



TEXAS A&M UNIVERSITY
College of Liberal Arts



A black and white photograph of the Texas State Capitol building, showing its large dome and classical architectural details. The image is partially obscured by a dark red horizontal band.

IDENTITY TOOLKIT



A black and white photograph of the Texas State Capitol building, showing its entrance and large trees in the foreground. A person is visible walking on the steps. The image is partially obscured by a dark red horizontal band.

VISUAL & EDITORIAL STANDARDS GUIDE

TABLE OF CONTENTS

CONTACTS	3
EDITORIAL STYLE	4
TRICKY WORDS	9
SENSITIVITIES	11
SOCIAL MEDIA GUIDELINES	15
LOGO USAGE	19
UNACCEPTABLE LOGO USAGE	21
DEPARTMENT & PROGRAM IDENTITY	22
PRINTED MATERIALS	23

While this guide is designed to help you complete various communication projects, we know that questions can come up.

The staff in Strategic Communications (StratComm) are always available to assist with any writing, editing, website development and/or creative needs. For general questions or support, please contact the appropriate representative below.

MANAGER OF STRATEGIC COMMUNICATION

Heather Rodriguez

hrodriguez@tamu.edu

979.845.6061

COMMUNICATIONS COORDINATOR

Rachel Knight

rknight@exchange.tamu.edu

979.862.2476

SOCIAL MEDIA COORDINATOR

Kasey Langley

klangley@exchange.tamu.edu

979.862.4050

GRAPHIC DESIGNER

Angelyn Wiley

angelynw@exchange.tamu.edu

979.458.1347

Editorial style refers to a set of conventions that editors use to help with consistency across publications. The College of Liberal Arts uses the Associated Press Stylebook, which should be referred to unless otherwise noted.

ABBREVIATIONS AND ACRONYMS

Avoid using abbreviations unless they are universally recognized (e.g., AIDS, GPA, NASA, IBM, SSN, RSVP, ASAP, CEO, SAT).

If necessary, spell out the organization's name on first use, followed by the abbreviation in parentheses if you intend to use the abbreviation later in the document.

ACADEMIC DEGREES

When referring to degrees in general, avoid acronyms, lowercase and use an apostrophe: *bachelor's degree, master's degree, etc.*

Use *bachelor's degree* instead of *baccalaureate*.

B.A., B.S., M.A., and Ph.D. can only be used after a person's full name and set apart with commas: *Pamela Matthews, Ph.D., is the dean of the College of Liberal Arts.*

Capitalize full and formal names of specific degrees: *Bachelor of Arts, Doctor of Philosophy*

Use *doctoral* as an adjective and *doctorate* as a noun: *She received her doctoral degree last Saturday. She received her doctorate in English.*

ACADEMIC DEPARTMENTS, DIVISIONS, PROGRAMS, AND MAJORS

Capitalize if referring to a specific department or other academic unit by its proper name: *Department of English, Honors Program.*

Capitalize majors only if proper noun: *English, history.*

ACADEMIC TITLES

Lowercase and spell out titles when not used

with a person's name: *The dean gave her staff the week off.*

Capitalize and spell out when the title precedes a name: *Chancellor John Sharp met with Dean Pamela Matthews yesterday.*

Long titles are more readable when placed after a name: *Terry Dickson, vice president for business and administration, nominated the work-study student for an award.*

COLLEGE OF LIBERAL ARTS

Spelled out and capitalized on first reference. Refer to it as Liberal Arts thereafter.

CLASS YEAR

Lowercase: *first-year student, sophomore, junior, senior.*

When referring to an alum in text, include the last two digits of his or her class year after the name with an apostrophe: *Mike Smith '08.*

When referring to an alum with multiple degrees, list the degrees in the order in which they were received: *"The campus has changed since I was a student," said John O'Reilly '44 '46 (M.A.).*

DATES

Days

Always spell out days of the week.

Use Arabic figures, without *st, nd, rd, or th.*

Months

When a month is used with a specific date, abbreviate only *Jan., Feb., Aug., Sept., Oct., Nov., and Dec.*

Spell out the name of a month when it stands alone or with the year only: *The events of December*

2006 are provided in this document.

Years

Put a comma before and after the year when used with month and date: *The celebration on Dec. 31, 2016, will be exciting.*

Decades

Use numerals to indicate decades of history: *The Roaring '20s.*

Centuries

Lowercase century, spelling out numbers less than 10: *the first century, the 21st century.*

DIRECTIONS/REGIONS

Lowercase north, south, northeast, northern, etc. when they indicate compass direction: *The cold front is moving east.*

Capitalize compass points when they designate U.S. regions: *A storm system that developed in the Midwest is spreading eastward.*

With names of countries, lowercase compass points unless they are part of a proper name or are used to designate a politically divided nation: *northern France, Northern Ireland.*

Capitalize compass points when used in denoting widely known sections: *Southern California, Lower East Side of Manhattan.*

FAQ

Frequently asked questions. Spell it out in copy: *The website has a section on frequently asked questions.*

If abbreviated in a headline, use all caps and no apostrophe to make it plural: *FAQs*

FISCAL YEAR

Do not capitalize when spelled out: *She planned to give all of her lottery winnings to the university in fiscal year 2017.*

When abbreviated, capitalize with no periods: *FY 2017.*

GPA/GPR

Grade point average/grade point ratio. Abbreviation is acceptable in all cases.

