BRAND IDENTITY STANDARDS

SOUTHEAST
Technical College

CONTENTS

This Branding Standards Manual is a reference point for all aspects of the Southeast Technical College brand. By adhering to these guidelines, the college can project consistent design and messaging that grows awareness and increases recognition of STC.

OUR VOICE

Practical, career-focused, and collaborative, Southeast Technical College's voice is all about empowering students to take the next step in their professional journey.

Our brand speaks to an audience of ambitious individuals seeking to enhance their skills and career prospects through hands-on learning experiences. Our institution, as well as our students, are:

■ FOCUSED ■ SKILLED ■ DOERS

■ DETERMINED ■ PROBLEM SOLVERS

Our tone is professional yet approachable, and it highlights our commitment to real-world, industry-relevant education.

When writing for Southeast Tech, focus on the practical benefits of the programs offered, alumni success stories, and the collaborative nature of the learning experience. Highlight accolades and partnerships with industry leaders to reinforce our credibility. Use direct quotes from faculty and alumni to add a personal touch and showcase the impact of Southeast Tech's education.

Remember, this is a place where dreams come true through hard work and practical experience.

BRAND PILLARS

At Southeast Technical College, our workforce-centered mission is brought to life within each of our brand pillars that exemplify how students not only prepare for careers but prepare the right way for the right career. At Southeast Tech,

■ **OUR FACULTY AND STAFF ARE PASSIONATE ABOUT STUDENT SUCCESS**
In our teaching-first community, talented faculty, enthusiastic about their industry, serve as the fuel to the engine of discovery. Staff focus on customer service to encourage students and customize educational experiences.

■ **WE OFFER MULTIPLE PATHWAYS TO PROFESSIONAL ACCOMPLISHMENT**
Learning experiences and opportunities encourage students to explore their potential. Building on classroom knowledge with hands-on, real-world experiences is the best education for today's world.

■ **STUDENTS LEARN IN SKILLS-RELEVANT FACILITIES**
True-to-life learning facilities help us deliver on our promise of a career-focused experience. From healthcare simulation settings to vast machine shops, Southeast Tech students learn in facilities that match their future professions.

■ **WE UTILIZE SIOUX FALLS AS AN EXTENDED CLASSROOM**
Sioux Falls is South Dakota's most robust and engaging city, offering students, alumni and industry the opportunity to connect, extend valuable relationships and build networks, starting on day one.

■ **WE ARE A SMART INVESTMENT**
Our return on investment is great – both in terms of time spent and money saved. The outcome is Southeast Tech graduates achieving great professional and personal success.

COLOR PALETTE

Traditionally, Southeast Technical College has been represented by the color blue. Although the shade has changed over time, our students, staff and alumni have always recognized a shade of blue.

To create consistency, color palettes with primary and secondary options have been designed to represent Southeast Technical College in print, screen and web platforms.

In print materials, PMS or CMYK variations should be used. Web, screen and other digital applications should use the HEX values for RGB color assignments.

PRIMARY AND ACCENT COLORS

PRIMARY

PANTONE 301
CMYK 100-72-27-11
RGB 0-73-135
HEX #004987

PANTONE 298
CMYK 64-10-1-0
RGB 64-180-229
HEX #40b4e5

ACCENT

PANTONE 390
CMYK 34-12-100-0
RGB 181-189-0
HEX #b5bd00

PANTONE 27-8
CMYK 0-62-97-0
RGB 244-126-36
HEX #f47e24

PANTONE 2767 C
CMYK 75-45-0-71
RGB 20-40-75
HEX #14284B

100% BLACK

19% BLACK

COLOR PALETTE WEB AND OTHER CONSIDERATIONS

WEBSITE COLORS

Southeast Technical College's external website, southeasttech.edu, has a specialized color palette with multiple web-friendly variations on STC's primary colors. These shades are to be used on the official website, auxiliary websites, and can be applied to social media platform pages.

HEX #74D3FB

HEX #40B4E5

HEX #1479B1

HEX #004987

HEX #002E54

OTHER COLOR CONSIDERATIONS

EMBROIDERY

Since no direct equivalency from PMS to thread colors exist, STC has selected the following shades of thread for embroidery projects:

FOR PANTONE 301
- Mederia Classic 1042
- Imperial Blue 668R

FOR PANTONE 298
- RA-9052 Blue Wisteria
- Blue 413R

PAINT

For interior and exterior painting projects that are to comply with STC branding standards, the following shades have been selected:

FOR PANTONE 301
- Sherwin Williams 6965 Hyper Blue

FOR PANTONE 298
- Sherwin Williams 7687 Fountain

FOR PANTONE 2767 C
- Sherwin Williams 6510 Loyal Blue

LOGOS

The official logos for Southeast Technical College utilize a complete formal name as well as stylized iconography. There are two primary variations for vertical and horizontal placements. Both the iconography and wordmark are unique and have been specifically crafted; do not attempt to recreate it or any other part of the logo.

Iconography: Combined 'ST' imagery used as a symbolic representation of the college.

SOUTHEAST
Technical College

Wordmark

Stacked Logo
To use in spaces with a square or vertical orientation.

SOUTHEAST
Technical College

Two-Line Logo
To use in spaces with a horizontal orientation.

LOGOS ALTERNATIVE LOGOS

Several versions of the Southeast Technical College logo have been created to suit a range of needs. Alternative layouts, one-color and reverse color options are available.

