social media accounts is to approach Marketing and Public Relations to see if existing social media accounts can be leveraged to best serve the department.

## Social media account approval

If an independent account is necessary, those **accounts must be approved and created by Marketing and Public Relations**. SAGU has policies in place to guard against lost accounts and public relations / legal issues.

The Public Relations office retains access to all social media accounts for speed-of-execution if an urgent situation arises.

### Maintenance considerations

At times, departments who did not follow appropriate account approval lost access when employees or student workers changed. Policies help prevent lost accounts.

### Steps for approval

- Identify desired social media platforms.
- Request approval from marketing including the purpose, audience and scope of use. (available on [www.sagu.edu/marketing](http://www.sagu.edu/marketing))
- If approved, Marketing and Public Relations determines the name of the page and creates the appropriate cover and profile images for the account.
- Information Technology creates an email group to administer social channels (e.g. socmed-history@sagu.edu)
- Marketing creates the social accounts to ensure appropriate permissions are established. The "socmed" email address is used to setup accounts. [Publicrelations@sagu.edu](mailto:Publicrelations@sagu.edu) will be included in that email group. This provides the ability to reclaim the account if needed.
- Marketing adds Facebook and Instagram accounts to SAGU Business Manager to ensure access for reporting and marketing purposes.

## SAGU web content

SAGU provides Web resources to departments and individuals for legitimate university business and for scholarly activity. SAGU faculty, staff and students must review content pages for accuracy no less than annually. Outdated pages are subject to removal.

All official pages should follow the brand and style guide to maintain consistency in the use of punctuation, capitalization, titles, the university seal and logo. Questions should be addressed to Marketing and Public Relations.

All pages will abide by applicable laws and university policies.

The university recognizes a difference between official and personal pages. Official pages represent the university and its programs. Personal pages should not give the impression that they are representing, giving opinions or otherwise making statements on behalf of the university. Personal pages or departmental pages linking to personal pages should carry the following disclaimer:

*“The views and opinions expressed on this page are those of the page developer and may not reflect those of SAGU. Any comments on the contents of this page should be directed to its administrator.”*

## Research

Any use of the university’s website to conduct research that collects personal information and/or identifiers must adhere to accepted protocols on informed consent and must be properly encrypted to guarantee confidentiality.

## Accessibility

Web page design should follow the standards established by Section 508 of the Rehabilitation Act to insure accessibility for individuals with disabilities.

## Web colors

Pages for schools, colleges, departments, units, etc., should use official colors in headers, banners or other major design elements to maintain consistency with the SAGU home page.

## Appearance

Marketing and Public Relations oversees the appearance of the website and reserves the right to review pages that are linked to university pages to ensure consistency.

## Digital signage

Campus announcements must be approved through Student Development. All slides must be sent to Student Services the Thursday before the week the slides should be in rotation. Any submitted after that time will not go into rotation.

Marketing and Public Relations reserves the right to incorporate special event signage and promotional items for broad application.

## Emails and newsletters

Templates for email newsletters are created by Marketing and Public Relations. In accordance with legal requirements, SAGU templates must be CAN-SPAM compliant.

At a minimum, each email must include:

- SAGU branding clearly visible
- SAGU physical address
- Accurate header information (e.g. “From,” “To,” “Reply-To,” routing information, originating domain name and email address)
- Unsubscription link

Whether automated or manual, the unsubscription method must be instantaneous.

## Personal email style and signature

Employee email is a valuable marketing tool. In keeping with SAGU Information Technology guidelines, email is intended for official university business only. This means that the contact information and elements in your signature should be limited to official SAGU contact information.

In addition to the overall brand standards, the additional parameters should be followed:

- Do not use email backgrounds or templates.
- Do not add a quote of the day or additional images.
- Do not link to personal websites or social media profiles. Doing so may create a perceived endorsement by SAGU and introduce legal issues affecting the university’s nonprofit status.
- An optional area is provided to include your personal office hours.
- Up to two lines of promotional text may be used following the signature.

## All SAGU email signatures should be consistent

### First and Last Name, Highest Degree Earned (optional)

Title/Position  
Department

### Hours:

days, times (optional)

**e:** staff@sagu.edu

**p:** local phone number / toll free number ext. xxxx

**m:** mobile phone number (optional)

**f:** fax number (optional)

**a:** address



*P.S. promotional text (optional)*

14 pt Sans-serif such as  
Arial or Calibri

12 pt Sans-serif such as  
Arial or Calibri

## Alternate signature for athletics only

### Jesse Godding

Athletic Director

e: jgodding@sagu.edu

p: 972-825-4811 / 1-888-937-7248 ext. 4811

a: 1200 Sycamore St., Waxahachie, TX 75165



*P.S. Remember to try out for your preferred sport during SAGU Campus Days.*

## Example

### Joseph Hartman, M.S.

Assistant Dean  
School of Distance Education

**e:** jhartman@sagu.edu

**p:** 972.825.4774

**f:** 972.923.8124

**a:** 1200 Sycamore St., Waxahachie, TX 75165



*P.S. Begin "education anywhere." SDE is now accepting applications for the fall semester.*

*Apply today at [sagu.edu/apply](http://sagu.edu/apply)!*

# 9.0

## Vehicles and outdoor signage

### VEHICLES

The consistent use of SAGU's identity on university vehicles helps to unify our fleet. The trademark should be incorporated on the front, rear and sides of the vehicle. Trademark placement varies according to the make and model of the vehicle. Marketing and Public Relations can assist in designing vehicle artwork.



### OUTDOOR SIGNAGE

In special circumstances, Marketing and Public Relations assists with design, artwork setup and exterior banners related to marketing initiatives.

Posters around campus are regulated by the Student Services office. While Marketing and Public Relations may assist in development of such posters, they are not authorized to verify posters for campus distribution.

## Sources

“Associated Press Stylebook” last modified 2013, <http://www.apstylebook.com/online>.

“The Chicago Manual of Style Online” last modified 2012, <http://www.chicagomanualofstyle.org>.

“Grammar Girl” last modified July 22, 2010,  
<http://grammar.quickanddirtytips.com/active-voice-versus-passive-voice.aspx>.

“Merriam-Webster Dictionary” last modified 2012, <http://www.merriam-webster.com>.

“The United States Patent and Trademark Office” last modified September 14, 2011,  
<http://www.uspto.gov/ip/index.jsp>.

## Marketing and traditional advertising

Direct requests or inquiries related to marketing, including photography, videography, printing and promotion, to the SAGU Director of Marketing.

**Phone:** 972-825-4701

**Email:** [marketing@sagu.edu](mailto:marketing@sagu.edu)

## Web and digital advertising

Direct requests or inquiries related to the website, Web content or digital advertising to the Web team.

**Phone:** 972-825-4701

**Email:** [webmaster@sagu.edu](mailto:webmaster@sagu.edu)

## Public Relations

Direct requests or inquiries related to Public Relations to the Content Strategist.

**Phone:** 972-825-4838

**Email:** [publicrelations@sagu.edu](mailto:publicrelations@sagu.edu)



[WWW.SAGU.EDU/MARKETING](http://WWW.SAGU.EDU/MARKETING)