COLLEGE *for* **Creative** STUDIES **Style Guide**

College for Creative Studies Style Guide

This editorial and branding style guide applies to all entities at the College for Creative Studies, including but not limited to academic departments, administrative offices, marketing, social media and the CCS website. For general editorial style issues not covered by this guide, please consult the most recent *Associated Press Stylebook*. For questions regarding the CCS logo, color palette and other branding matters, please contact the Office of Marketing and Communications.

College-Specific Guidelines

Name
- The correct and full designation of *CCS* is the *College for Creative Studies* ("the" not capitalized). *CCS* or the *College* are also acceptable after the first use of the full designation.

- The College's website should be written in all lowercase, without "www": *collegeforcreativestudies.edu*.

Academics
- Avoid abbreviations: *Jehuda Reinharz, who has a doctorate in modern Jewish history…*

- Use an apostrophe in bachelor's degree, master's degree, etc.

- There is no apostrophe in Bachelor of Arts or Master of Science.

- Use abbreviations such as B.A., M.A. and Ph.D. only when the need to identify many people by degree on the first reference would make the preferred method cumbersome; use the abbreviations only after a full name and set the abbreviations off with commas: *Dorothee Kern, Ph.D., delivered a lecture on German Expressionism*.

Acronyms
- Spell out all acronyms and initialisms on the first reference with initials following in parentheses. Use the acronym or initialism on subsequent instances: *The project was sponsored by the American Institute of Graphic Arts (AIGA). The AIGA is the leading professional association for design.*

Faculty, Staff, Students and Alumni
- Capitalize the position title of faculty only when it precedes the person's name or when it is taking the place of a proper noun: *Associate Professor John Smith led the student group on a tour of the museum. The Chair went to Paris. (John Doe went to Paris.) John Smith, associate professor of English, led the student group.*

- Capitalize class cohort year only when referring to a particular, named student: *Graphic Design Senior Jane Doe. The students, both of whom are freshmen, won an award.*

- Adjunct faculty should be referred to as Adjunct Instructors, which should be capitalized before the person's name but not after.

- The first reference to a person within a paragraph should include both first and last name. In the case of students, year (freshman, sophomore, etc.) should also be stated. Thereafter, the person may be referred to by last name.

- When discussing alumni, use gender-specific designations only where appropriate and necessary: *alumnus (male), alumna (female), alumni (plural, everyone), alum (gender-neutral, informal contexts).*

College-Specific Guidelines *(continued)*

Departments
- Department titles should always be capitalized: *Foundation, Fine Arts, Crafts, Product Design department, etc.*

- The word "Department" or "Office" should be capitalized only when it is taking the place of a proper noun: *The Department won numerous prestigious awards.*

- Do not capitalize disciplines when used descriptively: *Jane Doe's graphic design project received an award from the AIGA.*

- Alumni graduate year and major, when not used descriptively in running text, should be formatted as: *Jane Doe ('19, Transportation Design), John Smith ('20, Color and Materials Design).*

Academic Courses
- Do not italicize course titles or put quotation marks around them. Capitalize the principal words, including prepositions and conjunctions of four or more letters, and place a colon after the course code: *DVC 200: Concepts and Methods of Visual Culture.*

Non-Faculty Job Descriptions
- Capitalize all corporate titles and functions: *Jane Doe, President and CEO of XYZ Corporation, Director of Marketing.*

Art Movements
- Titles of art movements should be capitalized: *Renaissance, Impressionism, Cubism, Conceptual Art, Relational Aesthetics.*

Descriptions of Artworks
- For guidance on how to describe specific works of art, including dimensions and mediums, consult the *Association of Art Editors (AAE) Style Guide.*

College-Specific Guidelines *(continued)*

Inclusive Language

Where possible, strive to use inclusive language. This is not an official policy or required practice. It does, however, reflect the College's desire to create an inclusive and respectful community.