DO NOT ATTEMPT TO RECREATE ANY OF THESE LOGOS.

Contact the Marketing Office for assistance in determining when it's appropriate to use alternative logos or to obtain artwork.

One-Line Logo
Reserved for when vertical space is limited and two lines of text is not permissible.

Horizontal Logo
In some instances, a horizontal logo may need to be used to fit the space available, such as promotional items, letterhead or digital advertising.

Reverse Option
When placing an STC logo on a dark background, the reverse option with a white wordmark should be used to maintain proper contrast. Each layout version of the logo has a reverse option available.

One-Color Option
In situations where the use of the three-color logo are limited, such as etching or one-color embroidery, the white border around the ST monogram should be removed to maintain proper spacing in the "S" and "T" portions of the emblem. Each layout version of the logo has a one-color option available.

LOGOS LIMITED USE LOGOS, ICONS AND VISUAL ELEMENTS

In some instances, it may be necessary to use part of the logo. Alone, these graphics may not be immediately recognizable as Southeast Technical College and are considered limited-use options that should only be used when a full version is not available.

> Utilizing a limited-use logo, icon or graphic requires the express permission of the Marketing Office.

SOUTHEAST
Technical College

Type-only Version
In some instances, it may be necessary to omit the monogram. This version should be used sparingly.
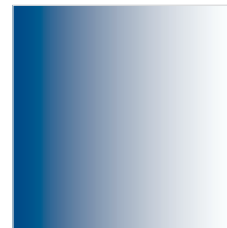
Compass Symbol and Monogram
The compass and monogram should only be used alone for special occasions such as on promotional items, social media and clothing.

90-Degree Triangle
The right-angle triangle from the compass and logo wordmark may be used to create additional design elements and create visual interest in STC-branded materials. This element color should be PMS 298 in most instances. Alternative colors may only be used when needed for additional contrast.

GRADIENTS

Gradient applications of colors from the approved palette may be used alone or with photos and graphic elements to create depth and additional visual interest in STC-branded materials.

Gradient 1
PMS 301 to translucent, applied at 180°

Gradient 2
PMS 301 to PMS 298, applied at 90°

Gradient 3
PMS 298 to translucent, applied at 45°

LOGOS

Visual identities of academic programs and individual campus offices must reflect the branding of Southeast Technical College. To create distinction, modified logos with key elements of the STC brand are incorporated with program and office name.

> The standards discussed in other sections of this guide apply to each of the special programs and office identities. A sampling of modified logos is shown.

Administrative Offices and Academic Programs
Different offices or academic programs on campus may have artwork for use on their particular documents and stationery. These are examples that have obtained their specific artwork from the Marketing Office. Artwork may have a two-line and/or horizontal version to be used where appropriate.

Sleeve Monogram   Program Wordmark

Uniforms and Clothing
In some instances, program logos may have wordmark and monogram features placed in different garment locations.

LOGOS APPROPRIATE USE

STC logos are used only to identify Southeast Technical College's identity, its programs and services. The development and use of any other logo, mark and/or symbol is strictly prohibited. The shape, proportion or color of the STC logo may not be altered in any way (fig 10.1). The logo may not be redrawn or retyped (fig 10.2).

SIZE AND PROPORTION

To ensure legibility, the vertical (stacked) STC logo should never be reproduced at sizes smaller than 1 inch wide (fig 10.3). The primary horizontal logo (two-line) should never be reproduced at sizes smaller than 1 inch tall (fig 10.4).

The logo proportions should never be altered. Do not condense or stretch the logo (figs 10.5 and 10.6).

fig 10.1

fig 10.2

fig 10.3

1"

fig 10.4

0.5"

fig 10.5

fig 10.6

LOGOS APPROPRIATE USE

CONTROL AREA AND PLACEMENT

To be visually effective, Southeast Technical College logos require an open area around it. This open area is called the "Control Area." No other visual elements may appear in the control area. The control area is a margin of empty space around the logo equal to the height of the ascender/descender utilized in the 'ST' iconography (figs 11.1 and 11.2).

fig 11.1

Control Area

fig 11.2

Control Area

LOGOS APPROPRIATE USE

BACKGROUNDS

Clarity and readability are key to the overall strength of the Southeast Technical College logo. The preferred color backgrounds for the Southeast Tech logo are white, PMS 301 or a 45° gradient. (fig 12.1).

Colored backgrounds are acceptable; however, it is important to use care in selecting the correct standard, reverse or one-color version of the logo. (fig 12.2).

Do not place the logo on colored or patterned backgrounds that impair its readability (fig 12.3).

fig 12.1

fig 12.2

fig 12.3
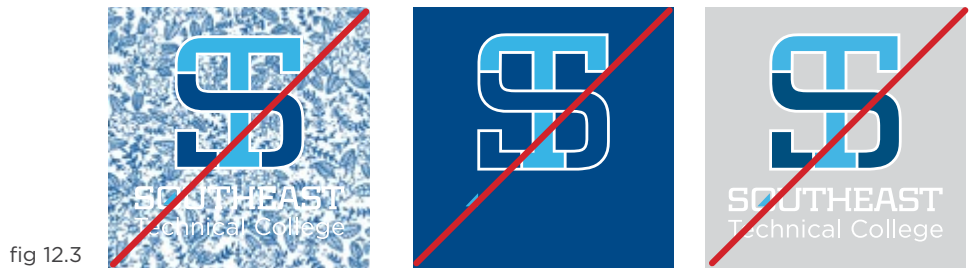
LOGOS APPROPRIATE USE

BACKGROUNDS

Photographs may be used behind the logo, however, care should be taken to ensure the logo is unobstructed and is easy to read (fig 13.1 and 13.2).

fig 13.1

UNIQUE SITUATIONS

Every so often, a situation arises that requires a creative alternative to the special program guidelines. Historical examples include Housing, capital campaigns and president's reports.