GRADES

Use a capital letter when referring to a grade. When plural, use an apostrophe: *She made all A's last semester.*

HOLIDAYS AND HOLY DAYS

Capitalize. (Note that Spring Break is also capitalized.)

LEGISLATIVE/LEGISLATIVE SPECIAL ITEM

Do not capitalize unless it begins a sentence.

LEGISLATURE

Capitalize in all references to a particular legislative body: *the Texas Legislature.*

Lower case when it's used as a generic term: *The law-making body in democracy is called a legislature.*

NAMES

Use full names on first reference. On second reference, use last name only.

If two people in the story have the same last name, use their full names throughout.

A person who prefers to use a middle name may be listed with his or her first initial followed by the full middle name: *R. John Doe.* When listing two initials, there is no space between the initials: *R.J. Doe.*

Middle initials should be used in names when provided and/or when the individual prefers it that way: *John J. Doe.*

If the person prefers a nickname, it may be included in quotation marks between the first

and last names: *William “Bill” Doe*. In less formal documents, the nickname may be used without the full first name.

Do not set off *Jr.*, *Sr.*, *II*, or *III* with commas:
John Doe Jr.

NOBEL PRIZE

The correct designations are Nobel Prize in physics, physiology, or medicine. But it’s Nobel Peace Prize and Nobel Memorial Prize in Economics.

A person who has received the Nobel Prize is a Nobel laureate.

Use “received” or “was awarded” instead of “won.”

NUMBERS

Generally, spell out numbers one to nine in text, and use numerals for 10 and higher. Use either all numerals or all words when several numbers appear together in a passage. Spell out numbers when they begin a sentence.

Ages

Always use figures: *The 17-year-old student took graduate-level courses. The dean is in his 50s. Her daughter is 6.*

Approximations

Large, round, even numbers used as approximations are spelled out: *The history spans some four thousand years.*

Credit Hours

Use numerals to refer to credit hours: *3 credit hours*

Fractions

Spell out fractional amounts less than one using hyphens: *two-thirds, one-eighth*

Grades

Write figures for grades 10 and above, and spell out first through ninth.

Percentages

Always spell out: *10 percent*. (Note the % symbol can be used in scientific, technical, and statistical copy.)

Telephone Numbers Use a hyphen and no parentheses: *555-123-4567*.

PUNCTUATION

Apostrophe

Add an apostrophe to create the possessive.

For plural nouns ending in *s*, add only an apostrophe: *the students’ grades*

For singular common nouns ending in *s*, add ‘*s*: *the witness’s answer*

For singular proper names ending in *s*, use only one apostrophe: *Dr. Jones’ mission*

For singular proper names ending in *s* sounds such as *x*, *ce*, and *z*, use ‘*s*: *Marx’s theories*

Don’t use ‘*s* for plurals of numbers or multiple letter combinations: *the 1960s, ABCs*

For grades, capitalize, and use an apostrophe before the *s* if plural: *She made all A’s last year.*

Colon

Use a colon to introduce a list: *I’m taking four classes: communication, political science, anthropology, and psychology.*

Use a colon to introduce a complete sentence that expands on the original sentence: *We learned a sad lesson that day: Studying should not wait until the night before a final.*

Use a colon for emphasis: *I know what this recipe is missing: Nutella.*

Use a colon to introduce a quotation if that quotation is longer than one sentence. Otherwise, use a comma: *George R.R. Martin reportedly said: “Some writers enjoy writing, I am told. Not me. I enjoy having written.”*

Commas

Use commas to separate elements in a series, including one before the “and”: *red, white, and blue*

Use a comma to introduce a complete one-sentence quotation within a paragraph: *Dr. Bryant said, “The pollen samples are ready.”*

Use a comma instead of a period at the end of a quote that is followed by attribution: *"I love teaching Shakespeare," Dr. Estill said.*

Commas always go inside quotation marks.

Use a comma to set off an individual's hometown and/or age when it is placed in apposition to a name: *Rebecca Miles, Belton, and Jennifer Post, Temple, were there. Monika Laird, 22, is from California.*

Em dash (—)

Can be used in place of commas, parentheses, or colons to enhance readability.