– Use people-first language when possible (e.g., person/people with a disability vs. disabled; a transgender person vs. a transgender; person of color vs. colored or minority; Latino or Latinx vs. Hispanic, etc.) unless the person indicates another preference.

– Never assume a person's gender identity based solely on their name or their appearance – if you don't know, use gender-inclusive pronouns or ask for their pronouns.

– Use gender-inclusive language when speaking in generalities or about groups of people whose individual pronouns you do not know or can't verify (e.g., everyone vs. ladies and gentlemen and they/them/theirs vs. he/him/his and she/her/hers).

– Avoid referring to people using biological designations, such as male/female: man, woman, gender non-conforming, gender non-binary, etc.

Common CCS Terms and Usage

ACT/SAT	gloryhole	spruing
admissions counselor	handbuilding	stop-motion
Admissions Office	handmade	storyboard(ing)
American Studio Glass Movement	home-schooled	Student Success Center
application for admission	Housing Office	suitemates
artwork	I-20	3D
Blaauw kiln	interdisciplinary	30th Detroit International
Career Services Office	Job Book	Wine Auction
CCS Award	JPEG	table top lighting
CCS's	lightroom	Tech Town
CCS Scholarship	metalsmithing	"The Stage" studio
Community Arts Partnerships program	metro Detroit	tool kit
copywriting	mold making	tweening
coursework	mount room	University Prep: Art & Design
CPAD (community+public arts:	multidisciplinary	Wacom tablet
Detroit)	non-matriculated student	wall covering
darkroom	nonprofit	WebAdvisor
Drop/Add period	Office of Admissions	website
email	Office of Financial Aid	Winter semester
F-1	Office of Student Life	wood shop
Fall semester	pick-up warmers	woodworking
first-hand	Precollege and Continuing Studies	workshop
floor covering	printmaking	workspace
Foley Stage	readmission	work station
Foundation courses	Resident Assistant (RA)	work-study
Foundation department	shibori	worktables
glassblowing	SmART Card	

General Guidelines

Dates/Months

- Always use Arabic figures, without *st*, *nd*, *rd* or *th*: *March 4, not March 4th.*

- Spell out months used with a specific date: *Fall Open House will be held on October 8.*

- When a phrase lists only a month and year, do not separate the month and the year with commas:
  The new website will launch in December 2007.

- When a phrase refers to a month, day and year, set off the day and the year with commas:
  January 15, 2008, was the first day of the semester.

- Use en-dash to indicate ranges – e.g., *July–September, 1998–2009, etc.*

- Cap semesters – e.g., *Fall semester, Winter semester*, etc., but not seasons: *We met last spring.*

Currency

- Use the dollar sign and numerical figures (dollars only, no cents) up to $1 million. Do not use the word dollar:
  $15, $25,000, $900,000, NOT: *15 dollars or five dollars.*

- For amounts one million and above, use the word for million or billion: *$5.5 billion, $300 million.*

- Round off, unless an exact figure is required: *More than $900,000 (instead of $911,222).*

Numerals

- Spell out the numbers one through nine. Use Arabic numerals for 10 and up. Always use Arabic numerals for ages
  and percentages, even for numbers less than 10. *7-year-old; 1 percent.*

- Spell out numbers that start a sentence. If the result is awkward, re-work the sentence: S*eventy-five students
  attended the symposium yesterday. Yesterday, 635 seniors were awarded degrees.*

          The exception to this rule is a sentence that begins with a calendar year:
          2007 was a record-breaking year for fundraising.

- In the case of proper names, use words or numerals according to the organization's practice: *3M,
  Twentieth Century Fund, Big Ten*.

- Phone number format: *313.664.7425, 313.664.7495, 800.952.ARTS.*

General Guidelines *(continued)*

Time

- Use figures except for noon and midnight.

- Use a colon to separate hours from minutes: *3:30 p.m*.

- At the top of the hour, do not include minutes: *3 p.m*.