Please contact the Marketing Office if you have any questions regarding unique situations.

fig 13.2

TYPOGRAPHY

Consistent typography reinforces Southeast Technical College's brand identity. To provide flexibility and complement the logo, the following typefaces have been selected for the Marketing Office and other professional designers and design services.

Most print and web materials at STC utilize san-serif fonts. Gotham, Gotham Condensed and Proxima Nova have been selected (see figures 14.1, 14.2 and 14.3). A number of variations (i.e., light, book or bold) may be applied.

In instances where a serif font is desired, Adobe Caslon Pro (fig 14.4) and Berthold City (fig 14.5) are acceptable.

Typeface selection and size must be made with consideration given to maximum legibility. Adequate contrast between type and background must also be ensured.

SAN-SERIF FONTS

fig 14.1   **Gotham (Light)**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

fig 14.2   **Gotham Condensed (Medium)**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

fig 14.3   **Proxima Nova (Regular)**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

SERIF FONTS

fig 14.4   **Adobe Caslon Pro Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

fig 14.5   **Berthold City Light**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

TYPOGRAPHY ALTERNATIVE FONTS

Calibri (fig 15.1) is an acceptable general use font for Southeast Tech's population. It can be used on internal documents, memos, letters and fliers. It compliments premium typography and is available on most PCs.

For Media Communications students needing a free alternative to Gotham for school projects and assignments, Area Normal may be used. It is available on Adobe Fonts. When using, the point size will need to be reduced and additional tracking will need to be added. (see fig 15.2).

WEB FONTS

In web and online applications, sans-serif fonts should be set in the following order:

NOTE: The fonts used on the Southeast Tech website are automatically applied as users enter copy through the content management system.

- Proxima-nova
- Univers
- Calibri
- Myriad Pro
- Myriad
- Geneva
- Helvetica Neue
- Helvetica
- Arial

fig 15.1   **Calibri Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

fig 15.2   **Area Normal**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*

PHOTOGRAPHY

Southeast Technical College photography and videography should be close, action shots that exemplify STC's approach to hands-on learning. Images should be clear, visually interesting and showcase true-to-life learning spaces. Whenever possible, real STC students and faculty should be used and subjects should reflect all forms of diversity.

FILES AND USE

The STC Marketing Office maintains a supply of marketing photos and videos. These files are for use only in promoting STC and may not be used by any off-campus entity without permission from the STC Marketing Office.
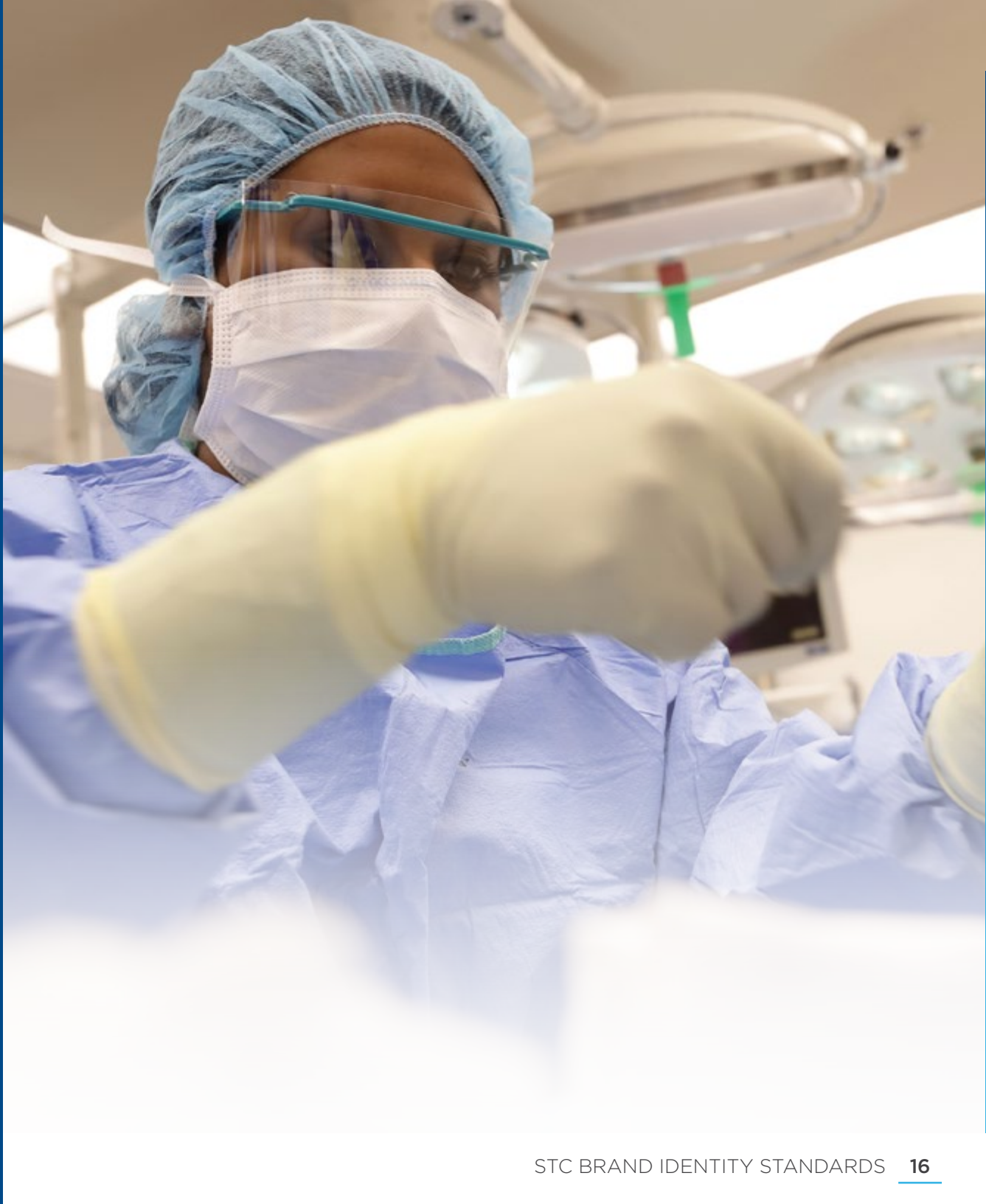
BRAND RESOURCES