Use with a space before and after the dash: *Integrity – A Texas A&M core value – is central to the character of the university.*

The shortcut in Word is Alt+0151

Hyphens

In general, when two or more words modify a noun, use hyphens: *He works full time. He has a full-time job.*

Do not hyphenate compounds that include "very" or adverbs ending in "-ly": *a very delicate procedure, an expertly performed operation.*

Suspend hyphens in a series: *Do you want first-, business-, or economy-class tickets?*

Semicolon

Use to link two independent clauses with no connecting words: *They couldn't make it to the final; they were too tired.*

Use with *however* or *therefore*: *He wanted to protest; however, his friends talked him out of it.*

SPACING

Do not insert spaces or periods in initials that serve as proper nouns such as *LBJ* or *JFK*.

Only single space between sentences. Double-spacing is from the days of the typewriter.

STATE/FEDERAL

Capitalize when referring to a governmental entity, but not when referring to geographical areas or systems/theories of government: *The*

Federal government is not always a supporter of the federal system. The current State budget is the largest in history.

STATES

Do not abbreviate any states, according to the newest edition of the AP Styleguide.

SUPERSCRIPTS

Avoid, as they cause formatting issues: *1st, 2nd, 3rd.*

TIME OF DAY

Use numerals with a.m. and p.m. and words with o'clock: *5 a.m.* and *five o'clock.*

Use *noon* and *midnight* instead of 12:00 a.m. or 12:00 p.m.

TITLES

In all cases, capitalize the principal words including prepositions and conjunctions of four or more letters.

Academic Courses/Majors Titles

Do not italicize or use quotation marks. Capitalize only if they are also a language or nationality.

Composition Titles

Italicize book titles, movies, plays, television shows, magazines, long poems, record albums, works of art, and journals.

Use quotation marks for titles of academic papers or journal articles.

Committee Names

Capitalize the names of committees: *The Academic Affairs Committee will meet tomorrow.*

Extension Agent

Uppercase extension agent when used as a title before a name: *Extension Agent Tasha Boggs is a 2005 graduate.*

In other uses, uppercase Extension (because it refers to the agency name) and lowercase agent: *She attended the annual meeting of all Extension agents in College Station.*

Military Titles

Capitalize a military rank when used as a formal title before an individual's name.

On first reference, use the appropriate title before the full name of a member of the military. On second reference, do not continue using the title before the name. Use only the last name. Spell out and lowercase a title when it is substituted for a name: *Gen. David Petraeus is the top U.S. commander in Iraq. The general endorsed the idea.*

For firefighters and police officers, use the abbreviations listed when a military-style title is used before the name. Add police or fire before the title if needed for clarity: *police Sgt. William Smith, fire Capt. David Jones.*

For retired personnel, do not use Ret. instead use retired just before the rank and name: *They invited retired Army Gen. John Smith.*

UNITED STATES/U.S.

Spell out as a noun, abbreviate with no space between the letters as an adjective.

URLS

Web addresses should be kept online whenever possible.

Use the shortest URL possible.

If it's necessary to break a web address, do so before a form of punctuation (i.e., hyphen or period) or after a slash. Do not add a hyphen at the end of a line.

If an internet email address falls at the end of a sentence, conclude with a period or other end punctuation.

When a link must be active, make sure the hyperlink destination doesn't include the final punctuation, which can result in a broken link.

WEB TERMS

email

enews

Facebook page

homepage

internet

log in, log out (verb)

login (noun)

multimedia

netID

offline

online

the web

webpage

Twitter feed

website

12TH MAN

Do not use superscript in reference to the 12th Man Foundation or the tradition of students standing during athletic events.

ADJUNCT

Refers to a temporary faculty appointment. It is lowercase.

ADVISER/ADVISOR

Use the spelling that ends in -er instead of advisor, unless the -or spelling is part of an official title.

ALUMNI, ETC.

Alumnus: singular male
Alumni: plural male or both male and female
Alumna: singular female
Alumnae: plural female
 When in doubt, use *alum* or *alums*.

CAPITAL/CAPITOL

Capital refers to the city; capitol refers to the building where the seat of government is housed. *Capitol building* is redundant.

CHAIRMAN

Use chairman or chair in references to positions on the Board of Regents, even for female members: *She was also co-chair of an ad hoc committee.* (Note that *co-chair* is hyphenated.)

CO- WORDS

No hyphen: *coauthor*, *codirector*, *coworker*

COURSE WORK

Two words, no hyphen.

dean's list

Lowercase with apostrophe.

EMERITUS, ETC.

Honorary title bestowed upon select retired faculty members.

Emeritus: singular male
Emerita: singular female
Emeritae: plural female
Emeriti: plural male or both male and female

FACULTY

When used as a collective noun, faculty is singular: *The faculty at A&M is known for preparing students for graduate school.*

FUNDRAISING/FUNDRAISER

One word, no hyphen.

GAMEDAY

One word.

GIG 'EM

Two words. Capitalize and use inverted apostrophe.

HALF STAFF/HALF MAST

Flags are lowered to *half staff*, not *half mast*.

LAND-GRANT UNIVERSITY

Hyphenate when used as an adjective.

LECTURN/PODIUM

You stand on a *podium* and behind a *lecturn*.