Cities and States

- Spell out the names of cities and states.

- When used with a city, set off the state with commas before and after: *The students traveled to Memphis, Tennessee, to research their design project*.

Identify the state along with the city with the exception of the following U.S. cities:

Atlanta	Houston	Philadelphia
Baltimore	Indianapolis	Phoenix
Boston	Las Vegas	Pittsburgh
Chicago	Los Angeles	St. Louis
Cincinnati	Miami	Salt Lake City
Cleveland	Milwaukee	San Antonio
Dallas	Minneapolis	San Diego
Denver	New Orleans	San Francisco
Detroit	New York City	Seattle
Honolulu	Oklahoma City	Washington, D.C.

Identify the nation along with foreign cities with the exception of the following:

Beijing	Madrid	Stockholm
Berlin	New Delhi	Sydney
Brussels	Ottawa	Tokyo
Frankfurt	Paris	Toronto
Hong Kong	Seoul	Vancouver
London	Singapore	Vienna

United States

- As a noun, use United States: *The College for Creative Studies is one of the leading private art and design educational institutions in the United States*.

- As an adjective, use U.S. (periods, no spaces): *A U.S. senator will speak at CCS tomorrow*.

Punctuation

Apostrophe
- For plural possessive nouns ending in *s*, add an apostrophe: *the students' grades, states' rights*.

- For singular common possessive nouns ending in *s*, add *'s*: *the hostess's invitation, the witness's answer*.

- For singular proper names ending in s, use only an apostrophe: *College for Creative Studies' mission*. HOWEVER, the possessive of the abbreviation *CCS* is *'s (i.e., CCS's)* as the *S* refers to the first letter of *Studies* and not the last.

- For plurals of a single letter, add *'s*: *She received all A's this semester*.

- Do not use 's for plurals of numbers or multiple letter combinations: *the 1960s, OEMs*.

Colon
- Capitalize the first word after a colon only if it is a proper noun or the start of a complete sentence: *She promised this: The team will go to nationals this year*.

- A colon may be used before a list of items without capitalization: *There were three issues with the project: expense, time and feasibility*.

Comma
- Do not put a comma (aka, the Oxford comma) before the conjunction in a simple series: *Boston, Newton, Cambridge and Lexington*. Exception: Use a final comma, if needed for clarity, in a long series.

- Use commas to set off a person's hometown and age: *Jane Smith, 22, graduated yesterday*.

- Place commas on either side of non-essential statements within sentences: *John, who loves cars, went to the auto show*.

Hyphen
- Use a hyphen for compound adjectives before the noun: *well-known student, full-time job, 20-year sentence*.

- Do not use a hyphen when the compound modifier occurs after the verb: *The student was well known. Her job became full time. He was sentenced to 20 years*.

- Do not use a hyphen with adverbial modifiers: *BBDO is a wholly owned subsidiary of Omnicom*.

- Do not use a hyphen when describing U.S. ethnic groups: *African American, Italian American, etc*.

Punctuation *(continued)*

Parentheses
- The temptation to use parentheses is a clue that a sentence is becoming contorted. Try to rewrite the sentence, putting the incidental information between commas or dashes, or in a separate sentence. If you must use parentheses, follow these punctuation guidelines:

> Place a period outside a closing parenthesis if the material inside is not a sentence (such as this fragment).

> If the material is an independent, complete sentence, place the period inside the parentheses.

Period
- Use a single space after the period at the end of a sentence.

- Do not put a space between initials: *C.S. Lewis; J.K. Rowling.*

- If a URL falls at the end of sentence, you should use a period.

Quotation Marks
- Periods and commas always go within quotation marks.

- Dashes, semicolons, question marks and exclamation points go within the quotation marks when they apply to the quoted material. They go outside when they apply to the whole sentence.