To maintain consistency across campus, the Marketing Office has provided faculty and staff branding resources to use in their own initiatives, including stationery, templates and display items. Downloads of electronic items can be found on myTech in the Employee tab, under "Marketing and Communications."

Paper products with Southeast Technical College branding fall under the stationery umbrella. All stationery, including, but not limited to, letterhead, envelopes, notecards, folders, tablet pads, name tags and business cards must have the same appearance and meet branding guidelines. It many not be reproduced without the approval and consent of the Marketing Office.

Each academic year, all departments on campus will be able to place orders for their individual department needs. The Marketing Office will facilitate that order to ensure quality, branding and economical bulk pricing.

ENVELOPES

fig 18.1 – #10 Envelope (not actual size; actual size is 9.5x4.125 inches)
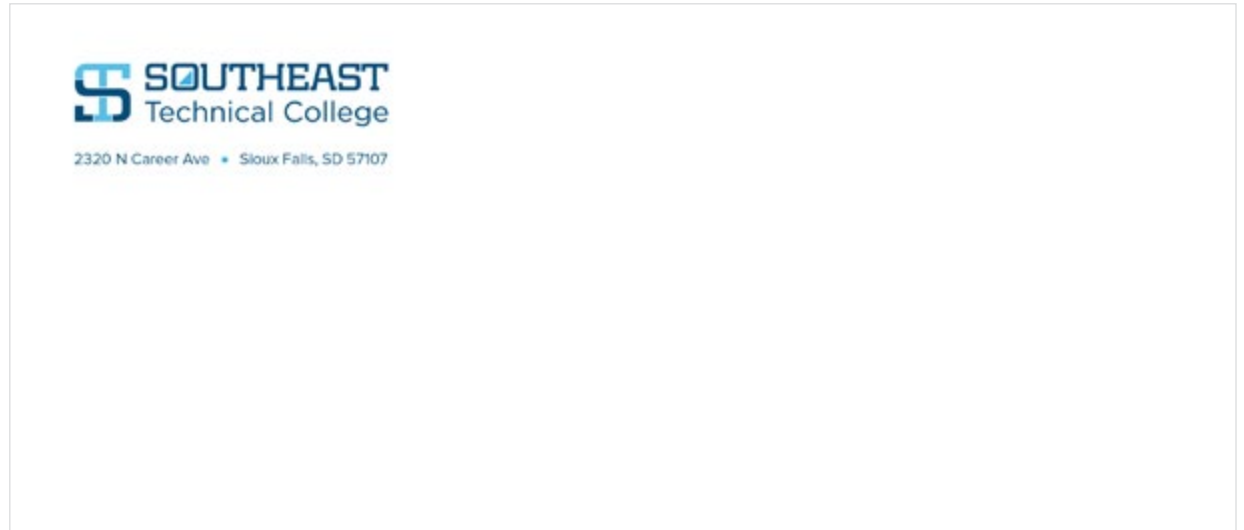
The #10 envelope is STC's standard size envelope. It is also available with a window. Alternate sizes include 6x9 and 10x13. When a non-standard size of envelope is needed, or when an office or department name is needed in the return address, contact the Marketing Office for assistance.