MATRICULATE

Means to enroll, not to graduate. Use sparingly in external communications.

NONPROFIT

Not non-profit.

STUDENT EMPLOYEE

Preferred over *student worker*.

TAILGATE

One word.

VICE PRESIDENT

Not *vice-president*.

WORK-STUDY

Not *work study* or *workstudy*.

WORDS THAT END IN -wide

collegewide, systemwide, campuswide, statewide, nationwide

The College of Liberal Arts is dedicated to creating an inclusive environment for faculty, staff, and students. This has been adapted from the Diversity Style Guide, available online.

In general, a person's race, religion, ethnicity, political affiliation, disability, age, or sexual preference shouldn't be mentioned unless it's relevant to the story.

Check with the subject of the story on which term they prefer **in all cases**.

AGE

Avoid referring to someone as elderly, aged, or old. Use older people. Geriatric is applied to medical treatment for the elderly: *geriatric hospital*.

DISABILITY SENSITIVITIES

Always use people-first language, such as *person with disabilities* instead of *disabled person*, *person with dyslexia* instead of *dyslexic person*, etc.

Afflicted with/Stricken with/Suffers from/Victim of

These terms assume the person with a disability has a reduced quality of life. Avoid these, and simply state facts: *He has muscular dystrophy*.

Alzheimer's Disease

A progressive and fatal disease in which the nerve cells in the brain degenerate and brain matter shrinks, resulting in impaired thinking, behavior, and memory. Not simply *Alzheimer's*.

Asperger's Syndrome

An autism spectrum disorder, where common behaviors include difficulties in social interaction and obsession with specific topics. Not simply *Asperger's*.

Autism/Autism Spectrum Disorders

A group of complex disorders related to brain development. Symptoms include difficulties in communication and social interaction and repetitive patterns of behavior. Some people prefer to be called an *autistic person*, while others prefer *person with autism*.

Blind/Limited Vision/Low Vision/Partially

Sighted/Visually Impaired

Many people with vision loss are not considered blind. Unless the person refers to himself or herself as legally blind, the terms *low vision*, *limited vision*, or *visually impaired* should be used.

Cerebral Palsy

Spastic cerebral palsy is a common type of cerebral palsy in which the movements of people with the disorder appear stiff and jerky. It is acceptable to refer to someone as having spastic cerebral palsy, but it is derogatory to refer to someone as *spastic* or a *spaz*.

Congenital Disability

A person who has a congenital disability has had a disability since birth.

Deaf/Deaf-Mute/Hard of Hearing

Use *speech and/or hearing disabilities* instead. *Hard of hearing* is almost always acceptable.

Defect/Birth Defect

Avoid using these terms when describing a disability.

Down Syndrome

A congenital condition caused by the presence of an extra full or partial copy of chromosome 21 in an individual's cell nuclei. Not *Down's syndrome*.

Dwarf/Little Person/Midget/Short Stature

Little People of America recommends using the descriptors *short stature*, *little person* or *someone with dwarfism*.

Epilepsy/epileptic fit

A chronic neurological and developmental disorder characterized by recurrent, unprovoked seizures. Use *person with epilepsy* instead of *epileptic person*, and use *seizure* instead of *fit* or *epileptic fit*.

Handicapped

Avoid using, and instead refer to the person's specific condition. Use *accessible parking* instead of *handicapped parking*.

Huntington's Disease

A fatal genetic disorder that causes the progressive breakdown of nerve cells in the brain, deteriorating a person's physical and mental abilities. Not simply *Huntington's*.

Muscular Dystrophy

Can refer to any of more than 30 genetic diseases characterized by progressive weakness and degeneration of the muscles that control movement. *MD* is acceptable on second reference

Non-Disabled

Non-disabled or *does not have a disability* are acceptable terms when referring to people who do not identify as having a disability. In general, avoid using *able-bodied*.

Obsessive-Compulsive Disorder

An anxiety disorder characterized by unreasonable thoughts and fears that lead to repetitive and often ritualized behaviors and compulsions. *OCD* is acceptable in second reference.

Paraplegia/Paraplegic

The impairment or loss of movement in the lower extremities and torso. Avoid referring to an individual as a *paraplegic*. Instead say *the person has paraplegia*.

Parkinson's Disease

A chronic and progressive movement disorder involving the death of vital nerve cells in the brain. Not simply *Parkinson's*.

Post-Traumatic Stress Disorder (PTSD)

An anxiety disorder that can develop after traumatic events. Use *PTSD* on second reference. The term *flashback* may be used to denote reliving an event that triggered PTSD.

Quadriplegia/Quadriplegic

Defined as paralysis of all four limbs as well as torso. Use *person with quadriplegia* rather than *quadriplegic*.

Schizophrenic

A severe and chronic mental illness characterized by distorted recognition and interpretations of reality, affecting how an individual thinks, feels, and acts. Avoid using *schizophrenic* as an adjective, and instead say *a person diagnosed with schizophrenia* or *living with schizophrenia*.