- Use single marks for quotes within quotes: *Smith said, "She told me, 'I wish I had been accepted to CCS.'"*

Semicolon
- Use to separate independent, but related, clauses. Each clause should be able to stand on its own as a sentence: *Rowena Reed Kostellow was a renowned educator and helped define the discipline of industrial design; her book is required reading for incoming students.*

- If a list of items is long and complex, or within clauses with intermediary punctuation, semicolons may be used in place of commas for the sake of clarity.

General Titles

Books, Computer Games, Movies, Operas, Plays, Poems, Albums, Songs, Radio and Television Programs, Lectures, Speeches and Works of Art

- Capitalize the principal words; also capitalize prepositions and conjunctions of four or more letters: *Harry Potter and the Chamber of Secrets, Travels With Charlie*.

- Italicize titles of books, scholarly journals, websites, individual works of art, full-length albums, symphonies, operas and feature-length films: *Journal of Consumer Culture, BrandChannel.com,* Manet's *Olympia*.

    Exception: Do not italicize the Bible.

- Put quotation marks around the titles of articles, essays, poems, short stories, pop songs, short films and TV shows: *George Orwell's "My Country Right or Left."*

- Titles of exhibitions are italicized in uppercase and lowercase: *e.g., Primitivism in Twentieth-Century Art*.

    Exception: Expositions, world's fairs or recurrent shows, should be written in roman type, upper-case and lowercase: *Whitney Biennial, Documenta, North American International Auto Show, etc*.

Newspapers and Magazines

- Capitalize "the" in the name if that is the way the publication prefers to be known.

- Lowercase "the" before names if listing several publications, some of which use "the" as part of the name and some of which do not: *Time, Newsweek, the Washington Post and the New York Times*.

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, western United States, Northern Ireland*.

Seasons

- Lowercase spring, summer, fall and winter, as well as derivatives like wintertime, unless part of a formal name: *the Winter Olympics.*

Technological Terms

Proper spelling and capitalization rules for some technological terms:

Android	IM, IM'ed, IMing, instant messaging	smartphone
BlackBerry	internet	tweet, tweeted, retweet
BlackBerrys	iPad	Twitter
dot-com	iPhone	web (as in, the web),
Facebook	LinkedIn	webpage, webcast,
Google, Googling, Googled	the Net (avoid)	webmaster, website
hashtag	online	World Wide Web (avoid)
homepage	social media	YouTube

College for Creative Studies Logos

The logo should be used in its entirety with no alterations or additional elements added to it.

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01   C O L L E G E *for* **Creative** S T U D I E S

Full logo – yellow bars above/below "Creative"
This version is used for outside audiences who wish to use our logo where the full name adds additional information. It is also used when the communications would benefit from a more formal approach.

02   C O L L E G E *for* **Creative** S T U D I E S

Full logo – dotted lines above/below "Creative"
This version is used as the primary CCS logo for recruitment and communication materials. Is easily recognized at a variety of sizes for both print and digital communications.

03   CCS

Abbreviated/short logo
The short CCS logo can be used after the full name of the College is spelled out in materials or in instances where the format requires a short logo.

Clear Space

Allow the logo room to breathe and maintain an appropriate amount of clear space around the logo.

01

1·X   *1·X*
    .5·X

COLLEGE *for* Creative STUDIES

.5·X

02

1·X   *1·X*
    .5·X

COLLEGE *for* Creative STUDIES

.5·X

03

1·X   *1·X*
    .5·X

CCS

.5·X
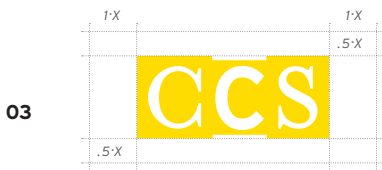
"X" is used as a measuring tool to help maintain clearance.
In this instance, "X" = the distance between the top and bottom yellow bars and dotted lines

Usage

Through consistent use, we can create a distinctive visual identity that is easily recognized.

DO
use the logo this way:

Logo Variations

Additional variations of the College's logo can be used for specific recruitment, social and promotional applications.
Variations must be approved for use by the Office of Marketing and Communications.