LETTERHEAD

STC letterhead is available through the college's annual stationery purchase and in electronic format. The electronic version can be accessed under "Marketing and Communications," under the Employee tab on myTech.
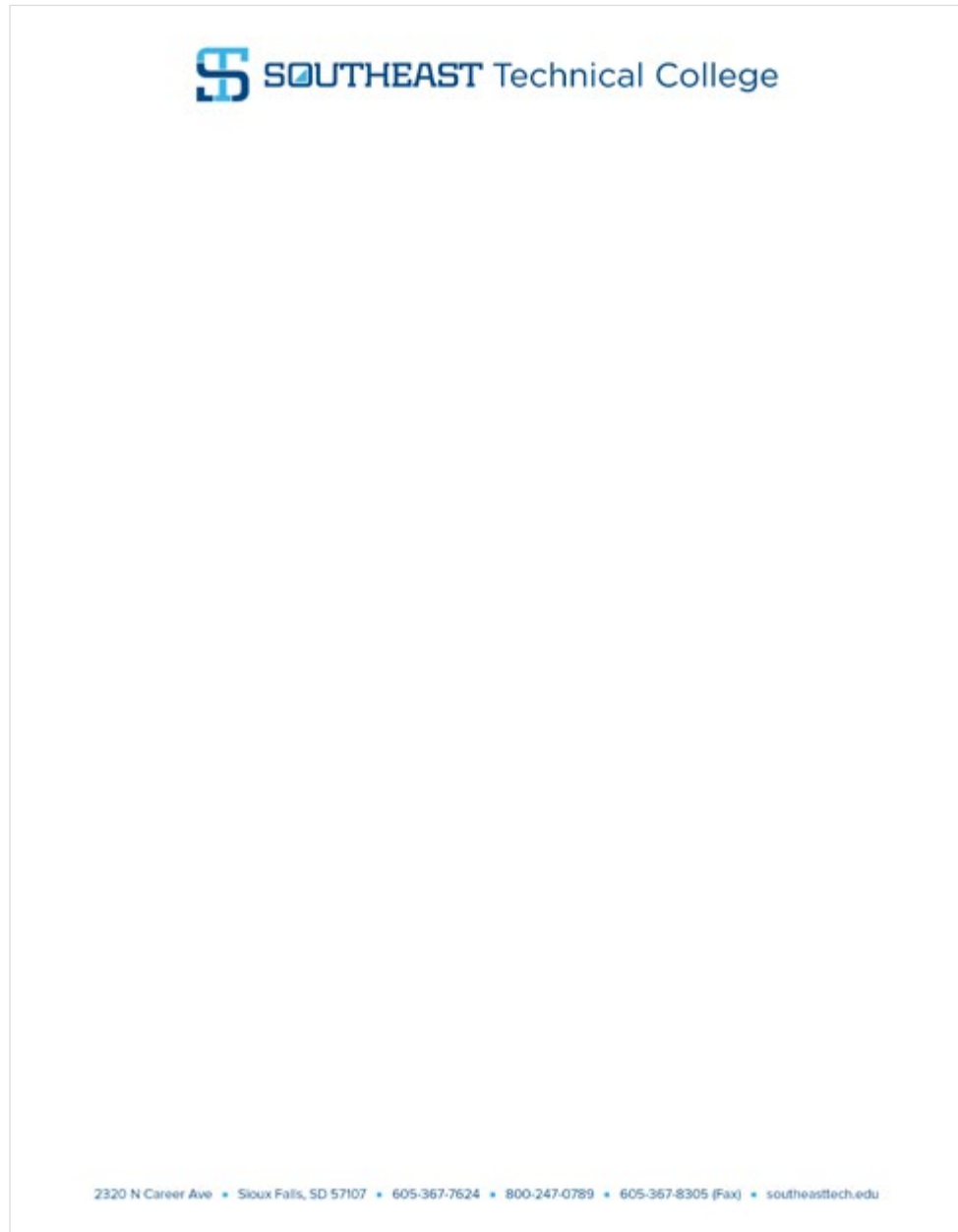

fig 19.1 – Letterhead (not actual size; actual size is 8.5x11 inches)

BRAND RESOURCES

The approved business card design is shown in figure 20.1. The left side is consistent in all versions with the Southeast Technical College logo, campus mailing address, website and icons representing the college's social sites. The right side is individualized with name, credentials, job titles, office phone and fax numbers and email address.

The business card order form is accessible on myTech in the Employee tab under Marketing and Communications.

fig 20.1 – Business Card (actual size shown)

Logo

Campus Address

Website
Social Sites

Name & Credentials
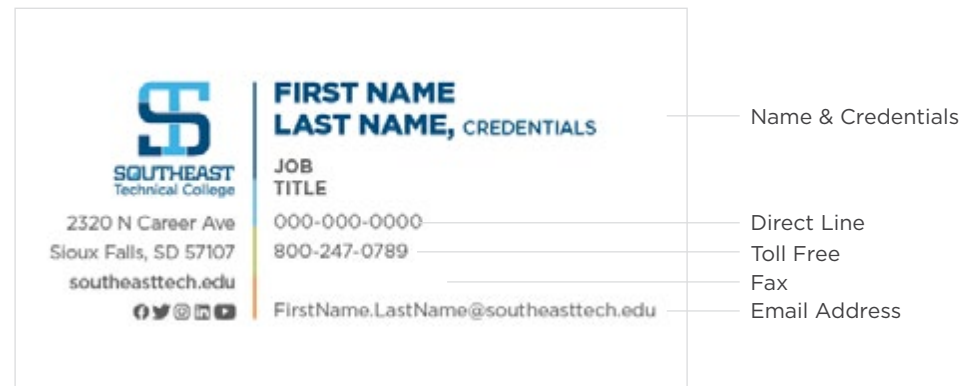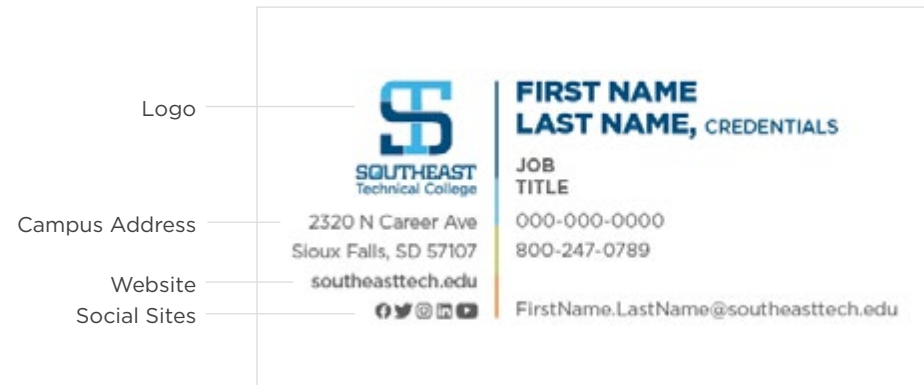
Direct Line
Toll Free
Fax
Email Address

NAME TAGS

The approved name tag design is shown in fig 21.1 and can be ordered with an online form accessible on myTech in the Employee tab under Marketing and Communications.