Special/Special Needs/Functional Needs

The word *special* in relationship to those with disabilities is now considered offensive because it stigmatizes that which is different. The term *functional needs* is preferred.

Tourette Syndrome

A neurological disorder characterized by tics, or sudden purposeless and rapid movements or vocalizations. Terminology is varied, but prominent mental health organizations refer to it as *Tourette syndrome*, with no possessive or capitalization of *syndrome*.

Wheelchair/Wheelchair-Bound/Confined to a Wheelchair

It is acceptable to describe a person as someone who uses a wheelchair, scooter, or cane, followed by an explanation of why the equipment is necessary, but only if it is relevant to the story. Avoid *wheelchair-bound* or *confined to a wheelchair*.

ETHNICITY AND RACIAL SENSITIVITIES

African American/African-American/black

Some black people do not identify as African American, including those who identify as Afro-Caribbean, Afro-Latino, and African immigrants in the United States. Hyphenate when using as an adjective, as in *African-American president*. Lowercase *black*.

American Indian/Native American/native-born

When possible, it is best to refer to Native people by their specific tribe or nation, such as *Navajo*, *Hopi*, or *Cherokee*. Use *native-born* to describe someone who is born in the United States but is not American Indian.

Asian/Asian American/Asian-American

Asian is as broad a term as *European*, as 60% of the world's population lives in Asia. Use *Chinese*, *Japanese*, *Vietnamese*, etc. Hyphenate when using as an adjective, as in *Asian-American cuisine*.

Caucasian/white

Capitalize *Caucasian* but lowercase *white*.

Hawaiian/Native Hawaiian

An ethnic group referring to a person of Polynesian descent, but should not be used for everyone living in Hawaii. A possible alternative is *islander*. A Native Hawaiian can trace their lineage and language to Polynesians, including Tahitians, Maoris, and Samoans. The federal government now recognizes Native Hawaiians and Pacific Islanders as a distinct group.

India/Indian American

Use *Indian* or *person from India* to refer to a person with ancestral ties to India. Use *Indian American* to refer to a U.S. permanent resident or citizen with ancestral ties to India.

Indigenous/aboriginal groups

People who originate from a specific area. *Indigenous* is the preferred term.

Mexican American/Hispanic/Latino/Latina/Tejano

Hispanic is an umbrella term referring to a person whose ethnic origin is in a Spanish-speaking country, as well as residents/citizens of the United States with Latin American ancestry (except Brazil, which is not a Spanish-speaking country). It is an ethnic term. Use *Mexican* when referring to anyone of Mexican citizenship, and use *Mexican American* when referring to those of Mexican ancestry who are permanent residents or citizens of the United States. *Latina/latino* is an ethnic umbrella term for residents or citizens of the U.S. with Latin American Ancestry. A *Tejano* is a Texan of Mexican descent.

Pacific Islander

Referring to one of eight groups: Fijian, Guamanian, Hawaiian, Northern Mariana Islander, Palauan, Samoan, Tahitian, and Tongan.

People of Color

Acceptable use as a synonym for minorities.

GHETTO, INNER CITY

Synonymous terms for sections of cities inhabited by poor people or minorities. Avoid due to negative connotations. Use the word *urban*, or the name of the neighborhood, section, district, or quarter.

HOLOCAUST

Always capitalize when referring to the Holocaust during World War II.

ILLEGAL ALIEN/ILLEGAL IMMIGRANT/ILLEGALS

Avoid. Use *undocumented worker* or *undocumented immigrant* instead.

INTERNATIONAL STUDENT

Use this instead of *foreign student*.

RELIGIOUS SENSITIVITIES

Arab

Refers to a nation or people from an Arabic-speaking country, and is not synonymous with Muslim.

Catholic/catholic

Capitalize when referring to the branch of Christianity headed by the pope, the Roman Catholic Church. In lowercase, the word is a synonym for universal or worldwide, such as *he has catholic tastes in art*.

God/G-d

Capitalize in reference to monotheistic religions, or references such as *God the Father*, *Holy Ghost*, and *Holy Spirit*.

Lowercase personal pronouns such as *he* or *him*, although avoid gender-defining pronouns when possible.

Orthodox Jews write *G-d* to avert the sin of defacing God's name, so if quoting an Orthodox Jew, use that same spelling.

Islamic/Muslim

An adjective used to describe the religion of Islam. *Muslim* is a noun and is the proper term for individual believers.

Koran/Quran

Quran is the preferred spelling and is always capitalized.

Religious Holidays

Christmas: A major Christian holiday marking the birth of Jesus Christ. Use *holiday* or *holiday break* instead of *Christmas* or *Christmas break*. Never abbreviate with *Xmas*.

Easter: A major Christian holy day marking Jesus Christ's Resurrection from the dead three days after his Crucifixion.

Good Friday: The Friday before Easter.

Hanukkah: The eight-day Jewish Festival of Lights.