COLLEGE *for* Creative STUDIES

COLLEGE *for* Creative STUDIES

COLLEGE FOR CREATIVE STUDIES · DETROIT 1906

CCS

CCS | Art. Design. Detroit.

CCS

COLLEGE *for* Creative STUDIES
Art · Design · Detroit

COLLEGE *for* Creative STUDIES

Art Design Detroit CCS

CCS
Art · Design · Detroit

CCS

CCS ALUMNI COUNCIL

CCS

Department Identification (internal use only)
Using the dotted line version of the logo, this variation incorporates specific departments when referencing the College.

FASHION ACCESSORIES DESIGN

COLLEGE *for* CREATIVE STUDIES

INTERIOR DESIGN

COLLEGE *for* CREATIVE STUDIES

LIBERAL ARTS

COLLEGE *for* CREATIVE STUDIES

CAMPUS SAFETY AND SECURITY

COLLEGE *for* CREATIVE STUDIES

CAREER DEVELOPMENT

COLLEGE *for* CREATIVE STUDIES
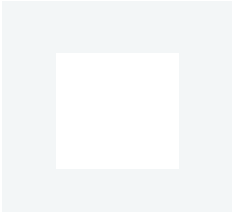
Color

Primary Color Palette
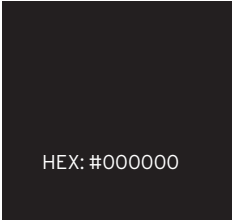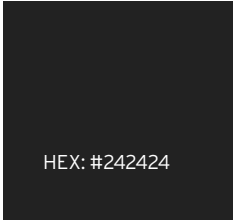
CCS Yellow is the primary color and, in most cases, should appear as the dominant color.

CCS Yellow

CCS Yellow
PMS 109C
CMYK: C=0, M=10, Y=100, K=0
RGB: R=255, G=221, B=0
HEX: #FFDF1C

CCS Purple
PMS 276C
CMYK: C=87, M=87, Y=0, K=51
RGB: R=37, G=28, B=92
HEX: #251C5C

Black
CMYK: C=0, M=0, Y=0, K=100
RGB: R=0, G=0, B=0
HEX: #000000

Purple or Black can be used as a supporting color with the CCS Yellow

Web Color Palette

CCS Yellow should be used as the primary color with a sub color palette of Gray tones.

Gray Tones

HEX: #000000

HEX: #242424

HEX: #444444

HEX: #B9B9B9

HEX: #E9E9E9

HEX: #F3F1F0

Background

White on
HEX: #F2F2F2

Interstate

Interstate is our primary font for communications. It maintains excellent legibility with a flexible
range of weights to differentiate categories of information.

Regular

Interstate — Ultra Black
Interstate — Ultra Black Italic
Interstate — Black
Interstate — Black Italic
Interstate — Bold
Interstate — Bold Italic
Interstate — Regular
Interstate — Regular Italic
Interstate — Light
Interstate — Light Italic
Interstate — Extra Light
Interstate — Extra Light Italic
Interstate — Thin
Interstate — Thin Italic

Condensed

Interstate — Black Condensed
Interstate — Bold Condensed
Interstate — Regular Condensed
Interstate — Light Condensed

Stationery

Business Cards

The front and back utilize the College's logo, color palette and typography.
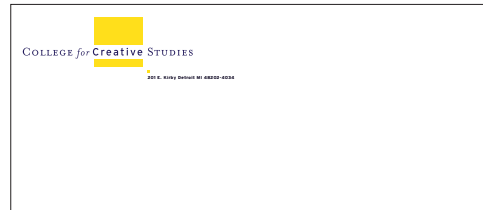

Front

Back

Letterhead and Envelopes

CCS logos used on the letterhead, envelopes and business cards must match.

CCS letterhead (one-sided)

CCS envelope (shown on a standard #10 envelope)