Name tags include name, job title and the STC logo. Due to spacing constraints, job titles may be no more than two lines of text, with a maximum of 50 characters per line. They are made of a durable plastic with a magnetic back.

EMAIL SIGNATURES

STC asks all employees to have a uniform, consistent email signature. The Email Signature Creator is available on myTech in the Employee tab, under Marketing and Communications. There is a main version (fig 21.2) and an alternate version for replies (fig 21.3).
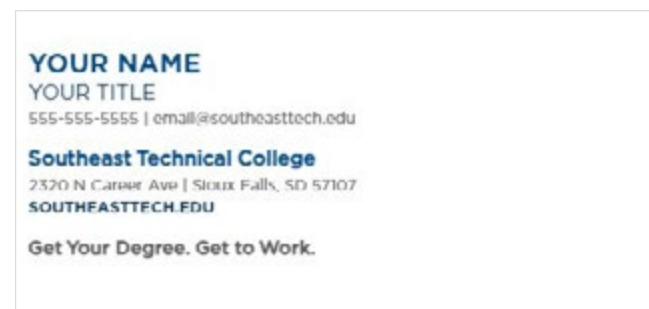
fig 21.1

[First Last]

[Department]

fig 21.2

fig 21.3

BRAND RESOURCES DISPLAY ITEMS

Southeast Technical College academic departments and other divisions may order select display items for use at events and for recruiting. The design will adhere to branding standards and be consistent with other similar materials across campus. Logo modifiers are permissible on these items. The Marketing Office will provide a cost estimate so departments can submit requisitions for the items.

BANNER STANDS

Pop-up banner stands are approximately 3' wide by 6' tall with vinyl or fabric graphics and silver casing. See fig. 22.1.

TABLECLOTHS

Tablecloths are convertible covers that work on a 6' or 8' table. See fig. 22.2.

To order display items for a campus office or department, please contact the Marketing Office.

fig 22.1 – Banner stands
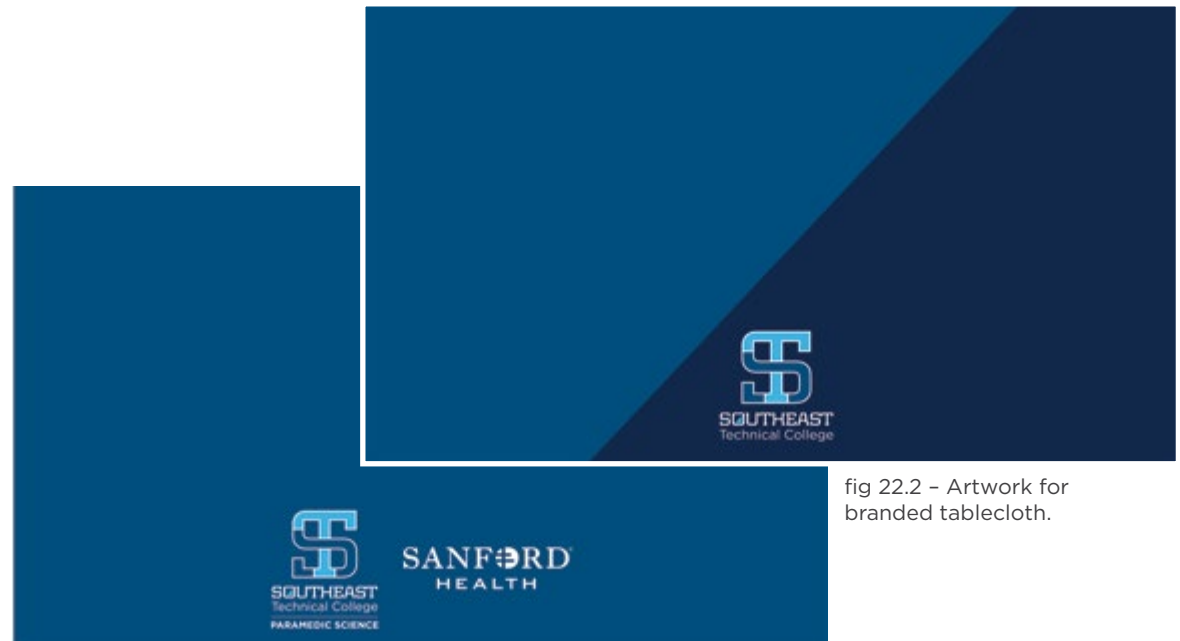
fig 22.2 – Artwork for branded tablecloth.

BRAND RESOURCES TEMPLATES

POWER POINT

The Marketing Office provides several variations of branded Power Point templates for general campus use. These can be accessed on myTech.