High Holy Days: A 10-day period beginning with Rosh Hashanah, which marks the beginning of the Jewish New Year, and ends with Yom Kippur, the Day of Atonement.

Holy Thursday: In Christianity, the day before Good Friday.

Holy Week: In Christianity, the week that begins with Palm Sunday and ends with Easter Sunday.

Lent: The period of penance and fasting preceding Easter.

Palm Sunday: The sixth Sunday in Lent.

Passover/Pesach: A major Jewish holiday commemorating the freedom of the Israelites from slavery in Egypt.

Ramadan: Islam's holy month, during which Muslims fast from sunup to sundown.

Rosh Hashanah: The Jewish New Year

Yom Kippur: The Jewish Day of Atonement, which takes place on the 10th day of September or October.

THIRD WORLD

Originally used to distinguish nations that were aligned with neither the West nor the East during the Cold War, and now commonly describes underdeveloped countries of Africa,

Asia, and Latin America. Use the term *developing countries* instead.

FRATERNITIES/SORORITIES

The term *Greeks* or *Greek organizations* is acceptable. Avoid the term *frats*.

SEXUALITY AND GENDER SENSITIVITIES

Gay

Refers to men who are attracted to other men; preferred over homosexual. When referring to gay men and women, use gays and lesbians.

Hemaphrodite

Avoid. Derogatory term for intersex individuals.

LGBT/GLBT/LGBTQ/LGBTQQIA*

LGBT is an abbreviation for "lesbian, gay, bisexual and transgender." Useful in headlines and short ledes, but should be explained in the first or in an early reference. The Q in LGBTQ can stand for either questioning (still exploring one's sexuality) or queer, or sometimes both [and it is sometimes written LGBTQQ]. LGBTQ is best used only in quotations or for formal names of organizations or events. [In recent years initials have been added to represent Intersex, Asexual, Pansexual, Polyamorous. LGBTQIA and LGBTQQIA, sometimes with a * at the end, are increasingly being used to represent the community.]

Straight

Heterosexual; describes a person whose sexual and affectional attraction is to someone of the opposite sex. As a noun, use *heterosexual* or *straight person*.

Transgender/transsexual/transvestite

Transgender refers to individuals whose gender identity and/or expression may not match their physical, sexual characteristics or sex assigned at birth. Ask which term the source prefers. Do not use the term *transgendered* and don't use *transgender* as a noun. Instead say *transgender people*, *transgender man*, or *transgender woman*. If headline space is limited, using *trans* as a shorthand for the adjective is acceptable. DO NOT use the antiquated terms *transsexual* or *transvestite*.

The use of social media in communications is continuously expanding, maximizing outreach to target audiences. It captures the dynamic conversation of the College of Liberal Arts at Texas A&M University. Remember, when you refer to the college, you are representing both the college and the university. ***All new college-branded social media account requests should be reviewed and approved by the college's strategic communication team prior to account creation.***

BEST PRACTICES OVERVIEW

Assume everything you are posting is public, will be available online forever, and will spread further than you may intend.

Your personal views are your own. On college pages, only post content that reflects the College's brand and messaging.

Be careful and accurate. Always fact-check and review spelling and grammar before posting.

Know privacy policies and protect your private information.

Protect your passwords. Only allow those who are posting on the page access to the password.

Review your account on desktop, tablet, and mobile devices.

Creating a social media strategy is important to focus your efforts for each of your channels. You can use the outline below as a guide to begin your strategy, and you are always welcome to contact the strategic communication team for further assistance.

MY SOCIAL MEDIA STRATEGY

Account(s)/Platform(s): _____

Primary Audience: _____

Secondary Audience: _____

Goals/Audience:

- 1.
- 2.
- 3.

Measurement: What are your Key Performance Indicators (KPIs) to measure the success of your social media efforts? You should have one metric per goal.

- 1.
- 2.
- 3.

BEST PRACTICES FOR ENGAGEMENT

Post what your audience wants to see, not just what you want to post.

Maintain a conservative posting schedule, but be strategic and avoid posting just for the sake of posting something.

Vary your content (texts, links, photos, graphics, videos, etc.).

Use a call-to-action (questions, links).

Use a casual tone, and think of it as a two-way conversation. Invite audience participation with games, trivia questions, user-supplied content, etc.