SOCIAL MEDIA

All Southeast Technical College-affiliated social media accounts will follow the branding standards set forth in this Branding Identity Standards manual. This includes tone and a conversational approach; appropriate sizing, placement and aspect ratios of all STC logos; and the correct use of color palettes and typography.

Do not post confidential or proprietary information about STC students, employees or alumni. Employees must still follow applicable federal requirements such as FERPA and adhere to all STC privacy and confidentiality policies. Employees who share confidential information do so at the risk of disciplinary action.

OFFICIAL SOUTHEAST TECHNICAL COLLEGE ACCOUNTS

FACEBOOK
handle: @SoutheastTechSD
URL: www.facebook.com/SoutheastTechSD/

X-TWITTER
handle: @SoutheastTechSD
URL: twitter.com/SoutheastTechSD

INSTAGRAM
handle: southeasttechsd
URL: www.instagram.com/southeasttechsd/

LINKEDIN
handle: Southeast Tech
URL: www.linkedin.com/school/southeast-technical-institute/

YOUTUBE
handle: @SoutheastTech
URL: www.youtube.com/@SoutheastTech

SOCIAL MEDIA OFFICIAL ACCOUNTS

APPROVED DEPARTMENT AND ORGANIZATIONAL ACCOUNTS

To order display items for a campus office or department, please contact the Marketing Office.

SOUTHEAST TECH DIGITAL MEDIA PRODUCTION
URL: www.facebook.com/SoutheastTech.DigitalMedia

SOUTHEAST TECH EARLY CHILDHOOD
handle: @SoutheastTechEarlyChildhoodProgram
URL: www.facebook.com/SoutheastTechEarlyChildhoodProgram

SOUTHEAST TECHNICAL COLLEGE FOUNDATION
URL: www.facebook.com/SoutheastTechFoundation

SOUTHEAST TECHNICAL COLLEGE - HOVLAND LEARNING CENTER
URL: www.facebook.com/HovlandLearningCenter

SOUTHEAST TECH HORTICULTURE TECHNOLOGY
handle: @STHorticulture
URL: www.facebook.com/STHorticulture

SOUTHEAST TECH NURSING
handle: @SoutheastTechNursing
URL: www.facebook.com/SoutheastTechNursing

SOUTHEAST TECH MEDIA DESIGN TECHNOLOGY
handle: @SoutheastTechMediaDesignTechnology
URL: www.facebook.com/SoutheastTechMediaDesignTechnology

THE GRILLE AT SOUTHEAST TECHNICAL COLLEGE
handle: @TheGrilleatSTC
URL: www.facebook.com/TheGrilleatSTC

SOCIAL MEDIA ACCOUNT SETUP

REQUESTING AN ACCOUNT

Requests for pages may be made to **marketing@southeasttech.edu**. Please prepare responses to the following questions with the request:

- What group or department is requesting an account?
- On what platform?
- Who will be responsible for managing, monitoring and updating the page, and who will be that person's backup? Please provide a short relevant bio of each.
- If this is a request for a student organization or a student has been identified as managing a page, a full-time Southeast Technical College employee must also be identified as a page manager. Please list this person.
- What is the plan to create and curate content? Please provide some details about your strategy.
- What are the goals of your page?
- Please provide 3-5 examples of posts. Include headlines, tags, hashtags and artwork.
- How will effectiveness be measured?

The Marketing Office will address each application and assist in setting parameters for each new account. Additionally, Marketing staff will have administrative access on every STC-affiliated social media account.

SOCIAL MEDIA STANDARDS AND GUIDELINES

COPYRIGHT AND FAIR USE

Never disclose information that is private or commercially sensitive. Respect copyright. Don't use images or content generated elsewhere without permission.

LOGOS

Do not use the Southeast Technical College logo or other college images or iconography on personal social media sites. Do not use Southeast Tech's name to promote a product, cause or political party or candidate. See pages 6-13 of this handbook for full logo use guidelines.

NAMING CONVENTIONS

All Southeast Tech-affiliated social media accounts will be named in a manner that maintains consistent standards for naming and ownership.

Examples:

- Southeast Tech Horticulture
- Southeast Tech Early Childhood
- Southeast Tech Student Government Association

NON-DISCRIMINATION

You may not engage in actions that constitute discrimination, sexual harassment/harassment/retaliation/disparagement based on protected categories, such as race, color, sex, age, sexual orientation and disability.

PERSONAL PAGES

Employees must keep personal social media pages separate from institutional department or organizational pages. Do not represent Southeast Tech on your personal pages, and do not express personal views or opinions on a Southeast Tech-affiliated site. Remember, anything an employee posts on a social media site represents on Southeast Tech as an institution of higher education.

Users and administrators of social media sites may not use the sites for personal benefit or gain, for the benefit or gain of other individuals outside the organization or in a way that compromises the security or integrity of Southeast Tech property, information or software.

STUDENT ORGANIZATIONS

All student organization accounts must be overseen by a full-time advisor or faculty member who also serves as an administrator on the page, in addition to the Marketing Office staff.

RIGHT TO DEACTIVATE

Southeast Tech Marketing staff must have administrative access to all STC-affiliated social media sites. If an account becomes inactive or does not follow institutional policy, the Marketing Office retains the right to deactivate or delete the account(s).

TERMS OF SERVICE

Obey the Terms of Service for all social media platforms.

WRITING STYLE GUIDE

Consistency of voice is key to maintaining clear and professional messaging. Southeast Technical College follows Associated Press style for general punctuation, grammar and style, with some exceptions for situations and circumstances specific to STC as an institution.