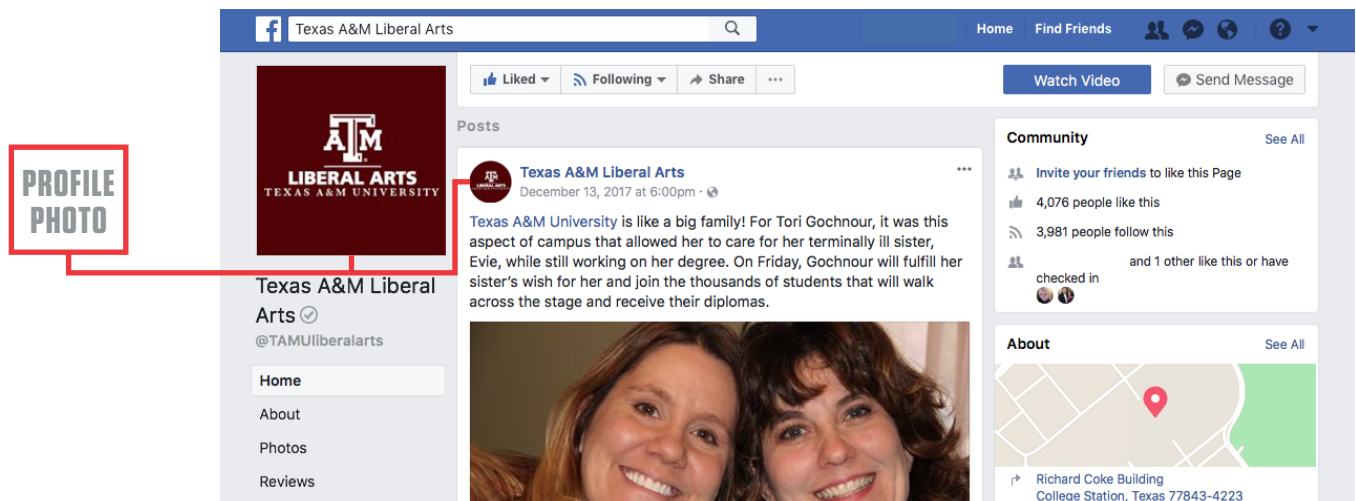
Monitor posts; don't post and run.

Respond to questions and comments.

SOCIAL MEDIA PLATFORM ELEMENTS

PROFILE PHOTO

This image displays in multiple sizes across the channel, so it must clearly communicate what your group is and/or does. This should be your department, center, institute, or program logo, but it must display well with the cover photo and on its own in the feed. Contact the strategic communication team for your logo if you do not have it or are unsure what to use.



Rules for a Successful Profile Photo

Use correct dimensions to avoid distortion.

This image will be displayed at a smaller size in the feed. Test to make sure it's recognizable in the smaller form.

Avoid including your account name in your profile photo, as it always appears alongside your account name.

COVER PHOTO (OR HEADER)

Make the most of your cover photo; it's your page's prime real estate. Keep in mind that in some platforms, text or other elements will overlay your cover photo, so choose one that works well with these elements.



Rules for a Successful Cover Photo

Use images that convey a story and that are compelling for the viewer.

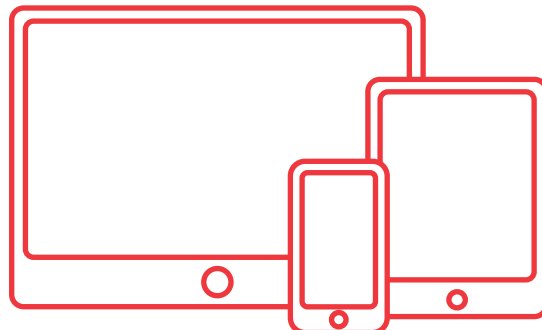
Use the correct dimensions.

Add text if needed, but keep in mind readability at various sizes for both desktop and mobile devices.

Keep text short and clear. Avoid URLs, as they are not active links in a photo.

REVIEW YOUR ACCOUNT

Most people use social media platforms on their mobile devices. However, just because your profile cover photos look good on your desktop doesn't mean they'll look the same on all devices. Review your account on **desktop**, **tablet**, and **mobile** platforms. Then make adjustments as needed.



TIPS FOR SUCCESSFUL POSTS AND CONTENT

Text

Include clear, short caption. Add a call to action, or link in the caption when appropriate and possible. Use a live URL.

Image

Consider the use of high-quality, attractive, and relevant images to enhance the performance of posts. Use correct image dimensions to avoid distortion or cropping. Do not distort or stretch photos to fit. If a URL is included in the image, make sure to also include it in the text caption.

Hashtags

Consider using an established Texas A&M hashtag to extend your reach. Look at A&M's or the college's accounts for examples. If you're establishing a new hashtag for twitter, Instagram, or Facebook for a particular program or event, plan in advance so you can thoughtfully promote the hashtag through various communications. It is recommended to use the college's hashtag **#tamuliberalarts** to leverage the strength of the brand and enhance the exposure of the college.

Timing

Consider your audience's behavior, as well as what's happening in your audience's community. After you've posted a few times, analyze which posts did better, and determine if the engagement was due to the timing. Also consider not posting during times of crisis or newsworthy events.

Proofread

Double-check posts before publishing, and follow our editorial guidelines.

Monitor

Watch your post for a few days to observe engagement and answer questions.

The College of Liberal Arts identity is made up of icons/images, colors, and typography. Each of these elements of the logo must be maintained as presented in this Identity Toolkit. Managing the correct reproduction and use of our logo will help ensure that the College of Liberal Arts at Texas A&M University is viewed as a world-class liberal arts program.