Common styles and exceptions are listed on the following pages. Further clarification can be found in the AP Stylebook.

Please refer to "Our Voice" on page 3 for further guidance with voice, tone and brand style.

ACADEMIC DEGREES

Academic degrees should be lowercase unless the full name of the degree is used:

- associate degree, bachelor's degree, master's degree, doctoral degree (or doctorate)
- Associate of Applied Science, Bachelor of Arts, Master of Science
- Correct abbreviations: AAS, B.A., B.S., M.A., M.S., Ph.D., M.S.Ed., MBA

ACADEMIC PROGRAMS

On first reference, all academic programs and program category names (Business, Information Technology) are capitalized and referred to by their full name. Shorter versions with capital letters are acceptable on subsequent references. Examples:

- Horticulture Technology, Horticulture
- Automotive Technology, Auto Tech
- Information Technology, I.T.

Additionally, the word "program" is not capitalized. Examples:

- Dental Assisting program
- Southeast Technical College's Nursing programs
- Business Administration program

ADDRESSES

Abbreviate Ave., Blvd. and St. when used in a specific address. Spell out when no specific address is used. Always spell out Road, Drive, Lane and any other such words. Examples:

- STC's address is 2320 N Career Ave.
- STC is located on North Career Avenue.
- The student lives at 555 Sioux Drive.

AND VS. &

Do not use an ampersand in place of the word "and" unless it is part of an organization's formal name. Examples:

- Ed Wood Trade and Industry Center
- U.S. News & World Report

BUILDING NAMES

Andera Hall

Boyce-Marshman Link

Ed Wood Trade and Industry Center

George S. Mickelson Center

The HUB

Hummel-Nicolay Hall

Scarbrough Childcare Center

Southeast Technology Center

Terrence Sullivan Health Science Center

CAMPUS NAME

"Southeast Technical College" should always be used on a first reference. "Southeast Tech" and "STC" are acceptable on subsequent references.

CANCELED, CANCELING, CANCELLATION

DATES

Use just the date and the numeral – no "th," "nd" or "rd." Days of the week should always be spelled out. Months should be spelled out unless a specific date is used. Commas should set off the day, date and year. Do not use "of" between the month and year. Examples:

- He graduated in December 2019 with a degree in Invasive Cardiovascular Technology.
- He graduated Saturday, Dec. 14, 2019, with a degree in Invasive Cardiovascular Technology.

Some months should not be abbreviated, even with a date. Use the following: Jan., Feb., March, April, May, June, July, Aug., Sept., Oct., Nov. and Dec.

GRADES

Overall GPAs should be written as "3.0 GPA."

Grades referring to specific coursework should be written as "B Average."

HEADLINES

Most words in headlines, subheadlines and document titles are capitalized. Words that are not capitalized include:

- Articles (a, an, the)
- Coordinating conjunctions (and, but, for)
- Prepositions (at, by, from)

Additionally, a single quotation mark is always used in a headline.

I.T. - INFORMATION TECHNOLOGY

MYTECH

myTech is Southeast Tech's intranet portal name. The "m" should be lower case. When using at the beginning of a sentence, precede it with Southeast Tech. Southeast Tech's myTech portal....

MOBILE ID

The name for STC's identification for students and employees. Formerly ONECARD or 1Card.

NEXT-GENERATION ACCUPLACER

NUMBERS

Spell out one through nine. Use numerals for ages and dimensions (height, weight), but spell out one through nine for distance. Use numerals for percentages, and spell out the word percent. Examples:

- He is 30 years old and has a 2-year-old son.
- She is 5 feet 6 inches tall.
- She ran six miles and then biked 10 miles.
- STC experienced a 7 percent growth in enrollment.

OXFORD COMMA

In general, the Oxford comma is not used.

- The American flag is red, white and blue.

An exception is made when there is a conjunction in one of the elements of the series or if the sentence is composed of a series of complex phrases.

- I had orange juice, toast, and ham and eggs for breakfast.

PHONE NUMBERS

Use dashes as separators between the area code, prefix and last four numbers. Example:

- 605-367-6040

RÉSUMÉ

Use accent marks in all instances.

THE GRILLE

TEAS

Spell out on first reference. Write as: Test of Essential Academic Skills (TEAS).

TIME

Use periods in a.m. and p.m. and separate them from the number. When using a start and end time, separate with an en-dash or by using "to" and "from." Examples:

- The bookstore is open 10 a.m.–4 p.m.
- The bookstore is open from 10 a.m. to 4 p.m.

If the start and end time are both a.m. or both p.m., list it only after the second time. Example:

- The bookstore is open 1–5 p.m.

TIME SPANS

When referencing a span of years, use a hyphen and drop the first two numbers of the second year. If the years span a century change, use all four numbers of the second year.

- 1971-89
- 2012-15
- 1989-2011

Use an "s" without an apostrophe after the year to indicate spans of decades or centuries. Use an apostrophe before the year for class years or abbreviations to indicate the first two numbers of the year are omitted. An apostrophe after the year is needed for possessives. It is important that

the apostrophe points in the correct direction: down and to the left.

- The college was founded in the 1960s.
- Bob belonged to the class of 1999.
- Megan belonged to the class of '03.
- The presidential election was 1980's biggest news story.

WEB TERMS

Lowercase internet, online (no hyphen), email (no hyphen), website and webpage.

SOUTHEAST
Technical College