LOGOTYPE

The words “Liberal Arts” and “Texas A&M University” are used with the block ATM icon to form the approved logos for the College of Liberal Arts at Texas A&M University. The typeface used in the logos, as well as any images, lines, or icons, are specifically designed and should NEVER be retyped. The spacing, height, and all other dimensions have been carefully considered, and any alteration will harm the integrity of the brand. Two versions of the Liberal Arts logo have been designed and approved to fit various applications.



TEXAS A&M UNIVERSITY
College of Liberal Arts

DIMENSIONS

The spacing, height, and all other dimensions and word placement in our logos have been carefully considered as design elements, and any alteration will harm the integrity of the brand. If the logo must be resized, the ratios of height, width and spacing must be maintained. Any pulling, squeezing, or resizing of individual logo elements is not allowed.



COLORS

The logos shown here show the acceptable uses of color. Approved colors for any Liberal Arts logo are Aggie Maroon, black, and white – **no exceptions**. All logos must appear in all black, all maroon, or all white. Aggie Maroon is the only acceptable maroon to be used.



PANTONE AGGIE MAROON

Coated	Uncoated	RGB
C 15	C 27	R 93
M 100	M 86	G 0
Y 39	Y 60	B 37
K 69	K 69	

LIBERAL ARTS IDENTITY

For use on all promotional and marketing materials, such as brochures, websites, flyers, posters, and email signatures.

Only the university's primary mark may appear in a rectangle.

If you need access to the college's logo, please contact the strategic communication team.



Appropriate use of the white logo on a textured background.



Do not use any Liberal Arts logos within the boundaries of a rectangle.

UNACCEPTABLE LOGO USAGE

The examples given here show unacceptable usage of the Liberal Arts logos. Always use the files provided directly from the strategic communication team.

DO NOT stretch or distort the logo. When resizing the logo, make sure that it always retains the exact ratios of height, width, spacing, etc.



DO NOT rotate the logo.



DO NOT retype or attempt to reproduce the logo.



DO NOT reposition the elements of the logo.



DO NOT use the logo in colors other than Aggie Maroon, white, or black.



DO NOT place the college, department, or program logo in a rectangle.



DEPARTMENT & PROGRAM IDENTITY

The individual department and program identities are made up of icons/images, colors, and typography. Each of these elements of the logo must be maintained as presented in this Identity Toolkit.

LOGOTYPE

The words “Liberal Arts,” “Texas A&M University,” and the department and program names are used with the block ATM icon to form the approved department/program logos. The typeface used in the logos, as well as any images, lines, or icons, are specifically designed and should NEVER be retyped. The spacing, height, and all other dimensions have been carefully considered, and any alteration will harm the integrity of the brand.



TEXAS A&M UNIVERSITY
Department of
Hispanic Studies

DIMENSIONS

The spacing, height, and all other dimensions and word placement in the department/program logos have been carefully considered as design elements, and any alteration will harm the integrity of the brand. If the logo must be resized, the ratios of height, width and spacing must be maintained. Any pulling, squeezing, or resizing of individual logo elements is not allowed.



TEXAS A&M UNIVERSITY
Department of
Hispanic Studies



TEXAS A&M UNIVERSITY
Department of
Hispanic Studies

COLORS

The logos shown here show the acceptable uses of color. Approved colors for any Liberal Arts logo are Aggie Maroon, black, and white – **no exceptions**. All logos must appear in all black, all maroon, or all white. Aggie Maroon is the only acceptable maroon to be used.



PANTONE AGGIE MAROON

Coated	Uncoated	RGB
C 15	C 27	R 93
M 100	M 86	G 0
Y 39	Y 60	B 37
K 69	K 69	

DEPARTMENT AND PROGRAM IDENTITY

For use on all promotional and marketing materials, such as brochures, websites, flyers, posters, and email signatures.

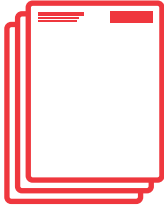
If you need access to your department or program logo, please contact the strategic communication team.

PRINTED MATERIALS

All printed correspondence materials that will be received by anyone outside the College of Liberal Arts must use the University-approved design. This includes:



Business Cards



Letterhead



#10 Stationary Envelopes (to match letterhead)



#10 Commercial-Grade Envelopes



#10 Commercial-Grade Window Envelopes



#9 Commercial-Grade Envelopes

As of January 2018, all printing and copying services may be purchased under departmental delegation. Individual departments will be responsible for monitoring their materials to ensure A&M marks, logos, or other branding is in compliance with the University Brand Guide. For any branding questions, please contact the strategic communication team.

Official stationary items, such as business cards, letterhead, and envelopes will still be available for purchase through the AggieBuy punchout catalogue. All orders anticipated to be in excess of \$10,000 must be routed through Procurement Services for bidding.